KOHL'S PHOTO & VIDEO STYLE GUIDE

MENS

KOHL'S

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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INDEX

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).

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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:** VendorName_DepartmentNumber_StyleNumber_ColorName_MAIN
  - **Additional Views (ALTs):** VendorName_DepartmentNumber_StyleNumber_ColorName_ALT1 (ALT2, ALT3, etc.)
  - **Dimensions View:** VendorName_DepartmentNumber_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.

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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.

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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 guides for "Vendor Casting Diversity Expectations," as well as "Men's Grooming & Model Casting Expectations," for all on-figure photography, and adhere to the guidelines detailed therein.

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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.

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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.

Examples of tops styling

Example of active

Examples of bottoms styling

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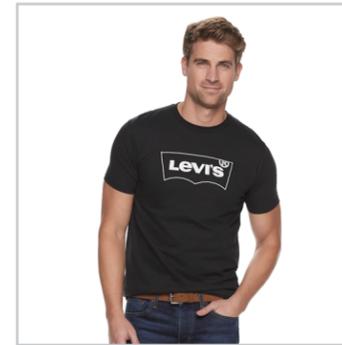| MAIN - front view (required)	ALT - back view (required)	ALT2 - side view (recommended)	ALT3 - laydown (required)	ALT4 - full body (required)	ALT5 - educational (recommended)	VIDEO - 360° or fit (recommended)

Additional examples of acceptable tops styling, appropriate to each category

MENS 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 compliment 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.
- Men's tops can be shown either tucked or untucked as appropriate to style/category.
  For example, dress shirts should always be tucked and belted (see page 12 for more details),
  however more casual tops could be shown untucked, with a partial tuck, and/or optioned
  with a rolled sleeve.
- 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, recommended, 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.
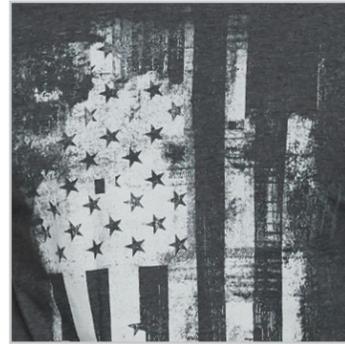
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MAIN - (required)	ALT - (required)	ALT2 - detail view (recommended)	ALT3 - laydown (required)	ALT4 - full body (required)	ALT5 - educational (recommended)	VIDEO - 360° or fit (recommended)

Front graphic only

| Front View | Back View | Front View | Front View | Front View | | |

Back graphic
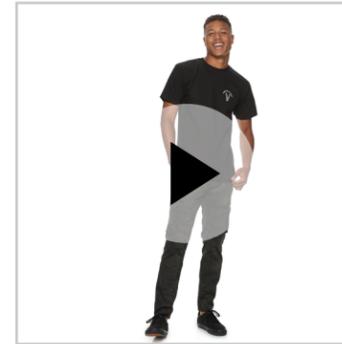
| Back View | Front View | Back View | Back View | Front View | | |

MENS GRAPHIC TOPS

GENERAL STYLING AND CAPTURE NOTES:
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  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 compliment 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.
- Men's graphic tees can be shown either tucked or untucked.

