

THE HIDDEN POWER OF COLOUR IN INTERVIEW

Colours form a powerful communication tool. They evoke specific emotions and personality traits **and have an impact on how you come across**. You can unlock the power of colours in your dressing through:

1. Colour Harmony
2. Language (Psychology of Colours)
3. Colour Strategy (choosing the right colours to wear)

1. COLOUR HARMONY



Cool skin tone refers to skin that has pink, red, or bluish undertones, which can make the skin appear to have a slightly rosy or purplish cast.



Warm skin tone refers to skin that has yellow, orange undertones, which can make the skin appear to have a slightly golden or sun-kissed cast.

Wear colours that **complement your skin tone**. Visual impact of colours that:

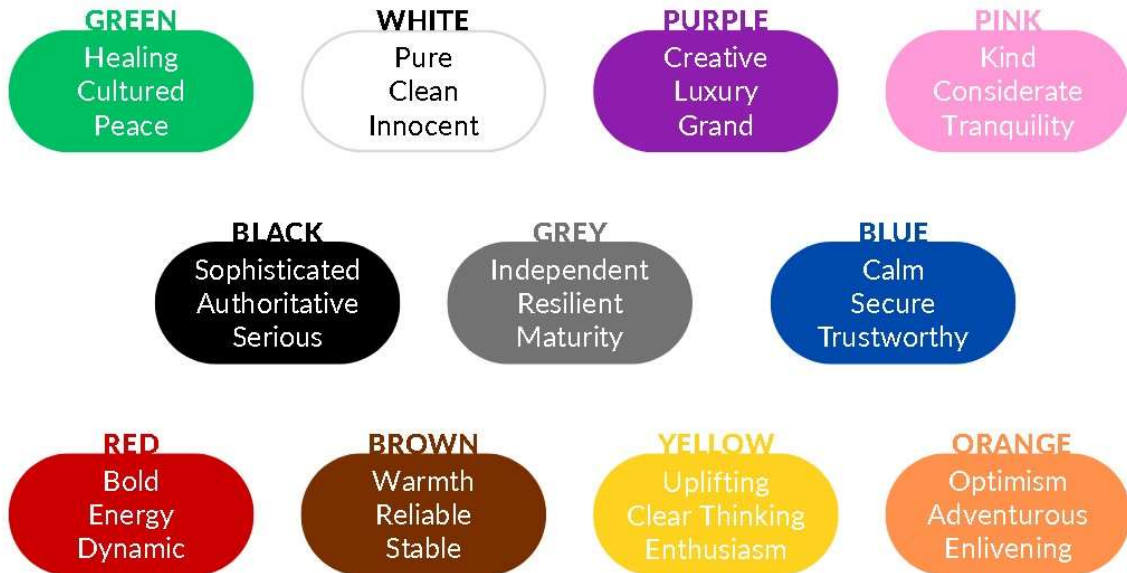
HARMONISES WITH YOU	DO NOT HARMONISE WITH YOU
Skin glows	Skin appears sallow
Look healthier	Look sickly
More energetic	Low energy
Younger	Older
Have more presence	No presence



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2. LANGUAGE (PSYCHOLOGY OF COLOURS)

The psychology of colour in dressing explores how specific colours can influence our emotions, perceptions, and behaviours, as well as how others perceive us.



3. STRATEGY – POSITIVE MESSAGING

- A) Your choice of base color sets the emotional tone of the interview before they even speak. The **three basic neutrals for professional setting** are Navy Blue, Charcoal Gray, and Black



B) The **60-30-10 rule** is a classic design formula used to create a perfectly balanced color scheme in an outfit.

60% dominant - sets the tone for the entire outfit. In a professional setting, this should always be a basic neutral (e.g., navy, black, charcoal). This covers your largest pieces, like a tailored suit, jacket, skirt or pants.

30% secondary - Your secondary colour creates depth without overwhelming the look. For interview, this typically includes your blouse or button-down shirt. This can be a lighter, contrasting neutral (white) or pastel colours like soft blue.

10% accent - Your smallest proportion, used to inject personality and draw the eye. For the office, this means your tie, pocket square, scarf, accessories, bags, belts, shoes.



C) Understand the effects of colours and make conscious choices and combine different colours in your dressing to **align with the impression you wish to convey**.

You can choose colours based on the **industry, your personality, your character and/or your capabilities**.

Formal Business Dressing for Men and Women:

Jacket = Basic colours are Black, Navy, Grey or Dark Grey

Main Piece (Shirt / Blouse, Dress) = Pastel colours. Not too loud.

Accessories (Tie / Scarves, Earrings, Necklaces, Brooch) = Can be deeper or brighter



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