

# Style Guide

## 1

### Choose Flattering, Timeless Colors

Stick to: **Mid-tone** or **jewel-tone** colors like navy, charcoal, burgundy, emerald, or plum – these photograph best and flatter most skin tones. **Neutrals** like tans, blues, greens, camel, taupe, gray, black, and white also work great and create a clean, classic look that won't feel dated. **Avoid:** pastels, neons, and overly bright colors, as they reflect light poorly and pull attention away from your face.

## 2

### Patterns & Texture

**Stick to solid colors or very subtle textures.** **Avoid** busy patterns, tight stripes, plaids, or high-contrast prints – they can be distracting and may cause distortion on camera. **Soft knits, smooth fabrics, and lightly textured** materials photograph best and keep the focus on your face.

## 3

### Necklines & Sleeves

**For Ladies:** choose modest, open necklines like V-necks, crew necks, or boat necks, which photograph best and keep attention on your face. Long or three-quarter sleeves create a more polished look. If you go sleeveless, bring a jacket or sweater for layering options.

**For Gentleman:** Go classic and clean. Crew necks, or collared shirts work best and frame your face naturally. Long sleeves look sharp and add structure, especially with a blazer or jacket. Avoid short sleeves alone – layering with a jacket instantly makes the look stronger and more professional.

## 4

### Dress with Intention & Look Polished

Dress like you're *meeting the person you want to impress* – your ideal client, boss, or audience. Some industries should lean **darker and more formal**, while creative fields can be more relaxed. No matter the style, **arrive looking clean and put together:** steamed clothes, no lint, minimal logos (unless it's your own brand), and proper undergarments so nothing shows or bunches.



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## 5

### Necklines & Sleeves

**Go classic and clean:** crew necks, V-necks, or collared shirts work best and frame your face naturally. Long sleeves look sharper and more professional, especially when paired with a blazer or jacket. **Avoid:** short sleeves on their own – layering instantly creates a stronger, more polished look.

## 6

### Layers Add Depth

**Layers make headshots** look more intentional and give structure to your frame. Lighter colors usually work best underneath, with darker layers on top. Jackets and blazers also help define your shape and make posing easier.

## 7

### Fit Matters More Than Anything

**Well-fitted clothing is key.** Avoid baggy, shiny, clingy, or overly tight pieces – they exaggerate areas you don't want emphasized. Skip shoulder pads and stiff fabrics. If wearing a shirt untucked, slightly longer lengths are more flattering.

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# Grooming & Glam Guide

## 1

### Foundation & Skin (If Worn)

If wearing makeup, keep it natural and matte – avoid shiny or dewy products. Match your face to your neck and chest, and keep coverage light so it doesn't settle into lines.

## 2

### Lips

Stick close to your natural lip color. Avoid very dark or bold shades. A subtle, natural finish looks best on camera.

## 3

### Eyes & Glasses

Keep eye makeup neutral and matte. Avoid shimmer, heavy lower-lash liner, fake lashes, or dramatic looks that make eyes appear smaller. If you wear glasses, bring a pair without reflective coating if possible and make sure the lenses are clean to avoid glare.

## 4

### Jewelry

Keep jewelry minimal and understated. If it shines, sparkles, or grabs attention before your face does, it's too much.

## 5

### Hair & Facial Hair

Wear your hair the way you normally do – photo day is not the time to experiment. Avoid buns or tight ponytails. Bring a brush or comb and light hairspray if needed. Facial hair should match your everyday look; if clean-shaven, use aftershave or a neutral moisturizer to reduce redness.

