

KOHL'S

H O U S E



FOR REAL LIFE.

NATIONAL ROLLOUT GUIDE



THIS IS HOME

LIVE BEAUTIFULLY

at 100

KOHL'S HOUSE



FOR REAL LIFE.

LIVE WELL.
SPEND LESS.

WOMEN →
MEN →
KIDS & BABY →
THE MARKET →
HOME →
CHECKOUT →



FOR
REAL LIFE.

WELCOME HOME

KOHL'S
HOUSE



WOMEN



THE MARKET

Curated gifts and
seasonal discoveries.

GIVE
BEAUTIFULLY.
LIVE
WELL.



Must-Haves
\$15 & Under

Thoughtful
by Design
BEAUTIFUL GIFTS
MADE TO BE LIVED IN.

PAPER
GOODS

Under \$20

CANDLES
MUGS
NOTEBOOKS
SOAPS
TOTES
& MORE

CHECKOUT

THIS IS
HOME

THE ART OF SIMPLE LIVING

NATALIE WALTON

KIDS & BABY

MADE FOR LITTLE MOMENTS. MADE TO MATTER MOST.

KOHL'S
HOUSE



GROW TOGETHER.
LIVE WELL.

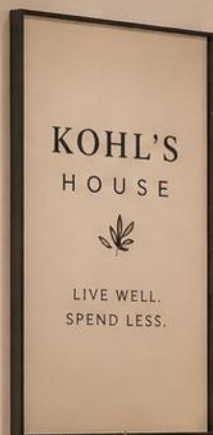
NURSERY →
BABY GEAR →
PLAY & LEARN →
TODDLER →

NURSERY

FOR THE ONES
WHO FILL YOUR
DAYS AND
GROW YOUR
HEART.

FOR TODAY,
TOMORROW,
AND ALL THEIR
ADVENTURES
AHEAD.





KOHL'S
HOUSE

← WOMEN

BEAUTY

↑

← MEN

KIDS & BABY

↑

← HOME

CHECKOUT

→



WOMEN

MEN

BEAUTY ↑

KIDS & BABY ↑

CHECKOUT →

 FITTING ROOMS →

 PICKUP →

LIVE WELL.
SPEND LESS.

CURATED
GIFTS AND
SEASONAL
DISCOVERIES.

PRIMARY LOGO



SECONDARY LOGO



ICON



TYPOGRAPHY

Primary Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Supporting Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BRAND VOICE EXAMPLE

Warm. Edited. Everyday.

COLOR PALETTE



BRAND VALUES EXAMPLE

Home. Growth. Care. Curation.

OUR ICON PHILOSOPHY

Inspired by nature,
home and everyday
rituals.
Each icon is crafted
with balance and
intention to help
communicate clearly
and beautifully.



SHOPPING & SERVICES



SHOP



NEW



BEST SELLER



SALE



GIFT



WISHLIST



REGISTRY



CLICK & COLLECT



DELIVERY



RETURNS



EXCHANGES



GIFT CARD

HOME & LIVING



FURNITURE



BEDDING



BATH



TABLEWARE



KITCHEN



DECOR



LIGHTING



STORAGE



OUTDOOR



RUGS



CLEANING



ORGANIZATION

APPAREL & ACCESSORIES



WOMEN



MEN



KIDS



BABY



SHOES



HANDBAGS



JEWELRY



ACCESSORIES



WATCHES



BELTS



HATS



SCARVES

WELLNESS & BEAUTY



SKINCARE



HAIRCARE



BODY CARE



FRAGRANCE



WELLNESS



MAKEUP



CANDLE



AROMATHERAPY



SPA



SELF CARE



ORGANIC



CLEAN



CLEAN BEAUTY

EXPERIENCES & VALUES



COMMUNITY



SUSTAINABILITY



RESPONSIBLY
SOURCED



ETHICALLY
MADE



GIVE BACK



INCLUSIVE



QUALITY



HERITAGE



CRAFTED
TO LAST



TRUSTED



FOR REAL LIFE

WAYFINDING & NAVIGATION



HOME



SEARCH



MENU



ACCOUNT



CART



FAVORITES



LOCATION



HELP



BACK



CLOSE



FILTER



SORT

ICON STYLES



OUTLINE



FILLED



BADGE

SIZING SCALE



16px



24px



32px



48px



64px

USAGE GUIDELINES



Use icons consistently
to create a cohesive
experience.



