



# COLORS AND YOUR SKIN

A GUIDE TO FINDING THE RIGHT COLOR WARDROBE TO MATCH  
YOUR SKIN PERFECTLY FOR YOUR PORTRAITS

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# HELLO!

Selecting the appropriate colors for your wardrobe to complement your skin tone is a crucial aspect in ensuring your images achieve optimal vibrancy. Not every color suits everyone, and choosing the right colors can elevate the quality of your portraits significantly.

Experience a sense of beauty as everything harmonizes seamlessly. Utilizing this guide will prove immensely beneficial during your shopping excursions, allowing you to curate a cohesive wardrobe for your photo session. Actively referencing the color guide eliminates much of the uncertainty associated with questioning the suitability of each choice.

It's important to note that if you opt for outfits with patterns such as stripes, polka dots, sequins, or any other design, ensuring that the colors align with your chosen palette is essential to accentuate your skin tone.

For photo sessions involving multiple individuals, apply this guide individually to each person's skin tone, ensuring that the selected colors not only complement each individual but also harmonize collectively.

I trust that this guide will transform the task of shopping for the perfect wardrobe into a delightful and exciting experience for your upcoming photo session. I eagerly anticipate your shoot, confident that your portraits will be nothing short of extraordinary!



# ALL STAR COLORS

As you look this guide over, one thing to keep in mind is that 3 beautiful colors will work on any skin tone, you can't go wrong with these, no matter what! We'll call them our All Star colors because they work all the way around:

A teal-colored square with a white border, containing the word "TEAL" in white serif font.

TEAL

A purple-colored square with a white border, containing the word "PURPLE" in white serif font.

PURPLE

A navy blue-colored square with a white border, containing the word "NAVY" in white serif font.

NAVY

# LIGHT/FAIR SKIN

These colors will work beautifully with your light skin tone, light hair, and light-colored eyes. If your skin is fair you may have peachy and/or rosy undertones and maybe even have freckles; earth-toned colors will work beautifully on your skin. Alternatively, you may have a more flat skin tone with a cool/blue undertone very minimal color, almost ashy and gray in which wearing rosy/pink toned colors will help bring color to your skin and photograph beautifully.

You'll want to avoid neon or super bright colors that will clash against your skin. You should also avoid black as it may look too harsh against your skin on camera and can cause your skin to look extremely pale. White tends to wash you out and also brings out either the green or blue undertones of your skin instead of the natural beautiful pink and peach tones that will look so beautiful on camera.



**Choose any of these colors to accent your light skin:**





# LIGHT/FAIR SKIN







# MEDIUM TO OLIVE SKIN

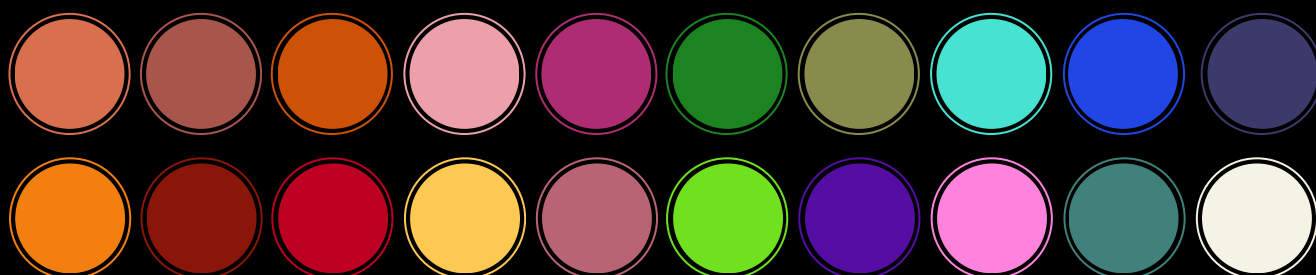
These colors will work beautifully with your medium to olive skin. You'll want to stick with colors that will compliment your skin in ways that are opposite. Rich, jewel tones or even brighter-toned colors will bring out the warmth in your skin. Deep colors such as any shade of rich navy, royal blue, ruby, emerald or deep pink are going to be incredibly flattering for you.

If you have more of an olive tint to your skin a bright pink, red, or any shade of orange will help bring out the warmth in your skin, yet shades of rich emerald or apple green will also extract the gorgeous brown tones to your skin and look beautiful on camera.

