KOHL'S PHOTO & VIDEO STYLE GUIDE

KIDS

KOHL'S

Revised January 28, 2025

OBJECTIVE

The purpose of this deck is to establish Kohl's photography standards and to outline specific requirements with regards to vendor-supplied photography.

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Click, or navigate to categories at right.

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IMAGE SPECS

Image File Specifications:

- Imagery must be professionally styled, lit, captured, and retouched.

- **Photography only.** Illustrations or renderings are not acceptable.
- **On-Fig File Dimensions:** We request that images be cropped square, at a minimum of 3000 x 3000 pixels, (10''x 10'' @ 300 PPI) with product filling 85% of frame. 50-200 pixel border around the product (@ no more than ¾ of an inch from the edge of the product to the edge of the canvas). Any lifestyle images should also be cropped 3000 x 3000 pixels, (10''x 10'' @ 300 PPI), but with no border.
- **Off-Fig File Dimensions:** We request that images be cropped square, at a minimum of 2000 x 2000 pixels, (10''x 10'' @ 200 PPI) with product filling 85% of frame. 50-200 pixel border around the product (@ no more than ¾ of an inch from the edge of the product to the edge of the canvas). Any lifestyle images should also be cropped 2000 x 2000 pixels, (10''x 10'' @ 200 PPI), but with no border.
- **File Color Space:** sRGB or Adobe RGB

- **Acceptable File Formats:** JPEG, TIFF (Other formats will be auto rejected by K-link).
- **Product Selection:** Accurate path/channel selection of product must be included with every file.
- **Background:** Unless otherwise specified, background should be white (RGB 255). Certain departments require grounding shadow.
- **Accuracy:** Image must accurately represent the product.
- **Quality:** Product must be clear and in focus at 100% magnification. All product imagery is to be captured according to the Kohl's-approved lighting, set and styling guides, and must include appropriate additional views (ALTs)
- No added graphics to any MAIN view. This includes emblems, awards or badges, action graphics, or image insets (unless specifically requested).

KOHL'S

IMAGE FILE NAMING REQUIREMENTS

Image File Naming Requirements:

- Vendor name and Kohl's dept. number will now be prepended to filenames automatically upon upload.
- File names should be divided into parts by underscores where applicable (see chart below)
  - Vendor style number
  - Vendor color name
  - Alternate image identifier (ALT1, ALT2, ALT3, etc)
  - **Main View:**
    StyleNumber_ColorName_MAIN
  - **Additional Views (ALTs):**
    StyleNumber_ ColorName_ALT1 (ALT2, ALT3, etc.)
  - **Dimensions View:**
    StyleNumber_ColorName_DIMS
  - All accurate imagery should be loaded to K-link at the same time upon initial setup. However, if the need arises to replace or append existing imagery, load via K-link with the following file appends:
    - Use "ALT_Add" at the end of your file name to assist in identifying that this product is already live and this is an additional image being added to the product page.
    - Use "ALT_Replace" or "Main_Replace" to indicate we should be overwriting existing imagery.

KOHL'S

VIDEO SPECS

Product Video Content Requirements:

- Video should be educational, product-focused and speak only to the features and benefits of that specific product. Any visible props should be unbranded and not detract from the main product being sold.
- Video should be sharp, clear and produced by a professional.
- Video should not contain any speech or gestures that may be considered offensive.
- Video should not contain references or links to: websites, pricing, date information, competitors or accessories not sold with that specific product.

File Format and Requirements:

- Video files must be in an uncompressed format.
- File format: .MP4 or .MOV not exceeding 100MB.
  Minimum size of 1280x720 (16:9) aspect ratio is required.

KOHL'S

LIGHTING DIRECTION

On figure lighting is bright, crisp, open and front lit.

Lighting for Omni off-figure product should come from a soft source either left or right to reveal shape and texture while providing a soft grounding shadow.

The images within this style guide are reflective of lighting expectations. How it is achieved may vary, but please note that the end result must match.

USAGE

All assets are for Omni Channel use and therefore must meet the following usage standards: 2 Years Unlimited Print & Electronic Media for use by Kohl's and Kohl's Affiliates for the life of the product.

It is imperative that ALL propping of on-figure fashion photography MUST be with Kohl's merchandise. This includes all tops, bottoms, shoes and accessories. Use of non-Kohl's merchandise or improper/unmanaged talent usage poses legal risks and will be prohibited.

CASTING REQUIREMENTS

Please refer to the separate guide for "Vendor Casting Diversity Expectations" for all on-figure photography, and adhere to the guidelines detailed therein.

KOHL'S

KOHL'S CONTENT CAPTURE SERVICES

Our mission is to deliver engaging, on-brand photo and video content that meets Kohl's brand standards. Kohl's Creative Services and Photo Studio can provide photo and motion assets for our vendor partners.

Benefits to Kohl's Capture:
- Head to toe Kohl's sold product, including prop items
- Seasonally relevant merchandise
- Diverse model casting pool
- Consistent creative that aligns with Kohl's brand style guidelines
- Elevated creative services inclusive of:
    - Optimal talent rates
    - Extensive multi-channel usage
    - Easy asset delivery within Kohl's internal system
    - Consistent taxonomy/metadata

Interested in learning more about Kohl's Creative Services capturing your PDP content?

Please contact Heather.Filippelli@kohls.com for more information.

KOHL'S

STYLING

Kohls.com product images serve a dual purpose of item level views, as well as showcasing outfitting opportunities. Below are some examples of acceptable styling nuances that elevate the image without obscuring an accurate sellable view of the item. Please refer to category pages for specific styling notes.

KOHL'S

TOPS

GENERAL STYLING AND CAPTURE NOTES:
- All products should be styled, lit, and angled as shown in the examples provided.
- On-figure propping should be minimal and align with examples pictured. Propping should complement the product category and should not detract from the featured main product.
- Model casting should follow our Model Casting Guides.

GENERAL RETOUCHING NOTES:
- All layflat products for this category should be blocked out--Product should be placed on pure white backgrounds (RGB 255), with no grounding shadows or surface reflections. Retouch as shown in examples provided.
- All products on model should be blocked out on pure white backgrounds (RGB 255), but with natural grounding shadow held under feet. (This may not be visible depending on crop need.)

GENERAL CROPPING NOTES:
- All images should be cropped square and tight to product. Product should proportionally fill at least 85% of frame. Do not leave more than a 50-200px cushion from longest edge of product to frame edge (model/ mannequin cropping should mimic examples shown if applicable).