Maintain clear space
around icons for
maximum legibility.



Use approved icon
styles and do not
alter proportions.



Pair icons with
thoughtful typography
and generous space.

BUILT TO BELONG.
MADE FOR REAL LIFE.



KOHL'S HOUSE



FOR REAL LIFE.

A cohesive retail signage system that brings warmth, clarity, and timeless design to every part of the Kohl's House experience.



COLOR PALETTE



WARM WHITE
#F7F4EF



SOFT LINEN
#E7E1D6



CHARCOAL
#2B2B2A



MUTED OAK
#BB8E64

BRAND VALUES

Home. Growth. Care. Curation.

BRAND VOICE

Warm. Edited. Everyday.

1. PRIMARY OVERHEAD DIRECTORY



2. ALTERNATE OVERHEAD DIRECTORY



3. OAK DEPARTMENT HEADER



4. CHARCOAL DEPARTMENT HEADER



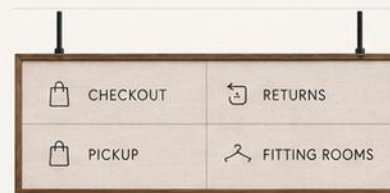
5. SUSPENDED AISLE BLADE SIGN



6. WALL DIRECTIONAL PANEL



7. FUNCTIONAL SIGNS



8. FREESTANDING FLOOR SIGN



9. TABLETOP SIGN



10. SHELF TALKER / SHELF-EDGE



11. PROMOTIONAL SIGN



12. ENDCAP SIGN



13. WINDOW GRAPHIC



14. EXTERIOR STOREFRONT SIGN



15. PICKUP / PARKING MONOLITH



PORTAL-STYLE DEPARTMENT ENTRANCES



16. MATERIALS & PRODUCTION DETAILS



MUTED OAK
WOOD FINISH



OAK FRAME
DETAIL



CHARCOAL PANEL
MATTE FINISH



SOFT LINEN
PRINT SURFACE



SUSPENSION ROD
BLACK FINISH



RAISED LETTERING
OAK OR METAL



EXTERIOR INSTALL
PRECISION BUILD

THOUGHTFUL DESIGN.
REAL COMFORT.
MADE FOR SERVICE.

UNIFORMS

Our uniforms are designed to be an extension of the Kohl's House experience—elevated, effortless and made for every moment.

OUR APPROACH

A modern uniform collection that balances elevated style with everyday function. Designed to move with you and made to make others feel at home.



SALES ASSOCIATE

SALES ASSOCIATE

DEPARTMENT LEAD

DEPARTMENT LEAD

MANAGEMENT

MANAGEMENT

SPECIALIST

FABRIC & COLOR PALETTE



WARM WHITE #F7F4E1
SOFT LINEN #E7E1D6
TAUPE #CFC5B3
CHARCOAL #2B2B2A
OAK

BREATHABLE. DURABLE. EASY CARE.
Premium materials that feel as good as they look.

TOPS



Timeless silhouettes in elevated fabrics.
Made to layer, mix and move.

OUTERWEAR



Versatile pieces for warmth,
polish and everyday functionality.

BOTTOMS



Tailored, comfortable and
made for all-day wear.

DRESSES & SKIRTS



Effortless options for a
refined, put-together look.

APRON (MARKET & SERVICES)



Functional and beautiful. Designed for movement and utility.

FOOTWEAR GUIDELINES



Comfortable. Supportive. Clean and versatile.
Neutral tones that pair with every outfit.

ACCESSORIES



Subtle details that reflect our brand
and elevate the everyday.

CARE & SUSTAINABILITY



Thoughtfully made with people
and the planet in mind.

THE FINISHING TOUCH



Every detail. Every time.
That's the Kohl's House standard.

SHOPPING BAGS



TISSUE PAPER



BOXES & MAILERS



GIFT BOXES



HANG TAGS



CARE CARDS



PRICE TAGS



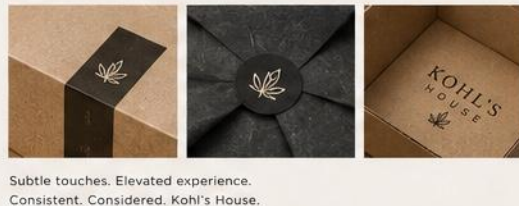
STICKERS & SEALS



TOTE BAG (REUSABLE)



PACKAGING DETAILS



SUSTAINABILITY





SHOPPING BAGS



Premium paper with soft-touch matte finish.
Cotton or rope handles. Made to be reused.

