

# PROFESSIONAL HEADSHOTS

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For corporate headshots, visual uniformity is essential. For this reason, our professional headshots are often photographed on either a **gray or white background**. This aesthetic also sets the standard for uses such as Social Media profiles or personal branding. Business and Brands also have their own personality, with this in mind, office headshots can also be photographed using the office surroundings as a backdrop. Keep in mind, headshots typically have a focal point from your mid shoulder up.

## WARDROBE TIPS FOR CORPORATE HEAD SHOTS

**For Men,** A solid black gray or blue (*Sport Coat*) suit jacket is a good choice for a corporate head shots. If you want a more casual look, you can forgo the blazer and wear a solid color shirt with a tie or the Blazer and Polo or Blazer and Oxford with an open collar.

If you are wearing a tie, choose a simple pattern and a bright color if you like but avoid anything too over the top. If you prefer not to wear a shirt and tie, your photo can still look nice and professional even in a nice collared golf shirt.

### **For Women,**

A classic business suit or simple blouse, or dress is a great idea. V and scoop neck garments are often provide the best looks.

### **Hair**

*I say this often, Bad hair makes for bad picture!* Play it safe and go to the hairdresser or barber right before the shoot. Avoid new styles or styles that are unusual to you and don't make you feel confident. Men, if you are Bald, get a clean shave the morning of your session.

**Facial Hair,** if you have unwanted facial, nose, ear hair, the morning off your session will be a good time to tend to those areas, the camera sees all!

### **If You Wear Glasses**

If you wear glasses most of the time, you will want to wear them in your headshot photo. To **eliminate glare or reflections**, bring empty frames or remove the lenses from your glasses. We will also make adjustments on site to avoid light glare and reflections. Keep in mind when shooting in public spaces eye glasses of all types create reflections.





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## A FEW DO'S AND DO NOT'S

### DO:

1. For Standard Sessions: Take two or three changes of clothing so you can experiment with contrasting colors before we begin. You only need the top half of the outfit for "head and shoulder" style headshots.
2. Ask me what color background we are using and what prime color would compliment it.
3. Tell me (before you arrive) the image you are trying to convey. What type business are you in? What is your corporate or business culture? Look at other photos of those in your company for samples to compare. If you are "not" a corporate type, let me know what type of look you want to portray. Maybe send me samples of stuff you like.
4. Dark clothes attract less attention and put the attention on your face and eyes.
5. Guys: if you have a heavy beard, Trim, and Brush or Shave the day of your shoot.
6. Guys: Do bring something additional if you are adding a "casual" look (vs. just taking off a suit jacket and tie and trying to make your white shirt look casual.)  
Take a long an oxford/long-sleeve button down , golf shirt, sweater or something similar on a hanger so it is indeed "casual" but still fresh.
7. Be yourself! and lets have fun!
8. Brush your teeth before the shoot! Remove retainers, mouth guards prior to your session.
9. Iron all your clothing, you may want to bring separate clothing to your headshot session.

*Wrinkles are bad... just saying!*

### DON'T:

1. Don't wear white unless you wear it underneath something.
2. Don't wear jewelry that would distract from your face.
3. Avoiding wearing "big" jewelry, earrings, neck and head scarves for your corporate headshots.
4. Avoid wearing stripes, checkers and other types of loud patterns loud patterns.
5. Don't wear a turtleneck (unless it is a very good look for you.)
6. Don't wear a jacket you cannot button, wear clothing that you love and fits properly.
7. Don't over apply your makeup. Soft natural applications often work best.
8. Don't be afraid to ASK me / CALL me about any of these BEFORE you arrive.