ALTERNATE IMAGE PLAN:
- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
- Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serifed or non-serifed font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:
- Minimum of 2000x2000px
- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

VIDEO:
- Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

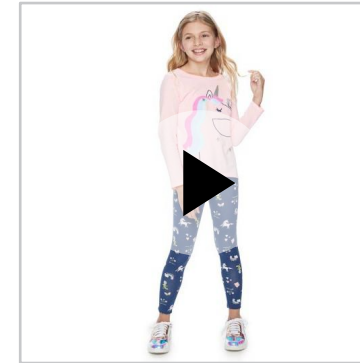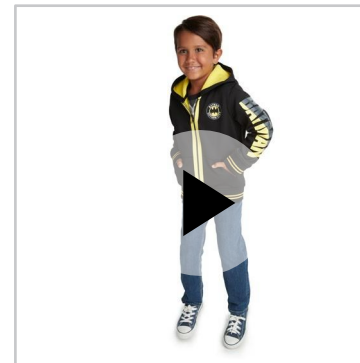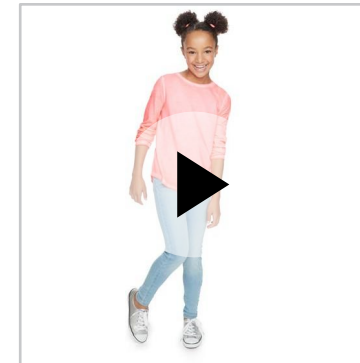|	MAIN - front view (required)	ALT - back view (required)	ALT2 - detail (requested)	ALT3 - on model (requested)	ALT4 - educational (requested)	VIDEO - (requested)
Tees						
Hoodies						
Layered top set			ALT2 - pieces separated			
Accessories set						
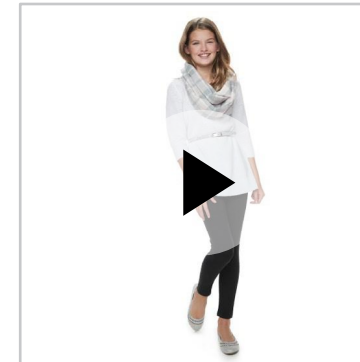
KOHL'S

MAIN -
front view
(required)

ALT -
back view
(required)

ALT2 -
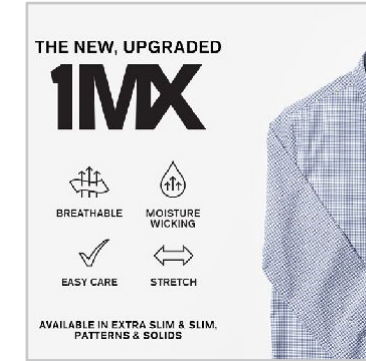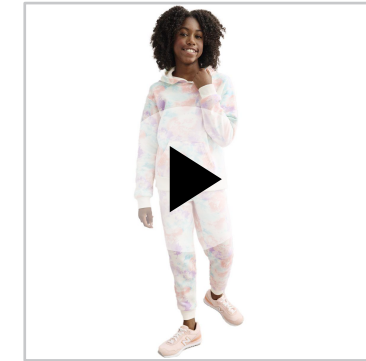detail view
(required)

ALT3 -
laydown
(required)

ALT4 -
full body
(required)

ALT5 -
educational
(requested)

VIDEO -
360° or fit
(requested)

BIG KIDS TOPS

GENERAL STYLING AND CAPTURE NOTES:
- All products should be styled, lit, and angled as shown in the examples provided.
  If the item features a notable side detail, this must be visible in the main image (angle slightly to depict).
- On-figure/ on-form propping should be minimal and align with examples pictured.
  Propping should complement the product category and should not detract from the featured main product.
- Model casting should follow our Model Casting Guides. If mannequins are used, they should be white.
- In general, tops should be untucked to show length and silhouette.
- Tops with roll-tab sleeves should be shown with the sleeves rolled for the main image,
  and unrolled for the Alt back view.

GENERAL RETOUCHING NOTES:
- All products should be blocked out on pure white backgrounds (RGB 255), but with natural
  grounding shadow held under feet. (This may not be visible depending on crop need.)
  Lay flat alternate images should be blocked out. Retouch as shown in examples provided.

GENERAL CROPPING NOTES:
- All images should be cropped square to the product featured on the model/ mannequin.
  Cropped product on model/ mannequin should proportionally fill at least 85% frame.
  Do not leave more than a 100px cushion from top of models/ mannequins head to top frame edge.
  (Lay flat should be cropped square and mimic examples shown).

ALTERNATE IMAGE PLAN:
- Follow alternate image cadence shown here. If there are additional alternate images needed to
  cover special details, number sequentially beginning with next alternate image number.
- Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
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  being a simple serif or sans-serif font. Units of measure and text referenced in imagery must align
  with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:
- Minimum of 3000x3000px
- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

VIDEO:
- Additional video content is encouraged for all items and categories.
  Suggested video types: 360° walk on/walk off, educational, fit and features.

BOTTOMS

GENERAL STYLING AND CAPTURE NOTES:
- All products should be styled, lit, and angled as shown in the examples provided.
- On-figure propping should be minimal and align with examples pictured. Propping should complement the product category and should not detract from the featured main product.
- Model casting should follow our Model Casting Guides.

GENERAL RETOUCHING NOTES:
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- All products on model should be blocked out on pure white backgrounds (RGB 255), but with natural grounding shadow held under feet. (This may not be visible depending on crop need.)