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).
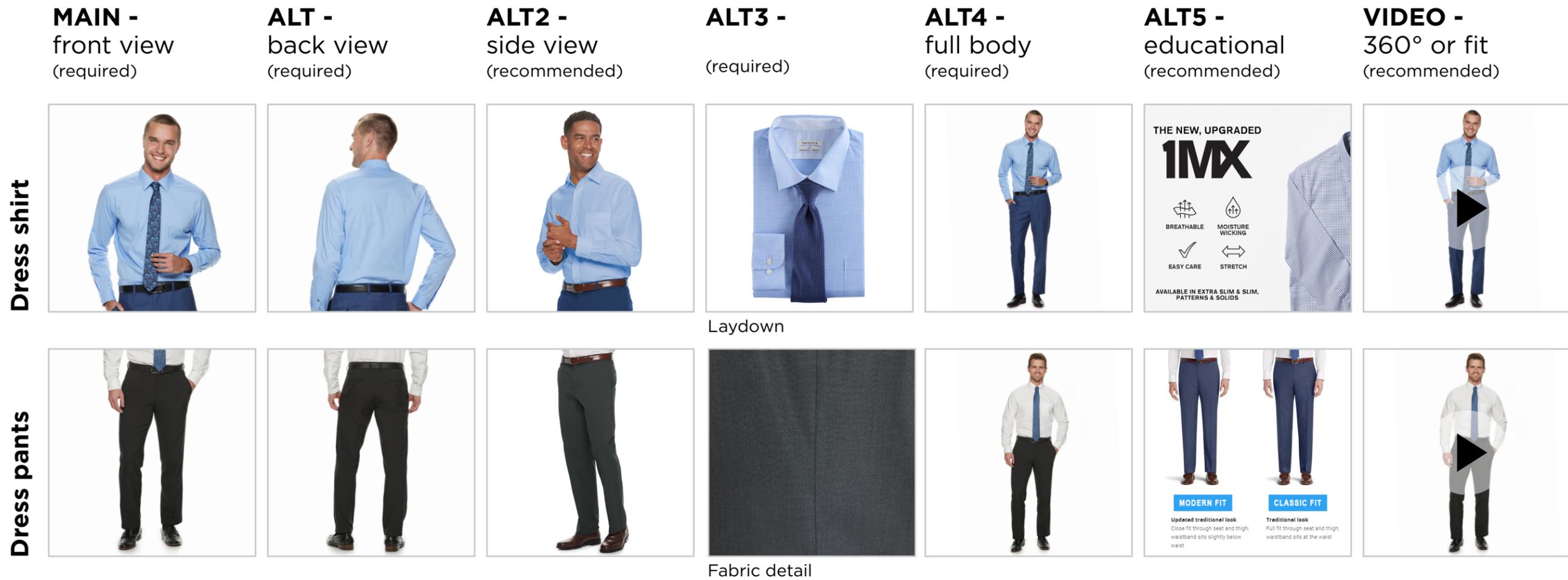
ALTERNATE IMAGE PLAN:
- Follow alternate image cadence shown here. If there are additional alternate images needed to cover
  special details, number sequentially beginning with next alternate image number.
- Upload all required, recommended, lifestyle, and educational imagery for each style at the same 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.

MAIN - front view (required)	ALT - back view (required)	ALT2 - side view (recommended)	ALT3 - (required)	ALT4 - full body (required)	ALT5 - educational (recommended)	VIDEO - 360° or fit (recommended)

Dress shirt

Laydown

Dress pants

Fabric detail

MENS DRESS SHIRTS & PANTS

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 compliment 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.
- Men's dress shirts should always be tucked and belted. Prop with dress pants & dress shoes.
  Show with a tie if included as a set, otherwise the tie is optional.
- Dress pants should be propped with dress shoes, dress shirt & tie, tucked and belted.

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).

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- 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.
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- 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.

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MAIN - front view (required)	ALT - back view (required)	ALT2 - side view (recommended)	ALT3 - pocket detail (required)	ALT4 - fabric detail (required)	ALT5 - full body (required)	ALT6 - educational (recommended)	VIDEO - 360° walk on/off (recommended)
Jacket & pant set					None		
Suit jacket							

MENS SUITS & SUIT JACKETS

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 compliment 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.
- Prop with dress shoes and dress belt.
- Top jacket button should be buttoned. Show 1/3 - 1/2" of dress shirt cuff.

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).

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- Upload all required, recommended, 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.