TISSUE PAPER



Custom printed tissue adds an elevated
layer of care to every item.

GIFT BOXES & MAILERS



Sturdy. Protective. Beautifully branded.
100% recyclable.

GIFT BOXES



Refined details. Natural textures.
Gift tags made from recycled cotton paper.

HANG TAGS



Recycled stock. Cotton string.
Timeless colors for the season.

CARE CARDS



Thoughtful messaging that
extends the experience.

PRICE TAGS



Clean. Clear. Timeless.
Easy to read and made to last.

STICKERS & SEALS



Small details that make
a big impression.

TOTE BAG (REUSABLE)



Made from durable cotton
canvas.
Designed to be
used again
and again.

PACKAGING DETAILS



Subtle touches. Elevated experience.
Consistent. Considered. Kohl's House.

SUSTAINABILITY



SUSTAINABLE
MATERIALS

Thoughtfully sourced
for a better future.



LOW IMPACT
INKS

Water based inks
with less impact.



RECYCLABLE
PACKAGING

100% recyclable
and responsibly
made.



MADE TO BE
REUSED

Designed to be
used again
and again.

THOUGHTFUL BY DESIGN.
MADE TO LAST.
MADE FOR REAL LIFE.

HALLOWEEN COLLECTION PACKAGING

SOMETHING MAGICAL. A LITTLE MISCHIEF. MADE TO BE LOVED.

A nostalgic nod to Halloween magic.
Refined colors. Timeless details.
Made to delight—year after year.



SHOPPING BAGS



Premium paper with soft-touch matte finish.
Sturdy rope handles. Designed to be reused.

TISSUE PAPER



Custom printed tissue adds an elevated layer of magic.

BOXES & MAILERS



Protective. Beautifully branded.
100% recyclable.

GIFT BOXES



Refined details. Rich colors. Timeless Halloween spirit.
Gift tags made from recycled cotton paper.

HANG TAGS



Recycled stock. Cotton string.
Timeless colors for the season.

CARE CARDS



Thoughtful messaging that extends the experience.

PRICE TAGS



Clean. Clear. Timeless.
Easy to read and made to last.

STICKERS & SEALS



Small details. Big impact.
Use to seal, style, and elevate.

TOTE BAG (REUSABLE)



Durable.
Reusable.
Designed for everyday living.
Made to last.

PACKAGING DETAILS



Subtle touches. Elevated experience.
Consistent. Considered. Kohl's House.

SUSTAINABILITY

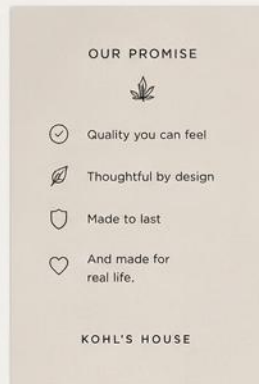
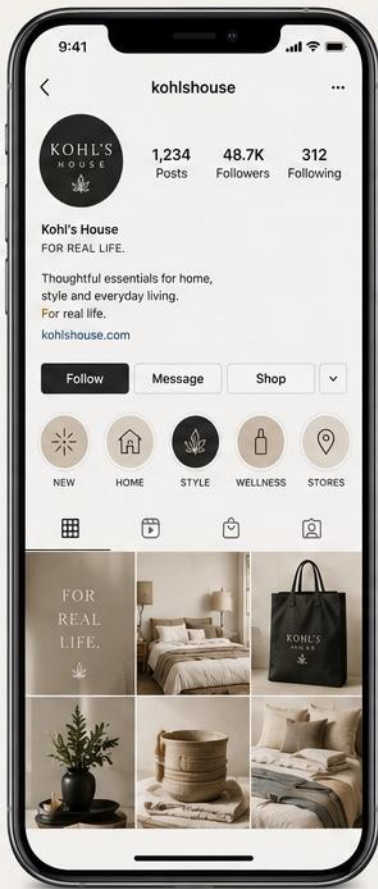


KOHL'S HOUSE

SOCIAL MEDIA MOCKUPS



A VARIETY OF POSTS
FOR EVERY MOMENT.



KOHL'S
HOUSE



FOR REAL LIFE.

Thoughtful style.
Made for every day.

New
Arrivals

FOR REAL LIFE.