You'll want to avoid brown, beige, and tan colors, as well as pastel colors. These colors will add a gray hue to your skin and bring out an ashy-gray tone.



**Choose any of these colors to accent the warmth in your skin:**





# MEDIUM TO OLIVE SKIN







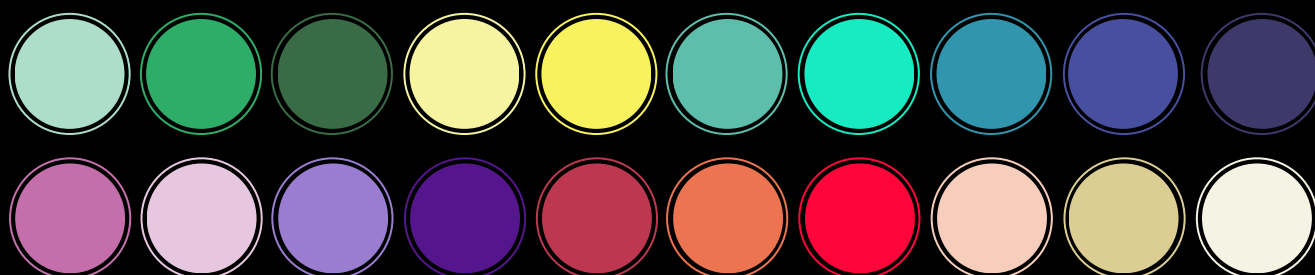
# DEEP / RICH SKIN

These colors will work beautifully with your deep skin, dark hair and dark colored eyes. Most women of color fall into this category. For you, think opposites attract on the color wheel, your skin will look absolutely beautiful with pastel tones but also bright, rich colors as well. You can wear any shade of purple from lavender to royal purple, rose pink to fuschia tones, yellow, red and orange tones along with gold and bronze will bring out a gorgeous warmth to your skin that will pop and be so incredibly flattering.

You'll want to avoid brown and tan colors, and also cool colors like light blue, gray, or silver. These colors are too similar to your skin tones and blend too much on camera instead you should be looking to compliment your skin. You should also avoid black as it may soak up too much light around you in camera when coupled with your darker skin, hair and dark eyes.



**Choose any of these colors to accent your rich dark skin:**





# DEEP / RICH SKIN









# AVOID / LIMIT

Some colors do not look good on camera regardless of skin tones and should be avoided completely or used very sparingly.

Please, when looking for wardrobe for your photo session avoid all neon tones: hot pink, neon yellow, neon green and highlighter toned orange. These colors will reflect onto your skin, under your chin, on your arms, and onto your neck which is not flattering and cannot be fixed.

Solid white and black can photograph beautifully depending on your skin tones, however it is suggested to use these colors sparingly. White can reflect on camera and black can soak up too much color around you in a photo. Depending on how much black it can be drab and dark versus bright and colorful. There are many beautiful colors out there, add gorgeous pops of color and have fun with it!

## AVOID COMPLETELY:

A bright yellow square with a black border.

**BRIGHT  
YELLOW**

A hot pink square with a black border.

**HOT PINK**

A neon green square with a black border.

**NEON  
GREEN**

## LIMIT:

A black circle with a white border.

**BLACK**

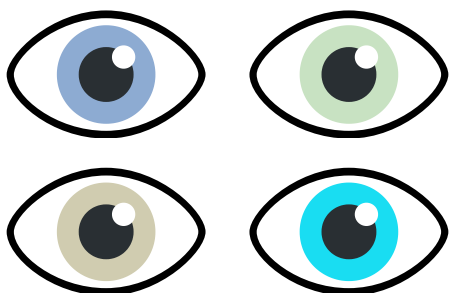
A white circle with a black border.

**WHITE**

# CLEAR/COOL SKIN

Clear/Cool skin is classified between warm and cool skin and is usually those who have dark hair and clear/light colored eyes (like Megan Fox!), or red hair with very fair skin and clear colored eyes.

Rich colors with cool hues will add a gorgeous addition to your already dramatic and beautiful contrast. Using these colors will bring out the color pop of your eyes even more!



**Choose any of these colors to add more pop to your already dramatic dark hair and light eyes:**





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