What the Colors of Your Job Interview Clothes Convey
By Gladys Stone & Fred Whelan, Monster.com Contributing Writers

Prepping for an important interview means researching the company and making sure you have smart responses to anticipated questions. It also means being strategic about what to wear to an interview. Specifically, you want to choose job interview clothes -- and colors -- that will put you in the best light and may give you an advantage.

Research has shown that 85 percent of communication is nonverbal, so choosing what to wear to an interview is clearly an important part of your overall presentation. It won’t make up for weak answers, but it can communicate some positive things about your personality and what you might be like to work with.

Here’s what some common colors convey so you can put them to best use when getting dressed for the job interview:

- **Blue:** You can’t go wrong with darker shades of blue, especially navy. Choosing from this powerful spectrum will project an image of someone who is in control. From the interviewer’s point of view, the color blue conjures up calm, stability, trust, truth, confidence and security. These are all great messages to send without saying a word.

- **Gray:** After blue, gray is the second most popular color to wear for an interview. Like darker blue, it’s not a distracting color to the interviewer, which means they’ll be focused more on what you’re saying and how you’re saying it. Gray denotes sophistication, so use it to your advantage.

- **Black:** This is a commanding color and represents authority. Black also connotes drama, so use it carefully when putting together your interview outfit. You may want to use it as an accent -- like in a scarf or tie, for instance -- rather than as the primary color.

- **Red:** This is an extremely powerful color. It’s so strong you should only use it as an accent color. Reds are associated with energy, passion, desire, power and aggression. People think of intensity and passion when they see the color red, so use it sparingly or it could send the wrong message to the interviewer.

- **White:** White shirts and blouses are always a safe bet. It sends the message of simplicity, cleanliness, precision and goodness.

In this very competitive job market, give yourself every opportunity to shine in the interview. Knowing what job interview clothes to wear makes a statement about who you are. Choosing the right colors will reinforce that positive impression.