SHOP NOW

Quality you
can feel.
Style you'll
live in.



KOHL'S HOUSE

Effortless
layers.
Every day.

FOR REAL LIFE.



Nice
to live in.

KOHL'S HOUSE

9:41

kohlshouse



1,234 Posts
48.7K Followers
312 Following

Kohl's House
FOR REAL LIFE.

Thoughtful essentials for home,
style and everyday living.
Made to be lived in.
kohlshouse.com

Follow

Message

Shop



NEW



STYLE



HOME



PEOPLE



STORES



Designed
for how
you live.



Soft
moments.
Real
comfort.

FOR REAL LIFE.



Everyday
essentials.
Elevated.

KOHL'S
HOUSE



Made for you.
Made to last.



FOR REAL LIFE.

For the
people
you love.



Carry
what
matters.



FOR REAL LIFE.

KOHL'S
HOUSE



Real life.
Real moments.

We create pieces that
fit seamlessly into your
life—beautifully made,
thoughtfully designed,
and easy to love.



KOHL'S HOUSE

Made for
every chapter.



FOR REAL LIFE.

KOHL'S
HOUSE



Thank you for being
part of our story.

Let's live well.
Together.

FOR REAL LIFE.

For real life.
For every beautiful
part of it.

Thoughtful style, quality you can feel,
and prices that make sense.

SHOP NEW ARRIVALS



Thoughtfully made
Quality materials and
timeless design.



For real life
Pieces that fit your life,
your way.



Amazing value
High quality. Honest prices.
Always.



Made to be loved
Made to last, loved
for years.



Always easy
Free returns. No hassle.
Ever.

Home

Create spaces
that feel like you.

SHOP HOME



Women

Effortless pieces
for every day.

SHOP WOMEN



Men

Modern style.
Real comfort.

SHOP MEN



Kids

Built for play.
Made for life.

SHOP KIDS



Sale

Great style.
Even better prices.

SHOP SALE

Loved for a reason.

Quality. Style. Value. See why real life looks good in Kohl's House.

VIEW ALL BEST SELLERS



Cable Knit Throw
★★★★★ 4.8 (1,298)
\$29.99 \$49.99



Linen Blend Duvet Set
★★★★★ 4.8 (1,092)
\$79.99 \$119.99



Everyday Tote
★★★★★ 4.8 (1,104)
\$19.99 \$34.99



Soft Crewneck Sweater
★★★★★ 4.7 (743)
\$24.99 \$34.99



Straight Fit Chinos
★★★★★ 4.8 (1,325)
\$24.99 \$39.99



Stoneware Dinnerware Set
★★★★★ 4.8 (912)
\$39.99 \$69.99



Sign up & save

Enjoy 15% off your first order
plus early access to new arrivals,
special offers and more.

Enter your email

JOIN NOW



SHOP

New Arrivals
Best Sellers
Home
Women

Women
Men
Kids
Sale

CUSTOMER CARE

Help Center
Order Status
Shipping Info
Returns
Store Locator
Contact Us

ABOUT US

Our Story
Our Values
Sustainability
Careers
Press

Thoughtfully made.
Made for real life.

We're here to help you live well
and love where you live.

LEARN MORE →



Photography Standards

Our photography reflects real life beautifully. Thoughtful. Honest. Elevated. Always approachable.



REAL LIFE, BEAUTIFULLY
Authentic moments and real spaces, captured with care.



THOUGHTFUL & INTENTIONAL
Every image has purpose. Nothing is random.



ELEVATED, NOT OVERDONE
Refined composition, natural light, and a calm perspective.



WARM, WELCOMING, TIMELESS
A palette and mood that make everyone feel at home.



HONEST VALUE
Products look beautiful and true to life.

OUR PHOTOGRAPHY PRINCIPLES

NATURAL LIGHT

We use natural light whenever possible. It feels real and flatters every space.

NEUTRAL PALETTE

Warm naturals, soft contrasts, and true to life colors create a timeless feel.

REAL SPACES

Homes that feel lived in and loved. Not staged to be perfect—just right.

HUMAN CONNECTION

People bring our story to life. Genuine moments. Diverse. Inclusive. Relatable.

TEXTURE & DETAIL

We highlight the quality in the details—materials, workmanship, and thoughtful design.

PHOTOGRAPHY STYLE



Natural & Authentic
Real environments and moments over perfection.



Thoughtful Composition
Balanced, clean compositions that guide the eye.