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-Minimum of 2000x2000px
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VIDEO:
-Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

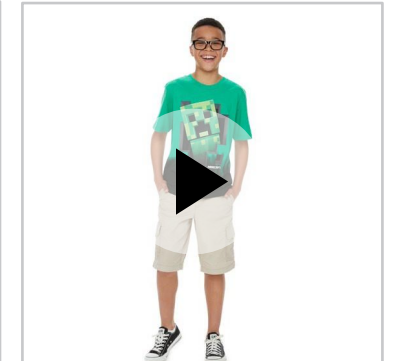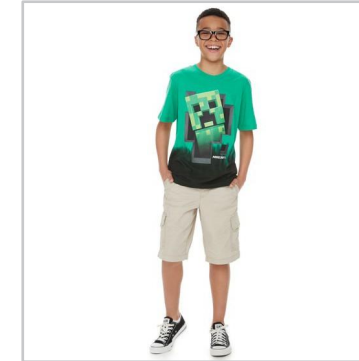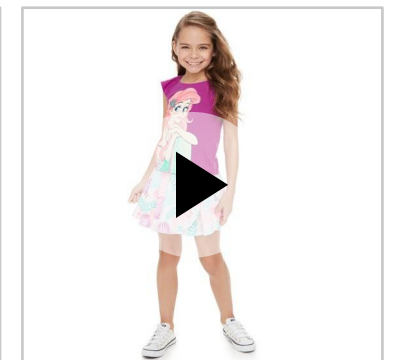|	MAIN - front view (required)	ALT - back view (required)	ALT2 - detail (requested)	ALT3 - on model (requested)	ALT4 - educational (requested)	VIDEO - (requested)
Shorts & Skirts						
Skorts						
Pants						

KOHL'S
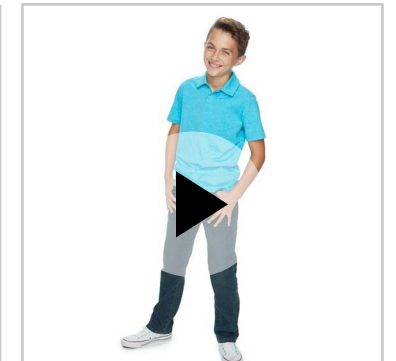
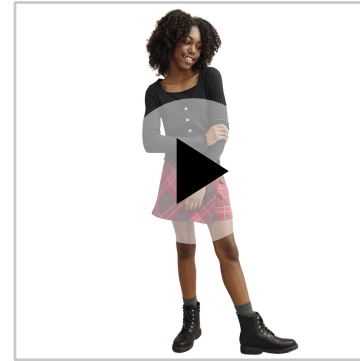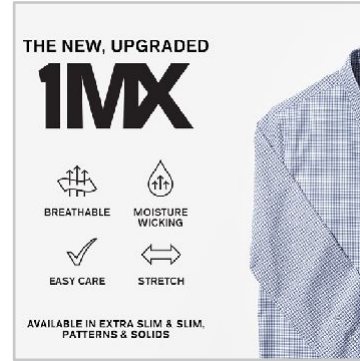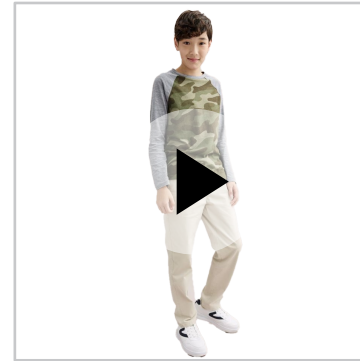| MAIN - front view (required)	ALT - back view (required)	ALT2 - detail view (required)	ALT3 - laydown (required)	ALT4 - full body (required)	ALT5 - educational (requested)	VIDEO - 360° or fit (requested)

Above knee / **Below knee**

BIG KIDS BOTTOMS

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- On-figure/ on-form propping should be minimal and align with examples pictured.
  Propping should complement the product category and should not detract from the featured main product.
- Model casting should follow our Model Casting Guides. If mannequins are used, they should be white.
- In general, bottoms should be shown with the top softly tucked to show waist detail and pocket trim as needed.

GENERAL RETOUCHING NOTES:
- All products should be blocked out on pure white backgrounds (RGB 255), but with natural
  grounding shadow held under feet. (This may not be visible depending on crop need.)
  Lay flat alternate images should be blocked out. Retouch as shown in examples provided.

GENERAL CROPPING NOTES:
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- sRGB color space or Adobe RGB

VIDEO:
- Additional video content is encouraged for all items and categories.
  Suggested video types: 360° walk on/walk off, educational, fit and features.

GIRLS DRESSWEAR & APPAREL SETS

GENERAL STYLING AND CAPTURE NOTES:
- All products should be styled, lit, and angled as shown in the examples provided.
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- Model casting should follow our Model Casting Guides.

GENERAL RETOUCHING NOTES:
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VIDEO:
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	MAIN - front view (required)	ALT - back view (required)	ALT2 -	ALT3 - on model (requested)	ALT4 - educational (requested)	VIDEO - (requested)
Dresses			detail-requested			
Dress Sets			pieces separated-required			
Apparel Sets			detail-requested			
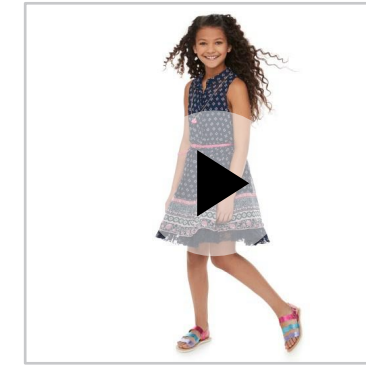
KOHL'S

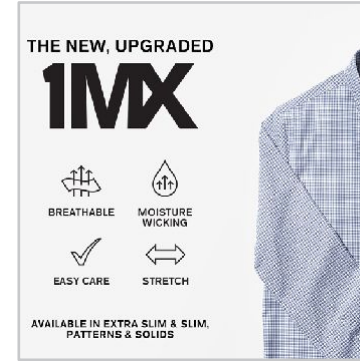| MAIN -
front view
(required) | ALT -
back view
(required) | ALT2 -
detail view
(required) | ALT3 -
laydown
(required) | ALT4 -
full body
(required) | ALT5 -
educational
(requested) | VIDEO -
360° or fit
(requested) |

Dresses
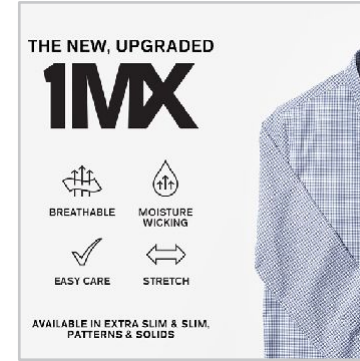
Dress Sets

BIG GIRLS DRESSES & SETS

GENERAL STYLING AND CAPTURE NOTES:
- All products should be styled, lit, and angled as shown in the examples provided.
  If the item features a notable side detail, this must be visible in the main image (angle slightly to depict).
- On-figure/ on-form propping should be minimal and align with examples pictured.
  Propping should complement the product category and should not detract from the featured main product.
- Model casting should follow our Model Casting Guides. If mannequins are used, they should be white.

