What Colors Look GOOD On Me?
YourColorStyle.com

THE STEP-BY-STEP GUIDE TO LEARNING WHAT COLORS LOOK BEST ON YOU REGARDLESS OF SKIN COLOR OR SEASON
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About the Ultimate Guide to Your Color Style

Welcome to a new way of learning what colors look best on you! You're about to discover not only what colors will look best on you... but WHY these colors look good on you... and what other colors you may be able to wear.

The Ultimate Guide to Your Color Style™ doesn't share personality types or seasonal color analysis. Instead, this resource covers foundational concepts such as your natural intensity, undertones, and contrast, always in the context of your personal coloring and tone.

This is not a seasonal color analysis. We will not be talking about seasons and which season you belong to. This is an entirely new system, called Your Color Style™, that will walk you through a simple step-by-step process that helps you understand what colors will look best on you.

Here’s the thing... bucketing yourself into a season, whether it’s one of the 12 seasons or one of the 16 seasons is limiting. Many of the seasons share colors... I can’t even tell the difference between a few of them, except one color palette may have a few darker colors.

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We get so caught up in what season we should belong to, that we miss the entire point... which is to know and understand what colors look best on us.

The Your Color Style™ system is going to open up the possibilities and show you the colors that align best with your natural coloring. Forget trying to fit into a specific season. Who cares! Instead, let’s define your custom color palette together. This is going to be a lot of fun.

I hope you enjoy the Your Color Style™ system and that it helps you define your best colors.

What is Your Color Style?

Your Color Style™ is a color analysis methodology founded by Jen Thoden. Your Color Style™ was created in response to the many individuals who were frustrated with seasonal color analysis and other systems because they just didn't seem to fit.

We are all changing, as we age. Our hair, eyes and skin may lose pigment. This means that colors that looked and felt good on you 20 years ago, may not look or feel right today. Color systems like the

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seasons don't address this and leave many women out... this includes women of color and women that are naturally grey.

Your Color Style™ is designed to define a color palette that is in perfect harmony with your natural coloring and tone. We don't try to force you into a type or season. Each color palette is customizable so that you can make it work for you, your personality and your lifestyle.

The best part is Your Color Style™ only has two simple steps. That's it. Easy. The first step will drive most of your color decisions and help you understand HOW to wear your colors the right way.

What You’ll Learn

You're going to learn:

- the two simple steps to defining your BEST colors
- color theory
- your personal level of intensity
- your undertones
- how to wear your colors so that they are in perfect harmony with your natural coloring and tone

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We've organized this Guide in a logical progression. Though you can jump around, learning the strategies in whatever order you feel you need them, we recommend that you read through the chapters in order.

Take your time. Read and study one chapter at a time. Apply what you learn. And when you feel you've got an understanding, move on to the next chapter.

You'll be surprised at how quickly you'll learn what colors will look best on you. Then, once you've determined your best color palette, you can focus on editing your wardrobe and learning how to combine your colors in stylish ways that are perfect for your lifestyle.

Ready to start?

**Bright vs. Soft**

This concept is the foundation to Your Color Style™. We're going to dip our toes into some color theory in this chapter. Understanding the Bright vs. Soft concepts will make the rest of your color analysis process super easy.

[YourColorStyle.com](http://YourColorStyle.com)
One of the biggest reasons a color may not look good on you is because you may be wearing the wrong chroma of that color.

“I can’t wear blue,” a client once told me. “I have a blue sweater, but everytime I wear it, I look washed out.”

When I asked to see the sweater, I learned that she was wearing the wrong type of blue. Her sweater was a pretty muted blue. It had a lot of grey in it. It was very soft. My client’s coloring had a lot of brightness and she really needed the brighter colors.

When we found a bright blue top for her, she lit up.

This happens all the time. The brightness or softness of a color is one of the most important things to consider when understanding if it is going to flatter your natural coloring and tone.

**Chroma**

Chroma is the clarity of the color. A clear color is a color that has pure chroma. Meaning there is no grey added to it. It’s not muted.

You can add black to a clear chroma color to darken it and you can add white to it to lighten it, but the color is still considered to be clear.
Below is clear chroma red ranging from dark to light.