MAIN -
front view
(required)

ALT -
back view
(required)

ALT2 -
side view
(recommended)

ALT3 -
detail view
(recommended)

ALT4 -
laydown
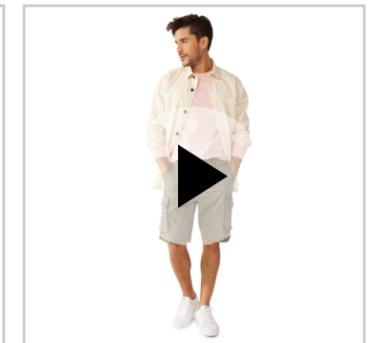(required)

ALT5 -
full body
(required)

ALT6 -
educational
(recommended)

VIDEO -
360° or fit
(recommended)

Below knee

Above knee

MENS BOTTOMS

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 compliment 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.
  A French tuck is fine unless a full tuck would be more appropriate for the category or style.
- If shorts come in varying inseam lengths, all should be shot on the same model if possible.

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.
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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.

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MAIN - front view (required)	**ALT -** back view (required)	**ALT2 -** side view (recommended)	**ALT3 -** detail/ educational (recommended)	**ALT4 -** laydown (required)	**ALT5 -** front view (inner layer if applicable - required)	**ALT6 -** back view (inner layer if applicable - required)	**ALT7 -** full body (required)	**VIDEO -** 360° or fit/features (recommended)

MENS 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 compliment 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).

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- 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, recommended, 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)
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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

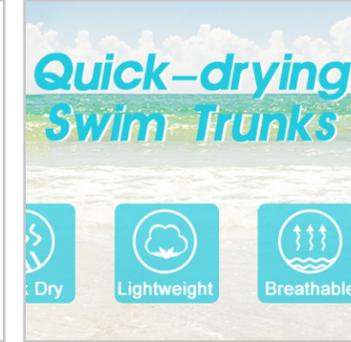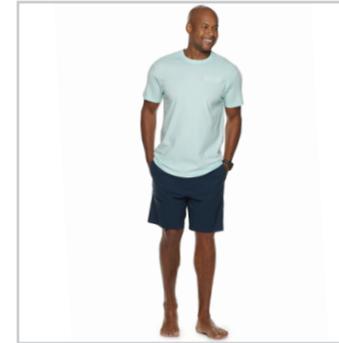| MAIN - front view (required)	ALT - back view (required)	ALT2 - side view (recommended)	ALT3 - detail (recommended)	ALT4 - laydown (required)	ALT5 - full body (required)	ALT6 - educational (recommended)

Swim bottoms

secure pocket, inner
layer or closure

Swim tops

logo or graphic,
if applicable

MENS SWIM

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 compliment 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.
- Mens swim should be shot barefoot. Swim tees should be untucked & propped with swim bottoms.

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.
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  Do not leave more than a 100px cushion from top of models/ mannequins head to top frame edge.
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  a simple serif or sans-serif font. Units of measure and text referenced in imagery must align with copy
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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: educational, fit and features.

KOHL'S

MAIN - front view (required)
ALT - back view (required)
ALT2 - side view (recommended)
ALT3 - detail (recommended)
ALT4 - laydown (required)
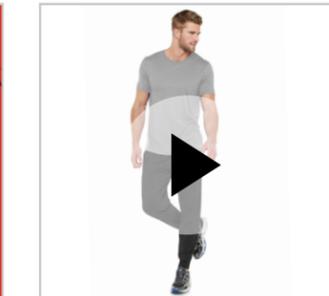**ALT5 -** full body active/lifestyle (required)
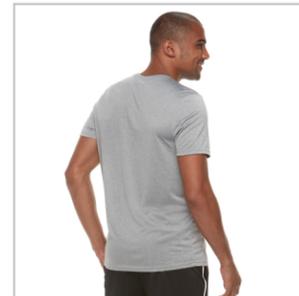**ALT6 -** educational (recommended)
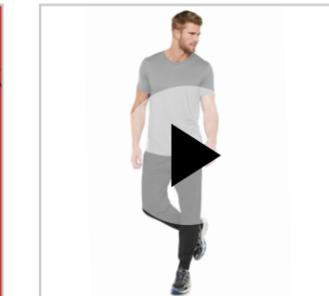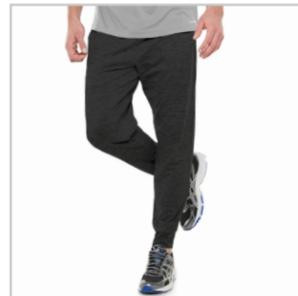**VIDEO -** 360° or fit/features (recommended)

Tops

Multi-packs

MAIN image option 1 (preferred)

MAIN image option 2

Bottoms

MENS ACTIVE

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 compliment 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.
- All mens active is shown untucked. Prop with athletic shoes, and appropriate top or bottom 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:
- 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, recommended, 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.