GENERAL RETOUCHING NOTES:
- All products should be blocked out on pure white backgrounds (RGB 255), but with natural
  grounding shadow held under feet. (This may not be visible depending on crop need.)
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GENERAL CROPPING NOTES:
- All images should be cropped square to the product featured on the model/ mannequin.
  Cropped product on model/ mannequin should proportionally fill at least 85% frame.
  Do not leave more than a 100px cushion from top of models/ mannequins head to top frame edge.
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GENERAL FILE TECHNICAL SPECIFICATIONS:
- Minimum of 3000x3000px
- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

VIDEO:
- Additional video content is encouraged for all items and categories.
  Suggested video types: 360° walk on/walk off, educational, fit and features.

KOHL'S

BOYS DRESSWEAR & APPAREL SETS

GENERAL STYLING AND CAPTURE NOTES:
- All products should be styled, lit, and angled as shown in the examples provided.
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- Model casting should follow our Model Casting Guides.

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- All products on model should be blocked out on pure white backgrounds (RGB 255), but with natural grounding shadow held under feet. (This may not be visible depending on crop need.)

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VIDEO:
- Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

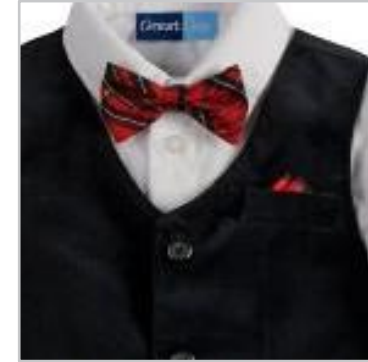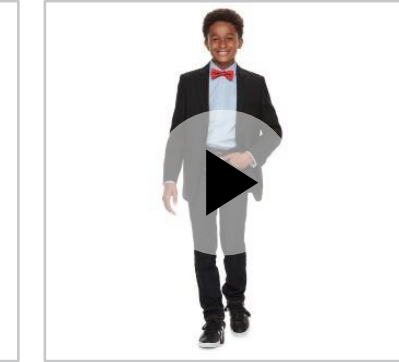|	MAIN - front view (required)	ALT - (required)	ALT2 - detail (requested)	ALT3 - on model (requested)	ALT4 - educational (requested)	VIDEO - (requested)
Suits - Multi Pc		pieces separated				
Apparel sets		pieces separated				
Dress shirts			back			
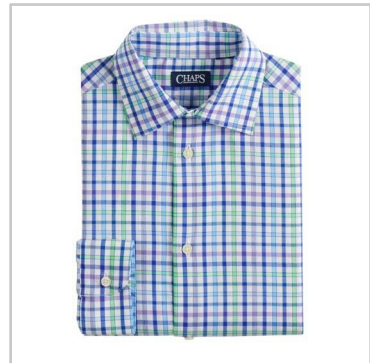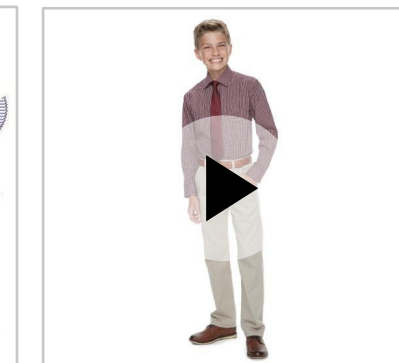
	MAIN - tie (required)	MAIN - bow tie (required)	MAIN - suspender set (required)	ALT - packaging (required)
Boys Accessories				

KOHL'S
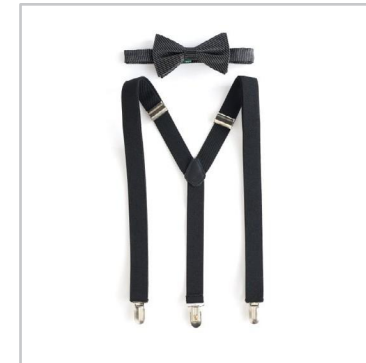
INFANT APPAREL & ACCESSORIES

GENERAL STYLING AND CAPTURE NOTES:
- All products should be styled, lit, and angled as shown in the examples provided.
- On-figure propping should be minimal and align with examples pictured. Propping should complement the product category and should not detract from the featured main product.
- Model casting should follow our Model Casting Guides.

GENERAL RETOUCHING NOTES:
- All layflat products for this category should be blocked out--Product should be placed on pure white backgrounds (RGB 255), with no grounding shadows or surface reflections. Retouch as shown in examples provided.
- All products on model should be blocked out on pure white backgrounds (RGB 255), but with natural grounding shadow held under feet. (This may not be visible depending on crop need.)

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VIDEO:
- Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

	MAIN - front view (required)	ALT - (required)	ALT2 - detail (requested)	ALT3 - on model (requested)	VIDEO - (requested)
Apparel Sets		back view			
Sleepwear		back view			
Bibs		in package		none	none
Accessories		in package	open	none	none

OUTERWEAR

GENERAL STYLING AND CAPTURE NOTES:
- All products should be styled, lit, and angled as shown in the examples provided.
- On-figure propping should be minimal and align with examples pictured. Propping should complement the product category and should not detract from the featured main product.
- Model casting should follow our Model Casting Guides.

GENERAL RETOUCHING NOTES:
- All layflat products for this category should be blocked out--Product should be placed on pure white backgrounds (RGB 255), with no grounding shadows or surface reflections. Retouch as shown in examples provided.
- All products on model should be blocked out on pure white backgrounds (RGB 255), but with natural grounding shadow held under feet. (This may not be visible depending on crop need.)

GENERAL CROPPING NOTES:
-All images should be cropped square and tight to product. Product should proportionally fill at least 85% of frame. Do not leave more than a 50-200px cushion from longest edge of product to frame edge (model/ mannequin cropping should mimic examples shown if applicable).