A soft color is a color that has muted chroma. The colors are greyed or softened.

You can also add black to a soft color to darken it and add white to lighten it.

The color range below is of muted reds.

Colors that look best on you will be in alignment with your natural coloring and tone. If you have soft coloring, then softer colors, like the muted reds above, will look best on you. If your overall coloring is clear and bright, then clear brighter colors will look best on you.

The Your Color Style Color Wheels

In the Your Color Style™ system there are two main color wheels. A bright color wheel and a soft color wheel. You will wear colors from one
of the color wheels. As you’ve learned above, the bright color wheel consists of clear chroma colors and the soft color wheel consists of muted colors.
When I type someone as “Bright” it means that they wear colors from the bright color wheel BEST. And when I type someone as “Soft” it means that they wear colors from the soft color wheel BEST.
Examples of BRIGHT People

Click the image below to watch the video...
Examples of SOFT People

Click the image below to watch the video...

Now, let's learn if you are Bright or Soft based on your level of intensity...

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6 Levels of Intensity

Understanding your level of intensity is the signature concept of Your Color Style™. Your level of intensity drives the types of colors you should wear and HOW to wear your colors to enhance your natural beauty.

This is probably the most important section of this guide. Your level of intensity will not only drive the type of colors you wear, it will help you understand HOW to wear those colors. We won’t go into too much detail in this guide on how to wear your colors, but I’ll refer you to a few resources at the end of this guide.

To determine if you are soft or bright, let’s consider your natural intensity. If you have a high intensity in your coloring and tone then you are bright, and if you have low intensity then you are soft. But it’s not so black and white because not everyone fits in these extremes. You may be somewhere in the middle. There are a total of six levels of intensity. You will fit into one of these levels. Once you identify with a level, you will know if you are soft or bright.

I’m going to list each level of intensity with descriptions. Read through each one and pick the level that best describes you.

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Bright Level 6

Bright with extremes. Your eyes have a high intensity. They may be sparkly bright blue or very deep and dark.

Your hair is likely deep and shiny. You may fall into this high level of intensity with bright white or silver hair (not grey) but your eyes or your skin must be deep. If you have silver or white hair with bright light eyes, see Bright Level 4.

As a Bright Level 6, you have a high contrast between your skin, eyes and hair. You may have fair skin with deep hair. Bright light eyes with deep hair. Very deep skin with bright whites of the eyes.
Bright Level 5

Bright with depth. Your eyes have a high intensity. They may be sparkly bright and light or very deep and dark.

Your hair has brightness. It may be deep and shiny, silver, bright red/auburn or medium brown.

YourColorStyle.com
The greatest difference between a level 5 and level 6 is the contrast. You fit here if you have medium contrast between your skin, eyes and hair. You don’t have the extremes like the level 6.
Bright Level 4

Bright and light. Your eyes may describe your eyes as “bright and sparkly” or “light and bright”. Your hair has brightness and will likely be light. You have a low contrast between your eyes, skin and hair.
Soft Level 3

Soft with depth. Your hair is typically dark. Your eyes may be medium to dark brown or a soft hazel. Soft hazel may be a mix of browns, golds and blues or maybe greys, greens and blues.

Your hair is likely dark. You may be a Soft Level 3 with blonde hair but your eyes must be darker. You may also fall into this higher level of intensity with salt and pepper hair but your eyes must be darker (not light). If you have salt and pepper hair or blonde hair with lighter eyes, see Soft Level 2.

As a Soft Level 3, you have a medium contrast between your skin, eyes and hair.
Soft Level 2

Soft and neutral. Your eyes are soft. They may be a soft light hazel or soft grey-blue. You may feel that your eyes are a bright, but the colors in Bright Level 5 and 4 feel way too strong.

Your hair is soft and ashy. It may be ashy brown, dirty blonde or a mix of browns and greys.
The greatest difference between a level 2 and level 3 is the depth. Level 3 has darker hair, whereas a Level 2 is more “flat” in contrast.

