BEFORE YOU START

# Is this guide *for you?*

This guide helps you use Bright Spring. It does not decide whether Bright Spring is yours. Read the three boxes, then decide.

### IT IS FOR YOU IF

- You know your season, or half know it, and still buy shades that read wrong.
- You want a routine for an ordinary Tuesday, not a look for one night.
- You would rather start with what you own than buy a whole new bag of makeup.
- You like knowing why a rule works, with notes for fair to deep skin.

### HAVE THESE READY

- A season to try. Not sure yet? The free test on the site takes about 6 minutes and needs no photo. Page 6 has the gray strip.
- A window with daylight.
- Your makeup bag and one shelf of your closet.
- Your phone, for the palette PDF.

### WHAT IT DOES NOT DO

- It does not decide your season. The free test and the gray strip do that.
- It does not cover fit, tailoring, skin care or a dye formula.
- It does not judge you. A season is a frame for choosing color.
- It does not name products. Picks live on the site, by price tier.

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WHEN A PERSON HELPS MORE

## A tailor

For fit, hems and how a piece sits on your body. A guide cannot see you.

## A colorist

For a dye formula or a big change in hair color. Page 51 helps you say what you want.

## A dermatologist

For skin care, a reaction to a product, or skin that hurts or changes. This guide is about color, not skin health.

Read it and another season fits you better? You can swap for any season within 30 days, free. The note is on page 70.

BIJOU

test first. i will wait.

# Reds, corals and yellows

Eight reds, corals and oranges and three clean yellows, clear and warm.

## Reds and corals

8 COLORS

**Bright coral**
#FF5E57
RGB 255 94 87
CMYK 0 63 66 0
*best accent*

**Orange-red**
#F7502A
RGB 247 80 42
CMYK 0 68 83 3
*best accent*

**Bright orange**
#FF8A1F
RGB 255 138 31
CMYK 0 46 88 0
*best accent*

**Fiery red**
#E22618
RGB 226 38 24
CMYK 0 83 89 11
*statement*

**Light coral**
#FF8F80
RGB 255 143 128
CMYK 0 44 50 0
*best accent*

**Peach coral**
#FFA48A
RGB 255 164 138
CMYK 0 36 46 0
*best accent*

**Deep coral**
#EF4D4F
RGB 239 77 79
CMYK 0 68 67 6
*statement*

**Light orange**
#FFA64F
RGB 255 166 79
CMYK 0 35 69 0
*best accent*

## Yellows

3 COLORS

**Sunny yellow**
#FFD22E
RGB 255 210 46
CMYK 0 18 82 0
*best accent*

**Light yellow**
#FFDF70
RGB 255 223 112
CMYK 0 13 56 0
*best accent*

**Amber**
#FFA826
RGB 255 168 38
CMYK 0 34 85 0
*best accent*

### DO Wear Bright coral or Orange-red near your face, Fiery red once.

WHY These reds lean orange, so they stay clear and warm. A red with blue in it can sit apart.

TRADITION

**Deep skin.** Bright coral and Orange-red tend to read rich. Check Peach coral for chalk.

### DO Wear Sunny yellow in a top or a print, and keep Amber small.

WHY A yellow with no brown matches your clarity. Amber is deeper, so it suits a detail.

TRADITION

**Olive skin.** If a yellow turns sallow, step toward Amber and hold it by the window first.

SECTION 3 · NOTES BY SKIN TONE

# Olive skin

**Olive is an undertone, not a season. It sits between warm and cool with a little green, so it is easy to put in the wrong group.**

## YOUR BEST 8 COLORS

| Bright coral | Kelly green | Aqua | Bright turquoise | Bright orange | Sunny yellow | Jade | Clear navy |
|---|---|---|---|---|---|---|---|
| #FF5E57 | #1FB05A | #2FD3B4 | #11B8D1 | #FF8A1F | #FFD22E | #00A98F | #1F3A63 |

**LIP**
### Bright coral, warm lean
#FF5E57

**BLUSH**
### Coral-pink
#FF7A72

**HIGHLIGHTER**
### Champagne gold
BASE: CLEAR

**EYES**
### Golden camel and turquoise
#C49A5E
#11B8D1

**METAL**
### Yellow gold, and bright rose gold can work

## WHAT GOES WRONG, AND THE FIX

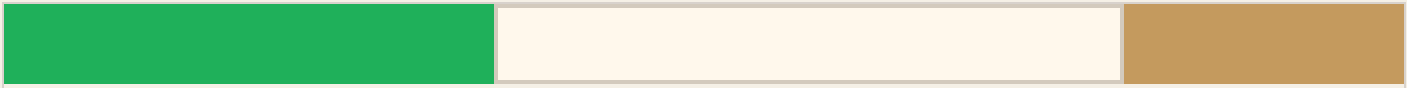
**1** ⊗ **Blue-leaning pinks turn gray** → ✓ Pick Bright coral or Warm pink over a pink with blue in it.

**2** ⊗ **A muted green flattens the green in the skin** → ✓ Try Kelly green or Aqua as a scarf before a top, and stay with clear, warm colors.

**3** ⊗ **A foundation that reads pink or orange** → ✓ Look for the words “olive” or “neutral olive,” and test at your jaw in daylight.

⊘ **SKIP** Olive drab and dusty mauve near the face, which can go gray or sallow against olive skin.

## ONE OUTFIT, IN PROPORTION · GREEN UP TOP



Kelly green sweater | Warm white tailored trousers | Golden camel boots

*Kelly green tends to sit well with the green in olive skin.*

**CHECK IT BY ASKING** **Does this color make my skin look grayer or more yellow-green? If soft, muted colors feel easier, read the soft seasons too.**

SECTION 4 · MAKEUP

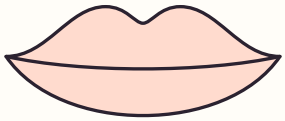
# Softer or *bolder*

The same shade, two amounts. Pick the amount by the day, and the shade stays yours.

## Lip

Peach coral, your everyday lip

SOFTER · SHEER

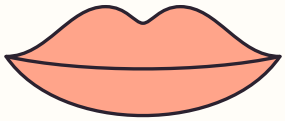


### One dab, pressed in with a finger.

Blot once. Your own lip shows through, so the color reads lighter.

Sheer. Lower opacity.

BOLDER · FULL



### A full coat.

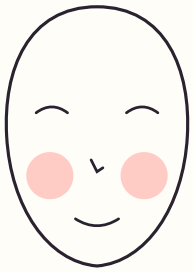
Line the lip first if you want a sharp edge. Pairs are on page 35.

**Peach coral**
#FFA48A

## Blush

Coral-pink blush, your first blush

SOFTER · SHEER

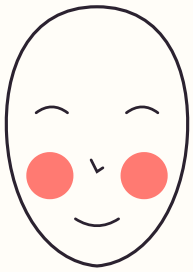


### One light tap on the apples, blended out.

The color lifts the cheek and your skin shows through.

Sheer. Lower opacity.

BOLDER · FULL



### Two layers, built up where the cheek rounds.

Blend the edge out so the color has no hard line.

**Coral-pink blush**
#FF7A72

DO **Start sheer. Add a layer when you want more.**

WHY Sheer lets your own color show through, so it reads softer. A full coat covers it, so the color you wear is the color on the label.

TRADITION *for the amounts.*

On a deeper lip, a sheer coat can read deeper than it looks here. Page 36 shows the math for each shade.