

CORPORATE EXECUTIVE HEADSHOT GUIDELINES

General Tips

- **REMEMBER:** The goal of your headshot is to make you look your best for the world to see. It's called a headshot for a reason
- You want to look like yourself on your best day, and not look like you tried too hard.
- Drink lots of water and be well rested
- Abstain from alcohol/drug use prior to your shoot
- **Please arrive on time**, or preferably 15 minutes early

What to Wear / Wardrobe

- Wear simple, non-distracting clothing for your headshot photo shoot
- Busy patterns and large, distracting jewelry are definitely out
- Any solid, primary color works well.
- **Black, white, and blue** are always safe choices!
- Pick colors that bring out your eyes and complement your skin tone. Use the color guide below:
 - **Black:** Good for the mature headshots and increasing perceived depth. Helps convey a sense of timelessness or intelligence.
 - **White:** Can be used to convey a pure soul, doctor, or leader.
 - **Gray:** Gray can also be used as an alternative to black. For people with long black hair, gray can be a more dynamic choice as it provides more tonal contrast.
 - **Blue:** Blue depends on the context and expression in the photo. Typically, it comes off as trustworthy, depth, or soothing.
 - **Red:** This is the color of power and intensity. Use caution with this one because while it does get noticed, it sends a very clear message.
 - **Green:** Depends on hue. Forest green can come off wholesome/natural, but a dusty olive green is very rugged. The connotations of some green colors is military, while others like emerald green signal regalness and timelessness.

“ BECAUSE YOUR IMAGE IS EVERYTHING ”

- Choose clothes and makeup that make you look authentic, confident, and original
- Bring at least 2-3 clothing variations so we can pick the best option at the shoot
- Wear clothes that fit well and are comfortable
- Clothes should be neatly pressed and should look new or like new
- No glitter, sparkles, rhinestones, sequins
- In general, avoid turtlenecks (since they crowd the face). That said, females can bring a black one as a clothing choice as an option
- At all costs, avoid logos and/or branding

- **MEN:** The standard business look is a suit jacket, dress shirt and tie
- A casual business look is a jacket and open-collar dress shirt
- Bring 1-2 different jackets, shirt colors and ties so we can pick the best option

- **WOMEN:** Bring a variety shirts/blouses with different necklines. Neckline will influence the apparent shape of your face
- Avoid big prints and busy patterns. Plain and solid color works best.
- Generally, avoid sleeveless tops/dresses. These draw attention away from your face and to your shoulders/arms.
- Remember: Select and wear clothes that make you feel comfortable and confident.

Jewelry

- No jewelry. It distracts from your face and increases retouching time and costs
- Remember: the image is about your face, not your jewelry

General Grooming

- Attention to detail will deliver the best headshot and image
- Check your eyebrows - have your hair stylist or barber trim them
- Check for stray ear and nose hairs - trim as needed
- Men - check for chest hair peeking out when wearing an open collar shirt

Hair and Makeup Tips

- Make-up should be clean, minimal, and natural. **DO NOT OVERDO YOUR MAKEUP**
- Your make-up or hair-style should be exactly what you would do for an audition
- If you are under 16-years old the only makeup you need is lip balm or lip gloss
- Avoid shimmers or products with sparkle or shine
- Avoid frosts or overly-bright colors
- Get your hair styled (if not using a hair makeup artist) the day before. Men: you can give yourself a day or two to let it "grow in"
- Do not try/use any new product on your hair, face or body the day before or few days before your shoot.

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Please Arrive With

- If you have previous headshots, bring them so we can improve your image
- Makeup and hair products, you prefer (especially if you have allergies)
- Hair styled, and makeup already applied (don't over-do it. Look natural)
- Hair brush/comb and makeup for touchups
- Your selected clothing options

If you have any questions, please do not hesitate to reach out via email – david@davidsaggiophoto.com – or telephone – 774-573-9055

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