

WNA IMAGE GUIDELINES

Being a WNA guest speaker or contributor is an amazing opportunity to gain exposure in your field and position yourself as an expert. Therefore WNA exercises high standards for the images used to promote events, speakers and contributors of our publications. It is important to maintain your professional headshots to meet these standards. WNA will no longer be accepting guest speakers or contributors who can not produce updated, clean and modern images. Look at the below list of Do's and Don'ts for professional images. Is it time to get new headshots?



- ✓ 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



- ✗ Image is far too cropped
- ✗ Unnatural pose
- ✗ Distracting nails and jewellery



- ✗ Clashing jewellery and clothing choice is distracting
- ✗ Messy hair looks unprofessional
- ✗ Outdated backdrop



- ✗ Heavy, distracting makeup
- ✗ Outdated blue 'cloud' backdrop



- ✗ Stark white photoshop background
- ✗ Heavily airbrushed skin

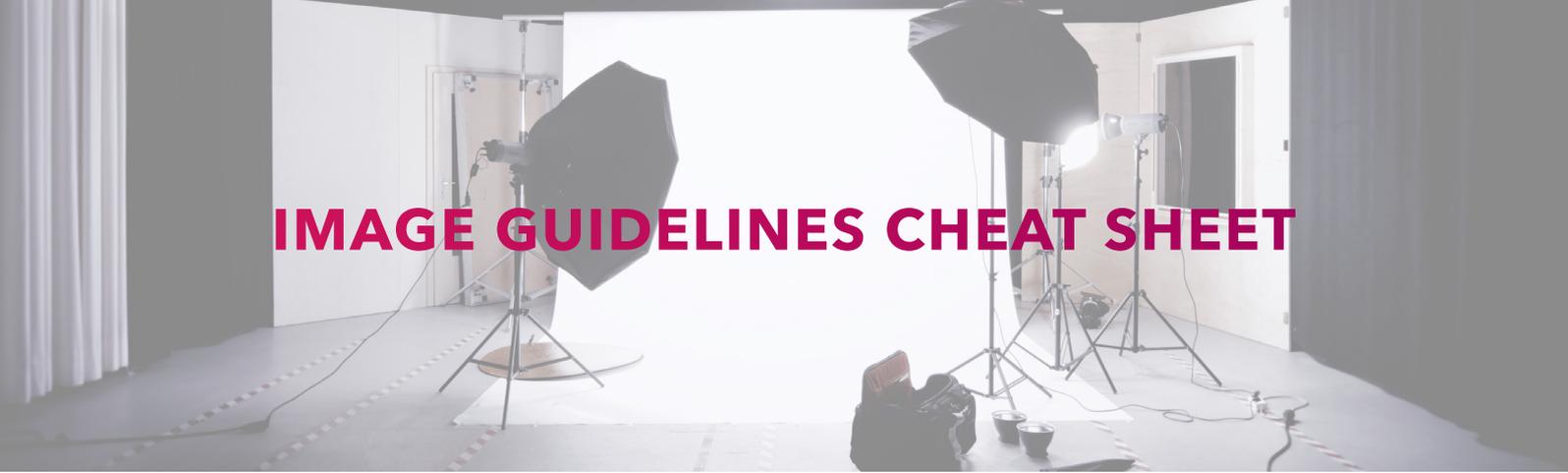


IMAGE GUIDELINES CHEAT SHEET

This simple checklist ensures you don't miss anything when you're getting your headshots taken. Tick off all the boxes to ensure your images fit with the WNA guest speaker and contributor standards.

CHECKLIST

- HAIR**
Polished, sleek and styled.
- MAKEUP**
Natural, light makeup that doesn't overpower your appearance.
- SMILE**
Teeth are well brushed and clean.
- CLOTHING**
Clothing is neutral colours and professional. Any colour used is not overpowering.
- NAILS**
Clean and polished nails with clear or neutral paint colour.
- JEWELLERY**
Jewellery is kept to a minimum, using only simple pieces e.g. diamonds studs.
- BACKDROP/ BACKGROUND**
Backdrop is neutral e.g. grey or background is simple and blurred e.g. an office wall.
- TOUCH UPS**
Photos are kept natural with no harsh airbrush, cropping or altered backgrounds.
- SIZES**
You have a set of portrait, 3/4 length and full length images.