

CAPTURE YOUR COLORS PHOTO GUIDE

Step-by-step instructions to help you capture your natural coloring in photos for virtual color analysis & consultation.

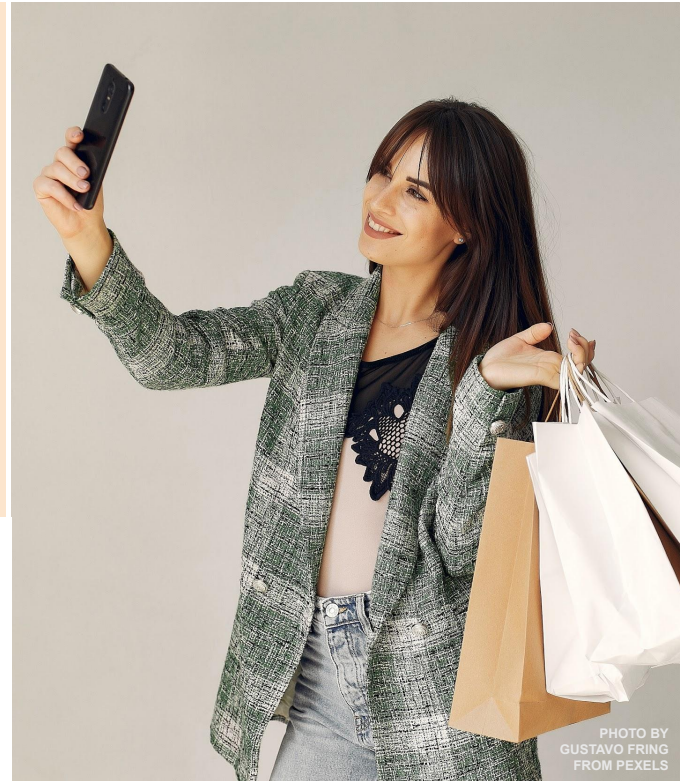


PHOTO BY
GUSTAVO FRING
FROM PEXELS

You're ready to learn about your best colors, and I'm here to help

I look forward to providing you with color analysis and guidance to support your authentic and confident style!

Since we're working virtually, I'll be referencing photos you send of yourself for the analysis and recommendations.

You'll be taking a number of photos, then selecting /sending 4-6 of the best ones so that we can work with the images that most accurately represent your coloring.

I'll need to assess your skin tone, hair and eye color.

For the best results, follow this step-by-step guide to capture your natural coloring most accurately in photos.



PURPOSE

To capture 4-6 photos of you in ample light, with your face evenly lit (no shadows), and showing your natural color fairly accurately for effective virtual color analysis & consultation.

Your Step-by-step Guide

- 1 How to prepare
- 2 Camera Guidelines
- 3 When to take the photo
- 4 Where to take the photo
- 5 How to take the photo
- 6 How to pose + positioning
- 7 Review and Sending photos

1

How to Prepare

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- Do your hair and makeup as you normally would with a few exceptions;
 - ◆ Do not apply foundation, or your natural skin color can not be identified accurately
 - ◆ Do not apply lipstick (CLEAR gloss is fine) or your natural lip color can not be identified accurately
- If you normally wear glasses, take them off for the photos
- Wear a solid color top that is black, white, ivory or neutral (no patterns, avoid bright colors)

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Camera Guidelines

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- Most smartphones can work well.
- If your smartphone's color doesn't seem very accurate when you review the shots, have a friend with an iPhone shoot it.
- IMPORTANT: Clean your phone camera lens first!
 - ◆ There are 2 lenses, one for selfies and another on the other side for taking pictures.
 - ◆ Clean the one you'll be using, otherwise the photo can appear foggy and diffused, reducing color accuracy and detail.
- If you have a nice digital camera or a friend with one, that can work well too.
- Don't apply any filters or color enhancers before or after shooting.

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When to take the photos

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- Plan to take the photos (or have another person take them) when there is ample natural daylight.
- You can take selfies, but if possible, get another person to take the photos

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Where to take the photos

Outdoor Guidelines

The goal is to have your face evenly lit without shadows on it, therefore an indoor or outdoor location with ample natural sunlight is best, following these tips;

Tips for shooting outside:

- Do not stand in direct sunlight, because it will cast strong shadows on your face.
- An outdoor location works well on cloudy, foggy or overcast days. Because there is no direct sunlight you can stand anywhere facing the sun, where the lighting on your face is most even and there are few to no shadows seen on your face.
- On exceptionally dark and cloudy day, choose the brightest time of day and photograph outside (If it's raining you can stand under a shelter, facing the direction of strongest light source)
- An outdoor location with diffused light and no dappled shadows can work nicely
- Do not stand facing an area with a large amount of tall greenery within 15 feet (trees, bushes, wall of Ivy, etc)--because that will reflect green light on you and change the hue of your skin tone.

