



CLIENT PREP GUIDE

Wardrobe Guidelines

We want you to feel comfortable and confident on camera. These guidelines will help you choose the best outfit for set. If you have any additional questions, just reach out — we're always happy to help.

COLOR / PATTERNS

Dark colors and muted tones show very well on camera. Try to stay away from black, white, red, or any neon colors for lighting purposes. Solid colors work best — if you must wear a pattern, choose something with a thick, simple pattern and a limited color palette. Tight patterns tend to cause an optical illusion on camera and can distract from your message.

LOGOS

Try to stay away from any brand logos, artwork, or taglines, unless the gear supports the video concept.

FABRIC

Because we use strong lighting, sheer or transparent fabrics will appear differently on camera, so we suggest avoiding those. Also try to avoid reflective fabrics such as satin, sequins, or athletic performance fabrics.

ACCESSORIES

When capturing important messages, we want to distract as little as possible. For this reason we avoid audibly loud jewelry or accessories, such as bracelets — that also means we don't need any extra takes!

VISION

Wear clothing that reflects you and makes you feel confident! In general, we avoid anything strapless, backless, sleeveless, or overly revealing, as it may read differently if we need to crop the video. The more layers you have, the more visually appealing it looks on camera.



REFERENCE

Examples of What to Avoid



Tight, busy patterns



Sheer / transparent fabric



Reflective fabric (satin)



Visible brand logos



Solid white (lighting issues)



Loud / audible jewelry



Reflective athletic fabric



Strapless / sleeveless