

The note to send your team

What should your team wear for headshots?

One short message a week ahead does more for the final set than anything that happens on the day. Here is what to put in it.

SEND IT

One week before the session

COMPANY SHIRTS

Welcome, and often the best answer

AIM FOR

One color family, not one identical outfit

SESSION LENGTH

1 to 2 hours for most teams

- ☐ Date, time window, and where to find me
- ☐ No running order, come down when you are free
- ☐ Company shirt or polo if we are doing branded
- ☐ If not branded: solid mid tones, no tight patterns
- ☐ Same general formality across the team
- ☐ Nothing with a visible non-company logo
- ☐ Take off smart watches, lanyards and name badges
- ☐ Empty trouser and shirt pockets before coming down
- ☐ Steam or iron the night before
- ☐ Bring a second option if you want a choice
- ☐ Haircuts a week ahead, not that morning
- ☐ Backdrop is white, black or on location, tell them which

QUICK ANSWERS

Can our team wear shirts with our logo?

Yes, and for many teams it is the best option. Branded shirts tie the set together and put your brand on every profile photo. Just make sure everyone has a clean, well fitting one.

Do we need to tell people a specific color?

A family rather than a color. Say something like mid tone solids, navy, grey, green or burgundy, and let people pick within that. It gets consistency without twelve people in the same shirt.

What if some people wear the company shirt and some do not?

That reads as inconsistent on a staff page. Pick one approach for the whole team, and if only part of the team has shirts, go with the non branded guidance instead.

How much notice does the team need?

A week is right. Long enough that people can find or wash the thing they want to wear, short enough that they have not forgotten by the day.

ALSO COVERED IN THE FULL GUIDE

- 01** Company shirts are a good answer, not a compromise
- 02** If you are not doing branded shirts
- 03** The rules that apply to everybody
- 04** One line about the backdrop saves a reshoot
- 05** How the session actually runs
- 06** Give people a way to opt into a second option

Questions, or ready to book?

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