PROFILE IMAGE STANDARDS

The following standards have been developed for you to use or provide to your photographer. These are the recommended industry standards for images that .

- ❏ **Headshot**: Do not take full body pictures or pictures that are too close or too far away.
- ❏ **Only You**: Be the only person in the image. Also, do not include items other than yourself in the image. For example, if you are a violinist, do not include a picture with your violin.
- ❏ **Picture Quality**: It is OK to have an unfocused background, however, your face should be clear and sharp. Do not use a filter or take a selfie.
- ❏ **Recency**: Use a picture that is in the last two (2) years.
- ❏ **Attire**: Use professional clothes; items that you would wear to work. No hats.
    - ❏ Men: Dress shirt, suit jacket (optional) and tie (optional)
        - ❏ Hair: clean cut head and beard
    - ❏ Women: Solid colors, medium to high neckline, jacket (optional) and simply jewelry
        - ❏ Makeup: Natural tones
        - ❏ Hair: away from face
- ❏ **Smile**: Give out the energy of happiness and positivity.
- ❏ **Consistency**: Use the same photo throughout your social media outlets. Using the same image develops your personal brand. Furthermore, if you share the same name with someone else in the world, you won't get confused with their unprofessional Facebook because the viewer can recognize the correct profile immediately by the picture.

YES	NO