



How to Share Your **Message**,
Your **Products** and
Your **Business** with the World!

Kristen White

CLOTHING DO'S AND DON'TS

Remember your audience. Remember your cause or organization. Extremes in looks will seldom help your cause or organization. Select what makes you feel good, what you're really comfortable in. Select an Outfit that has drawn compliments.

DO'S

- Pastels are the best colors to wear.
- Earth tones: beige, gray, green, brown and blue.
- Black, or dark browns and blues are fine alone or combined with pastel colors.
- Solid colors are best.

DON'TS

- Avoid fine checks, stripes, herringbone, and similar patterns.
- Avoid combinations of contrasting light and dark colors such as black and white, dark brown and white or dark blue and white.
- Avoid very glossy, sequined or metallic clothing.
- Avoid clinging attire, or low-cut neck-lines.
- Avoid Rhinestones and other highly reflective jewelry
- Avoid Noisy jewelry – e.g. multi-string beads may cause extraneous clinks, or rattles
- Avoid Super short skirts/dresses
- Avoid tones that merge with the background
- Beware of detailed or fussy patterns
- Close stripes and checks flicker (strobe) at certain distances
- Avoid strong bright colors: white, red and orange clothing.
- Avoid wearing white. Television cameras typically find the brightest object in the picture and make it white or 100% video level and the darkest item in the picture becomes black, which is typical 7% video level. Every other color and brightness falls in between that range. For example, a white shirt can almost glow and becomes very noticeable on TV. So avoid wearing white. It will make your face look brighter.
- Avoid wearing black, for the same reasons as above. Black colors are usually harsh and need more light to show up on video camera, so as the camera lets in more light everything else in the picture becomes washed out possibly including your face.
- Avoid highly saturated colors, especially red. The way video cameras work saturated reds can almost bleed into other parts of the picture for different reasons but giving the same effect as they can bleed in you wash.