ALTERNATE IMAGE PLAN:
-Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
-Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
-For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serifed or non-serifed font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:
-Minimum of 2000x2000px
-Flattened TIFF or JPEG (PNG is not accepted)
-sRGB color space or Adobe RGB

VIDEO:
-Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

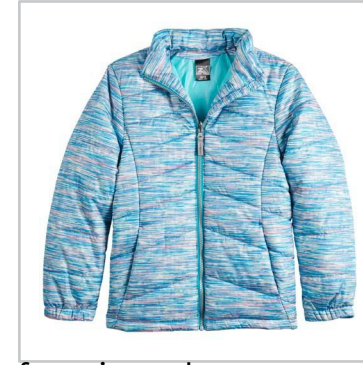|	MAIN - front view (required)	ALT - back view (required)	ALT2 - detail (requested)	ALT3 - (requested)	ALT4 - on model (requested)	VIDEO - (requested)
Jacket				none		
Systems jacket			front inner layer	back inner layer		
Jacket & snowpants set				none		
Cold weather accessories				none	none	none

KOHL'S

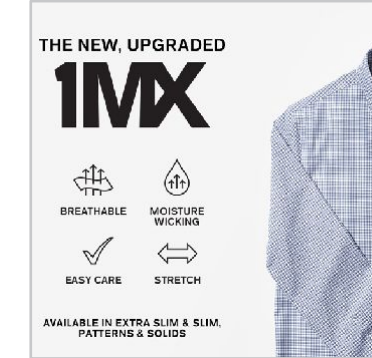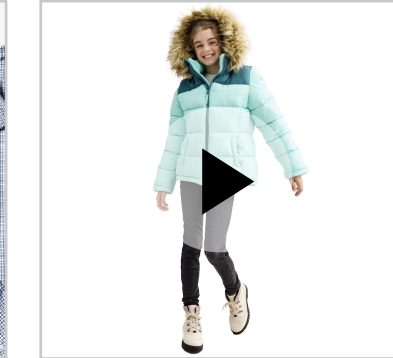| MAIN - front view (required)	ALT - back view (required)	ALT2 - detail view (required)	ALT3 - laydown (required)	ALT4 - full body (required)	ALT5 - educational (requested)	VIDEO - 360° or fit (requested)

BIG KIDS OUTERWEAR

GENERAL STYLING AND CAPTURE NOTES:
- All products should be styled, lit, and angled as shown in the examples provided.
  If the item features a notable side detail, this must be visible in the main image (angle slightly to depict).
- On-figure/ on-form propping should be minimal and align with examples pictured.
  Propping should complement the product category and should not detract from the featured main product.
- Model casting should follow our Model Casting Guides. If mannequins are used, they should be white.

GENERAL RETOUCHING NOTES:
- All products should be blocked out on pure white backgrounds (RGB 255), but with natural
  grounding shadow held under feet. (This may not be visible depending on crop need.)
  Lay flat alternate images should be blocked out. Retouch as shown in examples provided.

GENERAL CROPPING NOTES:
- All images should be cropped square to the product featured on the model/ mannequin.
  Cropped product on model/ mannequin should proportionally fill at least 85% frame.
  Do not leave more than a 100px cushion from top of models/ mannequins head to top frame edge.
  (Lay flat should be cropped square and mimic examples shown).

ALTERNATE IMAGE PLAN:
- Follow alternate image cadence shown here. If there are additional alternate images needed to
  cover special details, number sequentially beginning with next alternate image number.
- Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice
  being a simple serif or sans-serif font. Units of measure and text referenced in imagery must align
  with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:
- Minimum of 3000x3000px
- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

VIDEO:
- Additional video content is encouraged for all items and categories.
  Suggested video types: 360° walk on/walk off, educational, fit and features.

SWIM

GENERAL STYLING AND CAPTURE NOTES:
- All products should be styled, lit, and angled as shown in the examples provided.
- On-figure propping should be minimal and align with examples pictured. Propping should complement the product category and should not detract from the featured main product.
- Model casting should follow our Model Casting Guides.

GENERAL RETOUCHING NOTES:
- All layflat products for this category should be blocked out--Product should be placed on pure white backgrounds (RGB 255), with no grounding shadows or surface reflections. Retouch as shown in examples provided.
- All products on model should be blocked out on pure white backgrounds (RGB 255), but with natural grounding shadow held under feet. (This may not be visible depending on crop need.)

GENERAL CROPPING NOTES:
- All images should be cropped square and tight to product. Product should proportionally fill at least 85% of frame. Do not leave more than a 50-200px cushion from longest edge of product to frame edge (model/ mannequin cropping should mimic examples shown if applicable).

ALTERNATE IMAGE PLAN:
- Follow alternate image cadence shown here If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
- Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serifed or non-serifed font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:
- Minimum of 2000x2000px
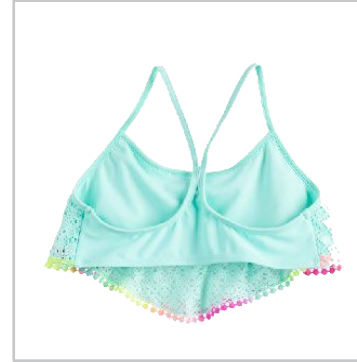- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

VIDEO:
- Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.
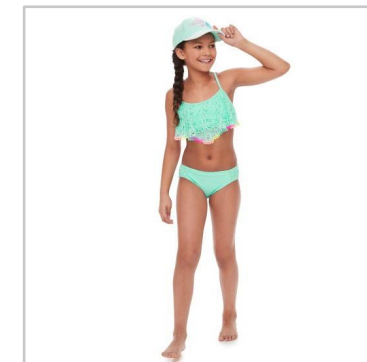
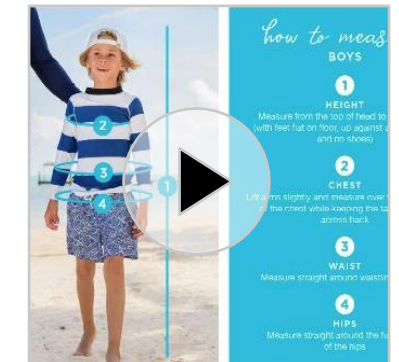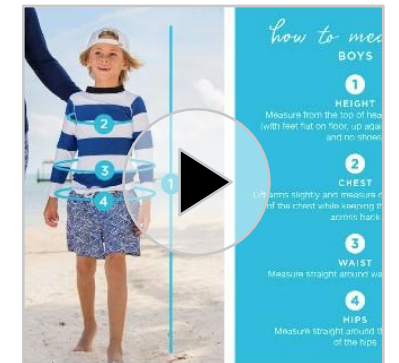|	MAIN - front view (required)	ALT - back view (required)	ALT2 - detail (requested)	ALT3 - on model (requested)	VIDEO - (requested)
Swim Tops					
Swim Bottoms			liner detail		
Swim sets					

	MAIN - angle (required)	ALT - packaging (required)	ALT2 - front (requested)
Goggles			

ACTIVE

GENERAL STYLING AND CAPTURE NOTES:
- All products should be styled, lit, and angled as shown in the examples provided.
- On-figure propping should be minimal and align with examples pictured. Propping should complement the product category and should not detract from the featured main product.
- Model casting should follow our Model Casting Guides.

