

PERSONAL IMAGE BLUEPRINT PART 5

THE POWER OF COLOR

- ***Match the amount of contrast in complexion with the color of your clothes***
- Blend your clothes with a colors similar to your complexion. Contrast is created by opposing colors.

Eye color affects contrast:

- Blue: bright, stands out in dark outfits, blends with light colors
- Green: Looks odd with blue clothing, suits pastels/pinks/reds
- Brown: Stands out in light outfits, blends with dark ones

Hair color affects contrast:

- Light vs. dark: blonde (lightest) > brunette > black hair (darkest)
- Solid vs. varied: Uniform color or greying/dirty blonde

Traditional colors and psychology:

- White: Cleanliness/purity; Dress shirts
- Charcoal Grey: authority/wealth; Suits
- Navy Blue: Youthfulness; Suits
- Light Blue: Blue collar; Dress shirt
- Brown: Trustworthiness/Reliability; Jackets/trousers
- Indigo: Dressy informal; Jeans
- Black: Seriousness; contrasts with everything
- Tan/Khaki: Leisure; Pants
- Grays: Responsibility/steadiness; Suits

- **Complementary Colors:** Direct opposites on the color wheel. Create contrast.
- **Analogous Colors:** Adjacent to one another on the color wheel. Matching colors.
- **Black/White/Grey:** Neutral colors. Can be worked into any outfit.
- **Earth Tones:** Blended colors. Have one dominant color such as yellow.

- **Patterns** introduce multiple colors. More options for mixing complementary colors.
- **Texture** makes clothes busier. Makes solid colors interesting.