Warm & Timeless
A cohesive, warm palette that never goes out of style.



Real People, Real Life
Genuine connection and diverse representation.



Quality in the Details
Close-ups that show craftsmanship and the beauty of materials.

WE DO



Use natural window light



Keep compositions clean and calm



Show true colors and textures



Capture real moments



Highlight details and materials



Present products as they are

WE DON'T



Use harsh flash or heavy filters



Over-style or clutter the scene



Use overly posed or unrealistic shots



Over-edit colors or add HDR



Use pure white backgrounds



Overcrowd flat lays



NATIONAL ROLLOUT GUIDE

Bringing Kohl's House to
every community.
For real life. Everywhere.



ONE BRAND. EVERYWHERE REAL LIFE HAPPENS.

Kohl's House is an elevated evolution—built on trust, value, and style.
Our rollout brings a consistent experience to every customer, in every market.



REAL LIFE

We design for how
people really live.



ACCESSIBLE VALUE

Exceptional quality.
Honest prices.



MADE TO BE LOVED

Timeless pieces
that last.



EASY ALWAYS

Simple, convenient,
customer-first.



TOGETHER

Stronger communities.
Better, together.

Thoughtful style.
Honest value.
For real life.



THE ROLLOUT ROADMAP

1

FOUNDATION

Months 1-3

- Brand finalization
- Store standards & design
- Digital experience launch
- Team training begins
- Pilot markets selected

2

PILOT MARKETS

Months 4-6

- Launch in 15-20 markets
- Refine in-store experience
- Community partnerships
- Customer feedback loops
- Local marketing test & learn

3

REGIONAL EXPANSION

Months 7-12

- Roll out to 100+ stores
- Expand e-commerce
- Loyalty & rewards launch
- Influencer & creator partnerships
- Local market storytelling

4

NATIONAL MOMENTUM

Year 2

- 300+ stores live
- Full marketing campaign
- Seasonal storytelling
- Private label & brand alliances
- Operational excellence

5

FULL NETWORK

Year 3

- All stores converted
- Unified customer experience
- Advanced personalization
- BOPIS & services expansion
- Data-driven optimization

6

CONTINUOUS GROWTH

Ongoing

- Refresh & innovate
- Strengthen communities
- Sustainable practices
- Team growth & culture
- Customer for life

BRAND EXPERIENCE PILLARS



WELCOMING & INSPIRING SPACES

Warm, modern, and easy to shop.



CURATED ASSORTMENT

Thoughtful mixes for every season,
every life stage.



SEAMLESS & CONVENIENT

In-store, online, and on the go.
Always easy.



VALUE YOU CAN TRUST

Amazing quality.
Prices that make sense.



COMMUNITY CONNECTION

Local partnerships.
Real impact.



MARKETING LAUNCH STRATEGY



MASS AWARENESS

National campaigns across TV,
streaming, digital, OOH, and print.



EMOTIONAL CONNECTION

Stories that reflect real families,
real moments, real value.



SOCIAL & INFLUENCE

Creators and communities that
bring our brand to life.



LOYALTY & ENGAGEMENT

Exclusive perks, early access,
and member-only offers.

DIGITAL EXPERIENCE



TEAM & CULTURE



EMPOWERED TEAMS

Tools, training, and trust to
create amazing experiences.



SERVICE FROM THE HEART

We lead with kindness,
listening, and care.



GROWING TOGETHER

Opportunities to learn,
grow, and make an impact.

STORE DESIGN PRINCIPLES



WELCOMING

Open, warm,
and easy to
navigate.



NATURAL

Materials,
textures, and
timeless tones.



INSPIRING

Beautiful displays
that tell a life
you love.



FUNCTIONAL

Thoughtful flow.
Easy to shop,
easy to love.



SUSTAINABLE

Better for our
planet and future
generations.

COMMUNITY IMPACT



LOCAL PARTNERSHIPS

Supporting education,
families, and local needs.



SUSTAINABILITY

Smarter operations.
Greener choices.



GIVING BACK

Time, talent, and resources
that strengthen communities.

MEASURING SUCCESS

CUSTOMER LOVE

NPS
60+

SALES GROWTH

+MID
SINGLE DIGITS

MARKET SHARE

TOP 3
IN KEY CATEGORIES

DIGITAL GROWTH

+20%
YOY TRAFFIC

TEAM ENGAGEMENT

85%+
ENGAGED TEAMS