GENERAL RETOUCHING NOTES:
- All layflat products for this category should be blocked out--Product should be placed on pure white backgrounds (RGB 255), with no grounding shadows or surface reflections. Retouch as shown in examples provided.
- All products on model should be blocked out on pure white backgrounds (RGB 255), but with natural grounding shadow held under feet. (This may not be visible depending on crop need.)

GENERAL CROPPING NOTES:
- All images should be cropped square and tight to product. Product should proportionally fill at least 85% of frame. Do not leave more than a 50-200px cushion from longest edge of product to frame edge (model/ mannequin cropping should mimic examples shown if applicable).

ALTERNATE IMAGE PLAN:
- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
- Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serifed or non-serifed font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:
- Minimum of 2000x2000px
- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

VIDEO:
- Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

	MAIN - front view (required)	ALT - back view (required)	ALT2 - detail (requested)	ALT3 - on model/ active/lifestyle (requested)	ALT4 - educational (requested)	VIDEO - (requested)
Tops						
Bottoms						
Active sets						

KOHL'S

ADAPTIVE TOPS

GENERAL STYLING AND CAPTURE NOTES:
-All products should be styled, lit, and angled as shown in the examples provided.

GENERAL RETOUCHING NOTES:
-All products for this category should be blocked out-- Product should be placed on pure white backgrounds (RGB 255), with no grounding shadows or surface reflections. Retouch as shown in examples provided.

GENERAL CROPPING NOTES:
-All images should be cropped square and tight to product. Product should proportionally fill at least 85% of frame. Do not leave more than a 50-200px cushion from longest edge of product to frame edge (model/ mannequin cropping should mimic examples shown if applicable).

ALTERNATE IMAGE PLAN:
-Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
-Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
-For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serifed or non-serifed font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:
-Minimum of 2000x2000px
-Flattened TIFF or JPEG (PNG is not accepted)
-sRGB color space or Adobe RGB

VIDEO:
-Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

	MAIN - front view (required)	ALT - full back view (required)	ALT2 - stitching detail (required)	ALT3 - detail (required)	ALT4 - detail (required)	VIDEO - (requested)
Snap Bodysuit				side snaps	crotch snaps	
Abdomen Bodysuit				abdomen panel	none	
Layered Bodysuit				port holes	none	
Mock Layer Tee				port holes	none	

ADAPTIVE

GENERAL STYLING AND CAPTURE NOTES:
-All products should be styled, lit, and angled
 as shown in the examples provided.

GENERAL RETOUCHING NOTES:
-All products for this category should be
 blocked out-- Product should be placed on
 pure white backgrounds (RGB 255), with no
 grounding shadows or surface reflections.
 Retouch as shown in examples provided.

GENERAL CROPPING NOTES:
-All images should be cropped square and tight
 to product. Product should proportionally fill at
 least 85% of frame. Do not leave more than a
 50-200px cushion from longest edge of product
 to frame edge (model/ mannequin cropping
 should mimic examples shown if applicable).

ALTERNATE IMAGE PLAN:
-Follow alternate image cadence shown here. If
 there are additional alternate images needed
 to cover special details, number sequentially
 beginning with next alternate image number.
-Upload all required, requested, lifestyle, and
 educational imagery for each style at the
 same time.
-For educational alternate images, font size
 should be a minimum of 12 point font
 with font choice being a simple serifed
 or non-serifed font. Units of measure
 and text referenced in imagery must
 align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:
-Minimum of 2000x2000px
-Flattened TIFF or JPEG (PNG is not accepted)
-sRGB color space or Adobe RGB

VIDEO:
-Additional video content is encouraged for
 all items and categories. Suggested video
 types: educational, fit and features.

	MAIN - front view (required)	ALT - back view (required)	ALT2 - stitching detail (required)	ALT3 - detail (required)	ALT4 - detail (required)	VIDEO - (requested)
Hoodies				zipper	none	
Dresses				port holes	none	
Pants				tie detail	velcro	
Swim			none	removable bottom	none	

KOHL'S

GENDER NEUTRAL

GENERAL STYLING AND CAPTURE NOTES:
- All products should be styled, lit, and angled as shown in the examples provided.
- On-figure propping should be minimal and align with examples pictured. Propping should complement the product category and should not detract from the featured main product.
- Model casting should follow our Model Casting Guides.

GENERAL RETOUCHING NOTES:
- All layflat products for this category should be blocked out–Product should be placed on pure white backgrounds (RGB 255), with no grounding shadows or surface reflections. Retouch as shown in examples provided.
- All products on model should be blocked out on pure white backgrounds (RGB 255), but with natural grounding shadow held under feet. (This may not be visible depending on crop need.)

GENERAL CROPPING NOTES:
-All images should be cropped square and tight to product. Product should proportionally fill at least 85% of frame. Do not leave more than a 50-200px cushion from longest edge of product to frame edge (model/ mannequin cropping should mimic examples shown if applicable).

ALTERNATE IMAGE PLAN:
-Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
-Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
-For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serifed or non-serifed font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:
-Minimum of 2000x2000px
-Flattened TIFF or JPEG (PNG is not accepted)
-sRGB color space or Adobe RGB

VIDEO:
-Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

	MAIN - front view (required)	ALT - back view (required)	ALT2 - detail (requested)	ALT3 - on model (requested)	VIDEO - (requested)
Tops					
Bottoms					

KOHL'S

BASICS

GENERAL STYLING AND CAPTURE NOTES:
-All products should be styled, lit, and angled as shown
 in the examples provided.

GENERAL RETOUCHING NOTES:
-All products for this category should be blocked out--
 Product should be placed on pure white backgrounds
 (RGB 255), with no grounding shadows or surface reflections.
 Retouch as shown in examples provided.

GENERAL CROPPING NOTES:
-All images should be cropped square and tight to product.
 Product should proportionally fill at least 85% of frame.
 Do not leave more than a 50-200px cushion from longest
 edge of product to frame edge (model/ mannequin
 cropping should mimic examples shown if applicable).

ALTERNATE IMAGE PLAN:
-Follow alternate image cadence shown here.
 If there are additional alternate images needed
 to cover special details, number sequentially
 beginning with next alternate image number.
-Upload all required, requested, lifestyle, and
 educational imagery for each style at the same time.
-For educational alternate images, font size should be
 a minimum of 12 point font with font choice being a
 simple serifed or non-serifed font. Units of measure
 and text referenced in imagery must align with
 copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:
-Minimum of 2000x2000px
-Flattened TIFF or JPEG (PNG is not accepted)
-sRGB color space or Adobe RGB

VIDEO:
-Additional video content is encouraged for all items
 and categories. Suggested video types: educational, fit
 and features.

