



Wardrobe – What Colours Work for You on Camera?

Colours change on camera - darks go darker, brights go brighter – reds can look orange under studio lights and certain pinks go a brighter scarlet red; navy and chocolate can look almost black; white is too bright...

- ▶ Always take clothing colour options with you to test out a new studio lighting set up.
- ▶ Even if you don't wear a particular colour, test it out on camera and be a bit adventurous – the colour may perfectly match the mood you want to portray.
- ▶ Match/ contrast the colours you wear with your company colours if you want and ensure what you wear on camera doesn't clash with any logo you may superimpose on the video during Post-Production.

Colours on Camera

If you're not sure what colours suit you, go see an image consultant, style or colour specialist. Otherwise these generalisations can help on camera:

- ✓ **Mid-blues and mid-reds look good on camera** on nearly every skin and hair colour combination across the globe in my experience. So find the shade that works for you, remembering the colour will intensify on camera. The only red that can overwhelm is bright scarlet which, a bit like white, can end up just too bright under studio lights.
- ✓ **Spring** shades work well for dark brunettes, black hair, dark skins and Asian colouring and blondes can wear blues, greys, pinks, soft aquas and violets.
- ✓ **Summer** shades suit paler brunettes, blondes, red-heads and dark skins and Asian tones – though white skins always need to be careful of yellows on camera that can make us look sickly. *"Summer fun"* colours project confidence and freedom.
- ✓ **Autumn** colours work for light brunettes, blondes and red-heads: aqua blues, forest greens, soft reds, oranges, rusts, sea-blues, teals, browns. Purples, tans and golds can also suit. Avoid all neutral or pastels if very pale.
- ✓ **Winter** colours work for darker hair and skins and some bright blondes with tanned skins. Use off-white, creams or silver white in place of bright white.
- ✓ **Strong** colours work well with blonde or dark hair – yellow, red, blue, green.
- ✓ **Brights** work for dark, sallow or coloured skins. Highly tanned, darker Asian, Indian, chocolate skins can take really strong bright colours: turquoise aquas, fuschia pinks, sunshine yellows. Red-heads opt for orange, red or purple.
- ✓ **Neutral or soft** colours work with dark colouring – pinks, maroons, beige, cream.
- ✓ **Pastels** also suit brunettes and people with darker colouring on camera, even if you don't think so in real life. Some can work on red-heads and blondes – camel, sand, rose, woodland greens, baby blue - but check you're not washed out.
- ✓ **Metals and neons** only work in small patches on most people – avoid if very pale or opt for jewels, scarves, ties and Confidence! Metallic materials in silver, copper and gold colours can all look amazing on coloured or dark skins. Neon colours equate to high energy levels, sporty or party style!
- ✓ If your **hair is grey** – good on you! Rock it in any colour you enjoy, apart from too much grey and black and white or pale colours that will wash you out.

These are not definitive, so please do test any colour you want and see how you look on camera under studio lights and outside, as the lighting set up will affect how they appear on camera.

Remember - only you can match your own mood you want for your clip.

Rule of thumb – if your skin is dark stay away from too dark, if it's pale stay away from too pale.

Never wear the same colour on camera as your skin tone or the backdrop behind you – aim to stand out!



Confident Colours – Subliminal Colour Meanings

Subliminal 'colour meaning' means a lot to some people and many companies invest huge sums to utilise it for their branding.

Every colour has a multitude of shades, which are all a combination of the prime colours, so softer versions of the colour soften the meaning and stronger sharpen.

When it is relevant to you, the possible positive subliminal messages in colours are*:

- ▶ **Red** – passion and the heart, action, life giver, warmth, sexy.
If overused can be perceived as angry “see red”
- ▶ **Orange** – flexibility and movement, the balance centre, support, the only colour that eliminates and assimilates energy; the emotional balancing and “let go” colour
- ▶ **Yellow** – ideas, inspiring, uplifting, sunshine; ego, desire for knowledge; left brain, logical, happy, risk-taker. If overused can be perceived as flighty “too close to the sun”
- ▶ **Green** – humanity, abundance, wealth, from the heart; blue + yellow is our Ying & Yang; balance, centre + heart, growth, healing, regeneration; health, wealth; rest
- ▶ **Blue** – communication and positive change; honesty, integrity, dignity, authority, right brain creative; stimulation, learning. Turquoise is heartfelt mass communication.
If overused can give us ‘the blues’
- ▶ **Purple** – colour of service, magic, highest spiritual and psychic colour, inner knowing, power, regal. Combines male red creativity and female blue energy + communication + capable.
Violet perceives lightness; indigo has more serious tones
- ▶ **Browns** – earth, grounded, solid, nature.

*Colour notes thanks to Debourah Borg The Colour Lady in Oz

Confident Clothes – Male Colouring:

Gents – the same colour choices work for you depending on your colouring – you can be adventurous! It depends on the look and feel you’re after and your level of confidence for wearing colour.

For suits and styling:

1. Many men will stick to various shades of blue, pink or grey, which will suit every male colouring on camera. So stand out with a couple of bold choices in some of your videos.
2. Greens work for a ruddy face, purples brighten sallow skin, orange if you’re feeling grey - but then so does make-up!
3. Do you always have to wear a suit? Will more casual V-neck or smart shirt, or polo shirt do instead of a suit – aim to wear different outfits to match different mood videos, unless you have a uniform.
4. Navy, grey, chocolate, purple, mustards and beige suits work better than black, which can give a stark, possibly hard business look. Instead of your black jacket and white shirt and red tie, wear a grey or navy jacket with a softer red, pink or maroon or patterned tie instead.
5. A grey jacket on pale blue, pink or violet shirt is a winner for nearly every man, no matter what age or colouring.
6. Avoid shirts/tops with tight stripes or very tight, busy patterns, or shiny reflective material that will ‘strobe’ the camera – wide stripes are OK.
7. Keep tidy during the shoot - keep jacket fronts straight, pull down the back of the jacket. Tuck shirts in tight to look smart. If sitting – sit on the back of the jacket to stop it bunching up.



MY NOTES...

A large, empty rectangular box with a brown border, intended for writing notes.