

Color Cheat-sheet for Deciding What to Wear

This chart can be used for deciding entire outfits of one or two colors (power-suit, shirt, pants, etc) or can help provide more subtle accents by using the colors in a necktie or necklace, broach, etc. Please note that if you wear a full purple suit (Hello Mr. Joker!) it will convey an entirely different message than if someone in finance is wearing a purple necktie (with black or gray suit) to help convey that they are a guru in the wealth-making business, etc.

<u>Color</u>	<u>What it Will Convey</u>	<u>Use For When</u>
Red	Energy, Enthusiasm, Decisive, Bold, Sexy (little red dress), Red power-tie.	-Waking up a sleepy classroom or audience. -Injecting enthusiasm or energy into your day or presentation. -Appearing to be a bold, no-nonsense decision-maker or person of action.
Orange	Energy, Creativity, Warmth	-Appearing energetic, dynamic, and creative. -Injecting enthusiasm or energy into your day or presentation.
Yellow	Youth, Optimism, Sunshine (*Be careful of the exact shade. Wearing too much highly-saturated yellow might give people a headache or drive them to run in the other direction.)	-Creating a more optimistic atmosphere or fun, casual feel.
Green	Calmness, No-drama	-Creating a more relaxed environment or for deflecting other people's negativity. -Wear when you know you have a difficult day full of meetings or encounters with difficult people. -(For parents) Dress spirited toddlers/children in green to help calm yourself or their teachers down so they will be dealt with in a more relaxed manner.

<u>Color</u>	<u>What it Will Convey</u>	<u>Use For When</u>
Blue	Trustworthiness, Loyalty, Capability, Likability, Service-oriented	<ul style="list-style-type: none"> -Acing the job interview. (Navy or darker blue.) -Projecting that you are honest or trustworthy or as damage-control if someone has accused you of lying. -Negotiating and winning other people over. -Wear a light blue shirt to come across as hardworking and likable. (Bonus: Politicians usually also roll up their sleeves.)
Purple	Exotic, Wealth, Spirituality	<ul style="list-style-type: none"> -Projecting a feeling of wealth, riches, or royalty. -Appearing dynamic or different. -Coming off as an expert or guru (*Please note that women like this color much more than men do.)
Brown/Tan	Honesty, Down-to-Earth, Trustworthiness, An Earlier Time, Out-of-touch (for middle-aged and older men wearing full brown suits.)	<ul style="list-style-type: none"> -Creating an old-fashioned look. -Appearing honest or trustworthy. This can be done with just a necktie or pants, etc.
Silver/Gray	Neutrality, No drama, Modern/State-of-the art	<ul style="list-style-type: none"> -Combining with other colors. -For warding off unwanted attention. -For coming across as stylish or modern.

<u>Color</u>	<u>What it Will Convey</u>	<u>Use For When</u>
Black	Power, Aggression, Authority (Black suit), Rebelliousness (T-shirt or Leather Jacket) Sexy and slimming (Little black dress) Fashionable Modern and Trendy	-Making yourself seem more authoritative, extroverted, or powerful, particularly if you will be meeting with so-called VIP's or making a sales pitch. -Projecting rebelliousness. -Coming across as sexy, slimmer, or modern.
White	Lightness, Purity, Cleanliness, A Blank Canvas.	-Projecting a light and airy feeling. -Combining with other colors or patterns. -Creating a feeling of cleanliness or freshness. (*This is a horrible color if you are like me and are constantly spilling food all over yourself.)
Pink	For women: Femininity, Lightness, Sweet, Romantic For men: Slightly controversial since this color is often associated with femininity. Ultra-modern, Trendy (-but check because it's always changing!) -a fresh alternative. This color seems to work better for men in big cities vs. rural areas. European men tend to wear it more than North Americans, etc.	(Women) -Coming across as soft, romantic, sweet, or feminine. -(Dark or very saturated pink) Bold, dynamic, she-power. (Men) -Conveying stylish European or urban ultra-modern/trendiness or... you may get beaten up depending on where in the world you are. Use with caution and read the latest fashion headlines for this color.