

LOOK YOUR BEST IMAGE GUIDELINES



Contributing to WNA as a guest speaker, blog or magazine article writer or through a member feature is an amazing opportunity to gain exposure and position yourself as an expert in your field. Therefore, WNA exercises high standards for the images used to promote events, speakers and contributors to our publications. It is important to maintain your professional headshots to meet these standards. WNA have the right of refusal to not accept guest speakers or contributors who cannot produce updated, clean and modern images. We have a number of WNA members who can assist with photography if needed. Look at the below guidelines for professional images and consider, is it time to get new headshots taken?

DO'S



- Tasteful full-body image
- Relaxed pose on stool
- Neutral clothing matching the backdrop



- Natural 3/4 body image
- Sleek hair, natural makeup
- No distracting jewellery
- Simple blurred background



- Modern professional portrait
- Simple jewellery
- Neutral, professional clothing choice
- Sleek and groomed appearance



- Block colour is used appropriately with simple blazer jacket, minimal jewellery
- Sleek styled hair
- Relaxed, natural pose

DON'TS



- Image is too close up
- Unnatural pose



- Clashing jewellery & clothing choice is distracting
- Messy hair
- Outdated backdrop



- Heavy, distracting makeup
- Outdated backdrop



- White photoshop background
- Heavily airbrushed skin

CHEAT SHEET IMAGE GUIDELINES



Use the images on the previous page to help decide if your photos are of good quality, up-to-date and professional, to the standards required by WNA. If you have decided it's time for some new headshots, consider the checklist below when you're preparing for the photography session and make sure you are clear with the photographer on what your needs are.

CHECKLIST



HAIR

Polished, sleek and styled.



MAKEUP

Natural, light makeup that doesn't become distracting.



SMILE

Teeth are well brushed and clean.



CLOTHING

Clothing is neutral in colour and professional. Use block colour appropriately.



NAILS

Clean and polished nails with clear or neutral paint colour.



JEWELLERY

Jewellery is kept to a minimum, using only simple pieces.



BACKDROP/BACKGROUND

Backdrop is neutral e.g. grey or background is simple e.g. an office wall.



TOUCH UPS

Photos are kept natural with no airbrushing, cropping or altered backgrounds.



SIZES

You have a set of portrait, 3/4 length and full length images.