



# TIPS FOR *on-camera* TALENT

It's important to you, and to us, that you look your best on camera! The most important rule is to be yourself, and when selecting your outfit, just remember to keep it simple. We want the audience to focus on you and what you have to say; not be distracted by what you're wearing.

## CLOTHING

1. When in doubt, solid colors are best.
2. Avoid thin stripes, herringbone, small polka dots, and other busy patterns.
3. Avoid wearing all white or all black, if possible. Pastels are great colors to wear. Other good colors include gray, green, brown and blue. Avoid anything fluorescent.
4. Consider where you're being filmed. For example, if you know you'll be standing in front of a red curtain, don't wear red.
5. Do not wear anything with a large logo or company name on it (unless it's your company's logo, of course)
6. Consider your hair color when choosing your outfit: if your hair is light, then lighter clothing colors are okay. If your hair is dark, stick to medium to dark colors, still avoiding black, if possible.
7. If your business' brand uses a specific color palette, consider wearing those colors.
8. Avoid shiny, sequined or metallic clothing. Men should follow the same rules for choosing a tie – a non-shiny plain tie, which complements your suit, is best.
9. Avoid clingy attire and low-cut necklines. We want you to be comfortable!
10. Don't wear flashy or jingly jewelry that will make noise or be distracting.

## MAKEUP

1. Avoid applying more than normal unless directed by the producer or otherwise
2. Eyeliner and mascara are okay if normally used and used lightly. Dark colors and vibrant blue eye shadow should be avoided.
3. Use powder that closely matches your skin color. Be cautious in the use of rouge or blush as it sometimes stands out on video.
4. Lipstick should be of a lighter coloring.

Please let us know if you have any questions and feel free to bring an extra clothing option with you if you have trouble deciding. We want you to look and feel your best!

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