Bright Level 1

Soft and light or soft and grey. Your eyes are light. Your hair is soft and light. You have a low contrast between your eyes, skin and hair. You likely are dominantly grey.
Warm vs Cool - Your Undertones

Your undertones help you know what colors to AVOID. There are many colors that both warm and cool individuals can wear but there are a few colors each type should avoid. That’s the goal in this chapter. It’s to help you understand what colors simply don’t suit you and detract from your natural beauty.

Some people say they are neutral, but I believe that even if you appear neutral you still lean towards warm or cool. It IS possible for a person to wear both sets of warm and cool colors, but typically they will look better in one set over the other.

There are a lot of colors in the color wheel, but not all of them will look great on you.

You’re going to likely favor one side of the color wheel over the other. Meaning, you have warm undertones or cool undertones. This may not be obvious to you, but in most cases, a person favors one side over the other. This does not mean you can’t wear colors from both sides of the color wheel, we’re trying to define which colors look BEST on you and which colors to AVOID, so we need a starting point.
Look at the colors below. On the left are cool colors and on the right are warm colors. These are colors that are distinct to those undertones.

Directly below are the cool and warm colors for someone who is BRIGHT.

Below, are the cool and warm colors for someone who is SOFT.
If you have warm undertones, you will be able to wear the warm colors but not look great in the cool colors shown. A person with warm undertones never looks good in magenta or blue-purples.

The same is true for cool undertones. A person with cool undertones will never look good in the warm colors shown above. You don’t have to love the colors shown here. These are here as a process of elimination. If you know you really don’t look good in the cool colors shown here, you may have warm undertones. And if you know you really can’t wear the warm colors shown here, you may have cool undertones.

**Jen’s Note:** A person who has warm undertones that looks good in the warm colors shown above can still wear cool colors, just not the ones
shown above. When you get to the chapter called *Your Best Colors*, you will see all the colors you can wear.

Another way I think about it is lip color. If you can wear a cool pink lipstick well, you likely have cool undertones. And if you can wear a tomato red or salmon lipstick well, you likely have warm undertones.

**Warm Undertones**

A person with warm undertones will have a golden quality to them. Golden in their hair, eyes and skin. If you are fair, your skin may have a yellow tint to it. The darker your skin, the more of a rich golden brown. If your skin has red, blue or pink to it, you may have cool undertones.

Your hair color can range from light golden blonde to deep warm brown.

Your eyes will have warmth. A warm mix of gold, green and blue. Golden yellow. Warm golden brown. Warm golden hazel. Blue-grey is commonly NOT an eye color a warm person would have.

Below is an image of eye colors that are typical of a person with warm undertones. Notice the golden quality to them.

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Warm Eyes
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Examples of Bright & WARM People

Click the image below to watch this video...

Examples of Soft & WARM People

Click the image below to watch the video...

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Cool Undertones

A person with cool undertones has an absence of warmth. If you are fair, your skin may have a pink tint to it. You may have an olive skin tone. Many people confuse this with warmth, but it is actually a cool undertone. The darker your skin, the more it may look like a blue-black or red-brown. If your skin has gold or yellow to it, you may have warm undertones.

Your hair color can range from light ashy blonde to deep black brown. It may also be white, silver or salt and pepper.

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Your eyes will have an absence of warmth. A cool mix of yellow, brown and blue. Blue. Blue-grey. Grey-green.

Below is an image of eye colors that are typical of a person with cool undertones. Notice the lack of warmth in their coloring.

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Examples of Bright & COOL People

Click the image below to watch the video...

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Examples of Soft & COOL People

Click the image below to watch the video...

YourColorStyle.com
Soft, Cool & Medium
Soft Summer

YourColorStyle.com
Get the DIY Color Analysis Kit

The DIY Color Analysis Kit is a fun and affordable way to figure out what types of colors are in alignment with your natural coloring and tone... and which types of colors you should avoid.

The DIY Color Analysis Kit includes a set of Color Analysis Cards, the set of Bright & Soft Color Guides (PDFs), the online course Discovering Your Best Colors and online videos to show you how to use your cards.

Click here to learn more about the DIY Color Analysis Kit.

Each card has the colors that only that color type will look good in. There is a card for each of the color types: Soft & Warm, Soft & Cool,
Bright & Warm and Bright & Cool... plus one with Warm Neutrals and one with Cool Neutrals.