	MAIN - front view (required)	ALT - in package (required)	ALT2 - back view (required)
Bras			
Underwear			none
Underwear Shirt			none

KOHL'S

SLEEPWEAR

GENERAL STYLING AND CAPTURE NOTES:
- All products should be styled, lit, and angled as shown in the examples provided.
- On-figure propping should be minimal and align with examples pictured. Propping should complement the product category and should not detract from the featured main product.
- Model casting should follow our Model Casting Guides.

GENERAL RETOUCHING NOTES:
- All layflat products for this category should be blocked out--Product should be placed on pure white backgrounds (RGB 255), with no grounding shadows or surface reflections. Retouch as shown in examples provided.
- All products on model should be blocked out on pure white backgrounds (RGB 255), but with natural grounding shadow held under feet. (This may not be visible depending on crop need.)

GENERAL CROPPING NOTES:
- All images should be cropped square and tight to product. Product should proportionally fill at least 85% of frame. Do not leave more than a 50-200px cushion from longest edge of product to frame edge (model/ mannequin cropping should mimic examples shown if applicable).

ALTERNATE IMAGE PLAN:
- Follow alternate image cadence shown here. If there are additional alternate images needed to cover special details, number sequentially beginning with next alternate image number.
- Upload all required, requested, lifestyle, and educational imagery for each style at the same time.
- For educational alternate images, font size should be a minimum of 12 point font with font choice being a simple serifed or non-serifed font. Units of measure and text referenced in imagery must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:
- Minimum of 2000x2000px
- Flattened TIFF or JPEG (PNG is not accepted)
- sRGB color space or Adobe RGB

VIDEO:
- Additional video content is encouraged for all items and categories. Suggested video types: educational, fit and features.

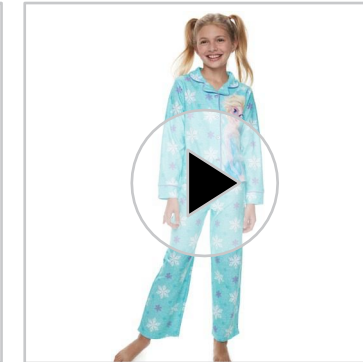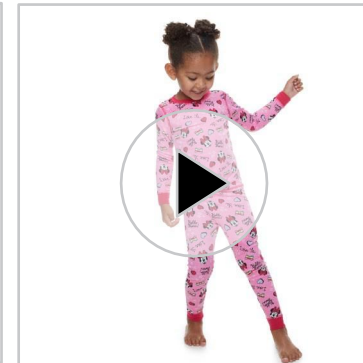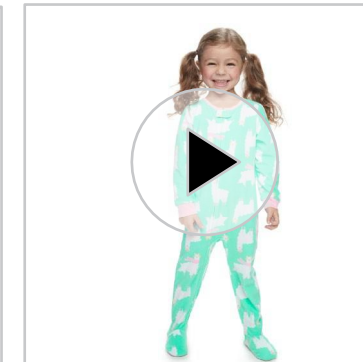|	MAIN - front view (required)	ALT - back view (required)	ALT2 - detail (requested)	ALT3 - on model (requested)	ALT4 - educational (requested)	VIDEO - (requested)
3-4pc Sleep Set						
2pc Sleep Set						
Pajamas						
Robes						

KOHL'S
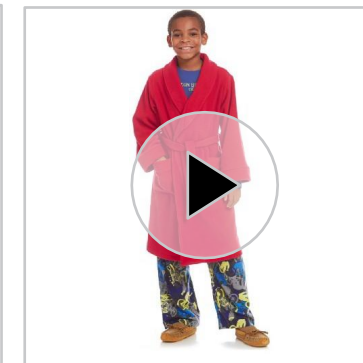
FASHION ACCESSORIES

GENERAL STYLING AND CAPTURE NOTES:
-All products should be styled, lit, and angled
 as shown in the examples provided.

GENERAL RETOUCHING NOTES:
-All products for this category should be blocked out--
 Product should be placed on pure white backgrounds
 (RGB 255), with no grounding shadows or surface reflections.
 Retouch as shown in examples provided.

GENERAL CROPPING NOTES:
-All images should be cropped square and tight to product.
 Product should proportionally fill at least 85% of frame.
 Do not leave more than a 50-200px cushion from longest
 edge of product to frame edge (model/ mannequin
 cropping should mimic examples shown if applicable).

ALTERNATE IMAGE PLAN:
-Follow alternate image cadence shown here.
 If there are additional alternate images needed
 to cover special details, number sequentially
 beginning with next alternate image number.
-Upload all required, requested, lifestyle, and
 educational imagery for each style at the same time.
-For educational alternate images, font size should
 be a minimum of 12 point font with font choice
 being a simple serifed or non-serifed font.
 Units of measure and text referenced in imagery
 must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:
-Minimum of 2000x2000px
-Flattened TIFF or JPEG (PNG is not accepted)
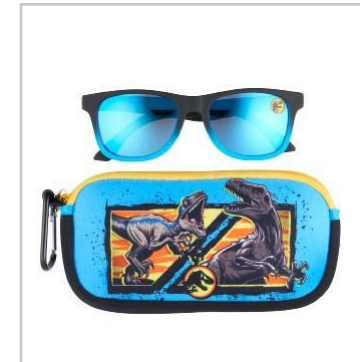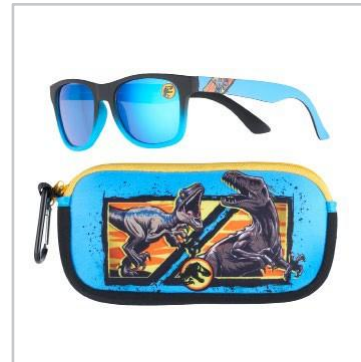-sRGB color space or Adobe RGB

VIDEO:
-Additional video content is encouraged for all items
 and categories. Suggested video types: educational,
 fit and features.