KOHL'S

MENS BASICS

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 compliment 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.
- Shoot barefoot.
- The full fig need for underwear should always be propped with an undershirt or tank, and should be lifted or partially tucked to show part of waistband.

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, recommended, 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: educational, fit and features.

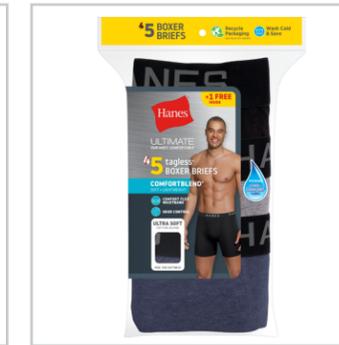|	MAIN - front view (required)	ALT - back view (required)	ALT2 - laydown (required)	ALT3 - packaging (recommended)	ALT4 - full body (required)
Undershirt, single					
Underwear, single					Full fig with top
Multi-packs	MAIN image option 1 (preferred)		MAIN image option 2		Full fig with top

KOHL'S

MENS SLEEPWEAR

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 compliment 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.
- Shoot barefoot.
- Prop sleep pants with a solid, neutral tee, shown tucked.
- 2pc. sets should be untucked.

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, recommended, 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.

	MAIN - front view (required)	ALT - back view (required)	ALT2 - side view (recommended)	ALT3 - laydown (required)	ALT4 - packaging (required)	ALT4 - full body (required)	VIDEO - 360° walk on/off (recommended)
Sleep pants					None		
Sleep shorts					None		
2pc. sets						None	
Multi-packs							

MAIN image option 1 (preferred)

MAIN image option 2

KOHL'S

MAIN -	**ALT -**	**ALT2 -**	**ALT3 -**	**VIDEO -**
front view	back view	side view	laydown	360° walk on/off
(required)	(required)	(recommended)	(recommended)	(recommended)

MENS ROBES

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 compliment 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.
- Shoot barefoot.
- Prop with solid white or neutral tee. May be propped with a neutral solid pant, but not mandatory.

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, recommended, 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.

MENS 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 and placed on a pure white (RGB 255) background, 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, recommended, 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 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 (required)	**ALT2 -** stitching detail (required)	**ALT3 -** detail (required)	**ALT4 -** detail (required)	**ALT5 -** educational (recommended)
Tops				dual zipper	port hole	
Bottoms		back loop		tie detail	velcro	

KOHL'S

MAIN -
front view
(required)

ALT -
back view
(required)

ALT2 -
side view
(recommended)

ALT3 -
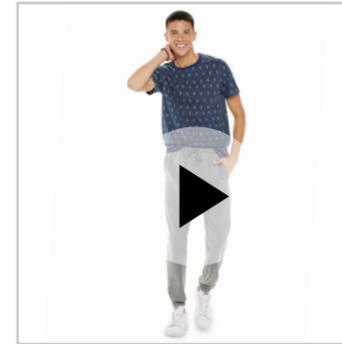laydown
(required)

ALT4 -
full body
(required)

VIDEO -
360° walk on/off
(recommended)

Tops

Bottoms

GENDER NEUTRAL

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 compliment 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.
- Casting can represent both traditional male and female genders, but more modern, androgynous
  models are also welcome.
- In general, tops should be untucked to show length and silhouette. Some tops can be tucked
  as appropriate to style/category.
- In general, bottoms should be shown with the top softly tucked to show waist detail and pocket trim as
  needed. A French tuck is fine unless a full tuck would be more appropriate for the category or style.

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, recommended, 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.

KOHL'S