Seeing the colors in person will help you make some decisions on what colors look best on you. Hold them up to your face. Compare the colors to the colors of your clothes.

Each card is 5.5" x 7.25" on 14pt silk finish card stock

Your Best Colors

Now that you have an idea if you are Soft or Bright, your level of intensity and your temperature, let's look at the color wheels to understand what colors will look best on you.

Below is the SOFT color wheel. You would wear the colors from this color wheel if you consider your natural coloring and tone soft. Your level of intensity is Level 3 or 2. These colors are muted and should align with you beautifully.

If you have COOL undertones, you will wear all of the colors on the left side of the color wheel PLUS all of the colors that have stars. These are universal colors and will look good on everyone.

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If you have WARM undertones, you will wear all of the colors on the right side of the color wheel PLUS all of the colors that have stars.

Below is the BRIGHT color wheel. You would wear the colors from this color wheel if you consider your natural coloring and tone bright. Your level of intensity is Level 6, 5 or 1. These colors are clear and bright and should align with you beautifully.
If you have COOL undertones, you will wear all of the colors on the left side of the color wheel PLUS all of the colors that have stars. These are universal colors and will look good on everyone.

If you have WARM undertones, you will wear all of the colors on the right side of the color wheel PLUS all of the colors that have stars.
As you can see, you have a full spectrum of colors that you can wear. How exciting!

**Your Depth**

Choosing your colors from the color wheels above is a good start, but you can customize your color palette even further.

My rule of thumb is to wear colors that are no darker than your darkest feature. This is especially true for fair individuals. Wearing a dark color can feel heavy. You appear off balance. Pay attention to the range of colors you are recommended to wear based on your level of intensity. Some of the lightest colors may not flatter you either.

In the Your Color Style™ system, there are a total of 12 specific color types. You have your 4 main types which are:

- Bright & Warm
- Bright & Cool
- Soft & Warm
- Soft & Cool

Within each of these are 3 subtypes: Light, Medium and Deep.

- Bright Level 6 = Deep
- Bright Level 5 = Medium/Deep

[YourColorStyle.com](http://YourColorStyle.com)
• Bright Level 4 = Medium
• Soft Level 3 = Medium/Deep
• Soft Level 2 = Light/Medium
• Level 1 = Light

YourColorStyle.com
Your Color Fans & Color Swatches

Are you ready to start editing your wardrobe? It's time to dive into your closet and drawers and start removing all the clothes that no longer flatter you. Make room for YOU to shine through.

You don't need to guess or have a trained eye to identify the colors that look best on you. We've designed and created color fans that are perfect for helping you edit your wardrobe and shop with confidence.

These color fans include your complete color palette plus your neutrals. There are 4 color fans to choose from... one for each main color type. You can choose to wear all of these colors or only the ones you love and feel work best with your level of intensity.

Click on the links below to learn more about each color fan and how to use it. You're gonna love having your color fan with you when you shop!

Bright & Warm Color Fan

Bright & Cool Color Fan

YourColorStyle.com
Soft & Warm Color Fan

Soft & Cool Color Fan

YourColorStyle.com
**Next Steps**

Your next steps really depend on where you are in your journey of finding your colors.

I've outlined a few possible next steps that may help you...

**Still Confused About Your Colors?**

If you've gone through all of the chapters and you're still not sure what colors will flatter you... all is not lost! I do not want you to guess. Before you spend any more money on clothes or makeup... make sure you are clear on your color type. You deserve it.

Wearing colors that bring out the natural coloring in your cheeks... that make your eyes pop... that people shower you with compliments... feels amazing. When you feel amazing, your confidence soars. When you are confident, you feel empowered to do the things you want in life.

I want this feeling for you every single day.

You can [order your DIY Color Analysis Kit](#) OR

[Sign up for a professional color analysis](#) and let my trained team help you discover your best color palette.

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I Want To Learn More About Creating My Personal Style

Did you love learning about your colors? Are you ready to take the next step on your journey.

My recommendation is to check out my online course "Transform Your Wardrobe and Style".

This 11 module course will walk you through the process of editing your wardrobe, creating capsule wardrobes, learning how to shop like a stylist and ultimately creating a wardrobe that you will fall in love with.

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