

Colour Me Virtual Getting Started and What to Expect

Welcome to The Colour Consultancy and a personalized, virtual Personal Colour Analysis! We're excited to help you build confidence, discover your power, and spark joy by identifying your best colours as a basis for creating a personal style that reflects the true you. In this document, we'll walk you through how to get started after a confirmed booking, and what to expect throughout the process.

Introduction

No travel, no meetings, and no time out of your busy schedule are needed to achieve efficient yet accurate and highly impactful answers to your colour questions.

Based on photos that you take, source, and submit, a trained Colour Consultant will complete a comprehensive assessment of your unique colour characteristics using the same deductive process that is applied to our in-studio method.

The results of a Colour Me Virtual analysis provide you with in-depth knowledge of your natural colouring and the key characteristics of your best colours.

The Photos

Your complete Colour Me Virtual analysis will be done using photos you submit.

Photos Needed

- Send a few photos of yourself that you love – no rules!
- Send 3 headshot photos (instructions are below)
- Send 1 'eye-colour' photo (instructions are below)
- In addition, we welcome a few photos of you as a younger person; these should show your natural colouring (hair colour, for example) how your colouring has evolved over time

Size and Quality

- Sufficient photo size and quality can be achieved with a smartphone camera.
- Ensure the photos are clear, sharp, and in focus.
- Send original photos, not edited or altered in any way. #NoFilter

Headshot Photos – What to Include in the Frame

- Top of head to collar bone, facing forward:
 - At least one photo with your hair styled off your face. No part of your face should be covered.
 - At least one photo with your hair free and framing your face (if applicable).
 - Look straight into the camera lens (not at your phone screen) so your full irises are clearly visible
 - Full face, neck, and shoulders (no high-neck tops, neck scarfs; wide necklines are preferred)



Photo Features

- A colour photo (not black and white)
- Diffused, natural light only, meaning:
 - camera flash is off;
 - face north if you live in the Northern Hemisphere, or south if you live in the Southern Hemisphere;
 - take the photos outside; or inside in front of a clean window with all indoor, artificial lights turned off;
 - early morning light works very well.
- No shadows, glare, or flash reflections
- Neutral background
- Recent, no more than 6 months old

Your Features

- Show your natural skin tone.
- Use a soft, relaxed smile that shows at least little of your teeth.
- Wear no make-up or skin products at all, not even moisturizer or lip balm.
- Wear no spray or sunless tanning products. It's best if it's been a couple of weeks since application.
- Wear no glasses.
- Open your eyes enough so they are clearly visible.
- Tattoos have no bearing on an accurate analysis. If placement is in the photo frame, not to worry!
- If you wear a hijab or head scarf, wear a *neutral grey or white one.
- Wear a neutral grey or white top.

*Note: 'neutral grey' means medium strength, and no noticeable blue, pink, yellow, green, or brown in the colour.

Eye-Colour Photos

- Open your camera application and adjust the zoom to 2.0 - 2.5.
- Turn your flash on.
- Put your camera in a horizontal (landscape) position, with the lens on the back of your camera pointing toward you. (For the photo, use the outward-facing lens on the backside of the phone, not the one you would use for a selfie.)
- Stand in front of a clean, clear, bathroom mirror.
- When holding the phone in the way explained above, you'll see in the mirror the front of your phone and what is in the photo frame.
- Keep your eye central in the photo frame (remember, you'll see the photo frame in the mirror), slowly move the phone toward your eye. Ensure your eye is open enough (but still somewhat natural) to show your iris and the white of your eye.
- Your phone should be about 4 inches away from your eye when you take the image. If your phone is too close, the image may not be clear and in focus. If your phone is too far away, we may not be able to see all the helpful (and wonderful!) colours of your eye in detail.
- Snap the photo by tapping the shutter button or by pressing the volume up button on the side of your phone.
- Review the photo to make sure it's clear and in focus. If the photo isn't clear, it might be because you were moving a little or it might be because your phone was too close.
- Send an original, clear and in-focus photo, not edited or altered in any way.

Don't worry! We'll make sure you get the best results possible. If you have any questions about how to take good photos for the analysis, simply [contact us](#). If the photos you send don't work for any reason, we'll simply ask you to try again and we'll explain what needs to be corrected.



The Process

Personal Colour Analysis (PCA) is a scientific process that determines your unique blend of hue, value, chroma, and saturation. These characteristics define your best colours.

Your virtual colour analysis with The Colour Consultancy references the twelve (12) Sci\ART™ tonal groups, or 'Colour Seasons', and their colour characteristics to determine your Personal Chromatic Profile (PCP) and Colour Season.

During this analysis, and by way of summary, we are looking for:

- Harmony with natural colouring and contrast
- Even skin tone
- No skin discolouration (red, grey or sallow)
- Healthy glow
- Eyes in focus, and their natural colour (not darkened, for example)
- Minimized imperfections
- Sense of youth, energy and vitality

Your Personal Chromatic Profile will assess your True-to-You Personal Colour Palette (baseline); depth of colouring; level of contrast; skin tone; and primary chromatic traits before determining your Colour Season.

Timeline to Your Results

Your virtual Personal Colour Analysis will be completed within two weeks of receiving your photos.

Photos

Your photos will not be shared or published without your permission.

Data

The data we gather throughout the booking, service and payment process is considered confidential and it won't be shared without your permission. It will never be rented or sold.

Next Steps

Take, source and send your photos at your earliest convenience.

We'll confirm receipt and keep you updated throughout the analysis process. It is routine for our consultant to contact you with clarification questions.

The Results

Your results are delivered in the form of a customized, electronic Personal Chromatic Profile.



The Colour Palette

The colours in your personal palette always work together and they always work for you. A Seasonal Colour Palette is included in your Personal Chromatic Profile, along with an introduction to your Colour Season.

If you still have questions after you review your results, Colour Season, and Seasonal Colour Palette, your analyst would be happy to discuss all aspects of your Personal Chromatic Profile (PCP) and answer any questions you may have.

Thank you for choosing The Colour Consultancy! We look forward to receiving your photos.

Sincerely,

Kimberley Woodcock

Founder, Principal, and Bright Spring