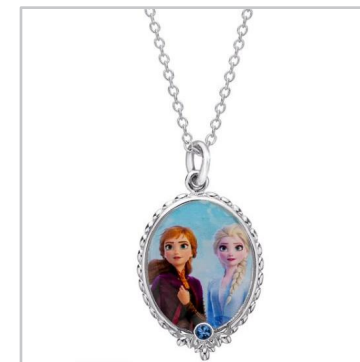|	MAIN - in package (required)	ALT - out of package (required)	ALT2 - back view (required)
Sunglasses			none
Hair Accessories			none
Jewelry			
Makeup Set			none

KOHL'S

TOYS/SETS

GENERAL STYLING AND CAPTURE NOTES:
-All products should be styled, lit, and angled
 as shown in the examples provided.

GENERAL RETOUCHING NOTES:
-All products for this category should be
 blocked out-- Product should be placed on
 pure white backgrounds (RGB 255), with no
 grounding shadows or surface reflections.
 Retouch as shown in examples provided.

GENERAL CROPPING NOTES:
-All images should be cropped square and tight
 to product. Product should proportionally fill
 at least 85% of frame. Do not leave more than
 a 50-200px cushion from longest edge of product
 to frame edge (model/ mannequin cropping
 should mimic examples shown if applicable).

ALTERNATE IMAGE PLAN:
-Follow alternate image cadence shown here.
 If there are additional alternate images needed
 to cover special details, number sequentially
 beginning with next alternate image number.
-Upload all required, requested, lifestyle, and
 educational imagery for each style at the same time.
-For educational alternate images, font size should
 be a minimum of 12 point font with font choice
 being a simple serifed or non-serifed font.
 Units of measure and text referenced in imagery
 must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:
-Minimum of 2000x2000px
-Flattened TIFF or JPEG (PNG is not accepted)
-sRGB color space or Adobe RGB

VIDEO:
-Additional video content is encouraged for all items
 and categories. Suggested video types: educational,
 fit and features.

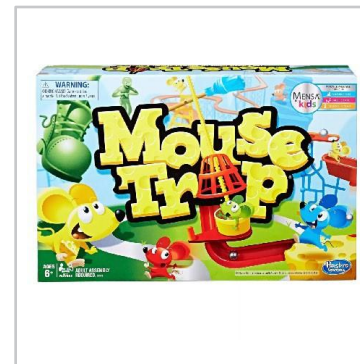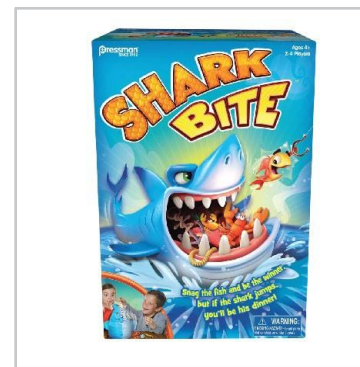|	MAIN - in package (required)	ALT - out of package (required)	ALT2 - detail (requested)	VIDEO - with model (requested)
Action Figures				
Board Games				
Legos				
Active Games				

KOHL'S

BOOK/FLASH CARD SETS

GENERAL STYLING AND CAPTURE NOTES:
-All products should be styled, lit, and angled
 as shown in the examples provided.

GENERAL RETOUCHING NOTES:
-All products for this category should be
 blocked out-- Product should be placed on
 pure white backgrounds (RGB 255), with no
 grounding shadows or surface reflections.
 Retouch as shown in examples provided.

GENERAL CROPPING NOTES:
-All images should be cropped square and tight
 to product. Product should proportionally fill
 at least 85% of frame. Do not leave more than
 a 50-200px cushion from longest edge of product
 to frame edge (model/ mannequin cropping
 should mimic examples shown if applicable).

ALTERNATE IMAGE PLAN:
-Follow alternate image cadence shown here.
 If there are additional alternate images needed
 to cover special details, number sequentially
 beginning with next alternate image number.
-Upload all required, requested, lifestyle, and
 educational imagery for each style at the same time.
-For educational alternate images, font size should
 be a minimum of 12 point font with font choice
 being a simple serifed or non-serifed font.
 Units of measure and text referenced in imagery
 must align with copy attributes provided.

GENERAL FILE TECHNICAL SPECIFICATIONS:
-Minimum of 2000x2000px
-Flattened TIFF or JPEG (PNG is not accepted)
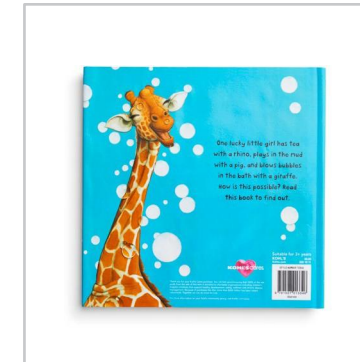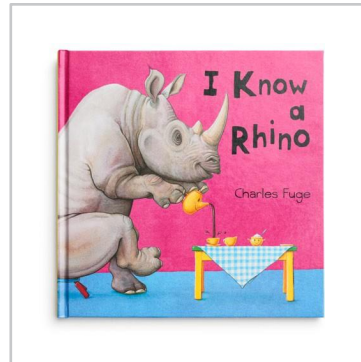-sRGB color space or Adobe RGB

VIDEO:
-Additional video content is encouraged for all items
 and categories. Suggested video types: educational,
 fit and features.
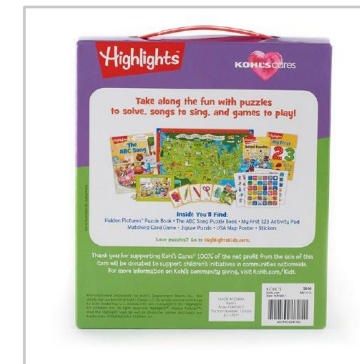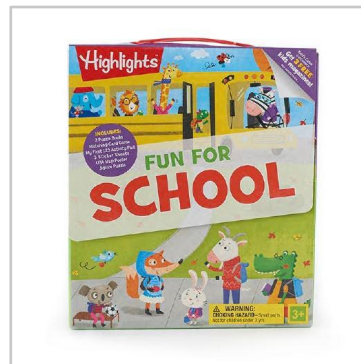
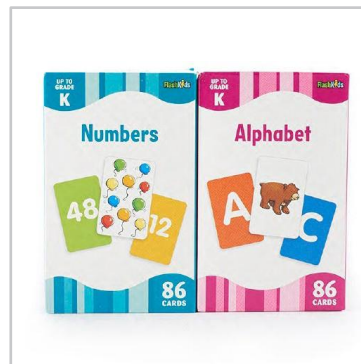|	MAIN - front (required)	ALT - open (required)	ALT2 - back view (required)
Books			
Book Set			
Flash Cards			
Puzzle			none