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Where to take the photos

Indoor Guidelines

The goal is to have your face evenly lit without shadows on it, therefore an indoor or outdoor location with ample natural sunlight is best, following these tips;

Tips for shooting inside:

- A room with several windows and plenty of natural light is a good location to have your photo taken
- Face the strongest natural (sun) light source, adjusting as needed so that...
- There are no shadows on one side of your face
- Do not stand with your back to a window or strong light source, or you will be slightly silhouetted and shadowed
- If there is fairly natural lighting in the room, you can turn it on. But do not turn on lights that have a strong yellow, blue or tint of color, such as are filtered through a color lampshade or colored bulb.
- Do not stand facing a window that faces a large amount of tall greenery within 15 feet (trees, bushes, wall of Ivy, etc)--because that will reflect green light on you and change the hue of your skin tone.
- If you need to take a full length mirror selfie, refer to **The Ultimate Selfie Guide** [here](#).

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How to take the photos

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Close up:

- The camera should be held 16-18 inches away from your face (If held too close, the perspective will be warped)
- The camera should be held at the height of your face (If taken from 1 foot below or above, the perspective will be warped)
- Frame the photo so that your chest up is showing in the shot

Closer up:

- To capture your eye color, hold the camera even closer, open your eyes wide, touch screen on your eye pupil to focus, and snap a photo

Full Length:

- The camera should be held or set up at approximately your chest height, from 6-8 feet distance away
- If you don't have someone to take your photo, refer to **The Ultimate Full length Selfie Guide** [here](#).

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Pose & Positioning

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- Face the camera directly & straight on.
- Adjust your face positioning to reduce any appearance of shadows
- Do not cock your head to one side or up/down for a more flattering pose or it can create more shadow.
- Since you and your consultant will be looking at this photo a lot through the analysis, it's best to make it pleasant. Smile :-)

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Review & sending the digital photos

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- Be sure to review your photos, checking the lighting to make sure it's even on your face with very few to little shadows
- Does the coloring look fairly accurate?
- Have you captured a close up of your accurate eye color?
- Review the photo examples in this guide to see what works and doesn't
- Once you have photos that capture your colors fairly well, you're ready to send!
- Email them, or upload to dropbox and share a link
- You don't need to send FULL SIZE images, which are usually too big, but DO send Large photo files to your consultant for color analysis.
- Don't send thumbnail, small or even medium size, as color range will be diminished

YOUR PHOTO CHECKLIST

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You've got this!

BEFORE YOU SNAP THE PICS, CHECK THE LIST...

- My hair & makeup are as usual (except no heavy foundation, no lipstick) & NO glasses
- My phone camera lens is clean and clear
- I'm wearing a solid color top that is black, white, ivory or neutral - no patterns or bright colors
- I'm directly facing the strongest natural light source, adjusting as needed so that...
- There are no shadows on one side of my face (or very few)
- Behind me is the plainest background I could find (wall, door, uncluttered, simple)
- I am not facing a window or an area with lots of tall greenery within 15 feet (trees, bushes, wall of ivy, etc) because that would reflect green light on me.
- I am wearing a natural SMILE
- I remember to hold the camera close, open eyes wide and get a close up of eye color.

PHOTO EXAMPLES

Photos that DO and DO NOT work best for virtual color analysis

NO



PHOTO BY ANDREA PIACQUADIO / PEXELS

No –Too much shading on face due to strongest light source on the side, and overexposed blown out color on the bright side.

YES



PHOTO BY CHRISTINA MORILLO FROM PEXELS

Yes –There is ample, even and natural lighting on her face

YES



PHOTO BY NAPPY FROM PEXELS

Yes –Photo is taken outside but not in direct sunlight, giving plenty of even lighting on her face. **Better if she did not have lipstick on so we can see her actual lip color.**

NO



PHOTO BY JOPWELL FROM PEXELS

No –Too many shadows on face, and the primary light source is above–not facing–also adding a yellow toned warm light to her coloring. Her back is to the natural light source (window) behind her.

PHOTO EXAMPLES

Photos that DO and DO NOT work best for virtual color analysis

NO



PHOTO BY NELLY ARAN FROM PEXELS

No –The photo is a bit over-exposed making skin extra light on most of the face, and a filter effect has been added which changes the color hues.

YES - Almost!



PHOTO BY CHRISTINA MORILLO FROM PEXELS

Yes / Almost –There is ample, even and natural lighting on her face but she needs to remove her glasses so her eye color is more visible.

NO



PHOTO BY COTTONBRO FROM PEXELS

No –her face is half shadowed and half over-exposed. The primary light source is to her side. She needs to be facing that light source for even lighting.

YES



PHOTO BY BONGKARN THANYAKIJ FROM PEXELS

Yes –There is ample, even and natural lighting on her face

NEXT STEPS



Using the guidelines provided, please email the following photos to prepare for your Virtual Color Consultation...

- ❑ 4 to 6 photos of you in ample light, with your face evenly lit (no shadows), and showing your natural color fairly accurately.
- ❑ 1-2 Full length photos of you wearing outfits with your favorite colors.

[CLICK HERE
TO EMAIL](#)