CAREER SERVICES
Bank of America Career Services Center
The Pennsylvania State University
University Park, PA 16801-2121

Hours:
Monday through Friday,
8:00 a.m. - 5:00 p.m.

Drop-in assistance available
beginning at 8:30 a.m.
(Tuesdays during fall/spring semesters until 7:00 p.m.)

This publication is available in alternative media on request. Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce.
POWER IMAGE: CREATING THE LOOK OF SUCCESS

Making an impressive first impression gives you a powerful edge when interviewing for an internship/co-op or full-time position. Power Image is more than wearing the right suit; it is body language and facial expressions that communicate confidence. These guidelines will help you portray a powerful first impression. Remember to bring a leather folio with copies of your resume and list of references and turn off your cell phone!

MEN
- Present a clean-shaven face or neatly trimmed beard.
- A tailored suit is preferred.
- Traditional business attire is a dark, conservative suit with a white, long sleeved, pressed dress shirt (even in summer). Alternative colors, such as blue or green, are acceptable in a less conservative environment.
- A sports jacket and slacks may be appropriate for internship and co-op interviews.
- Tie should be silk, coordinated well with your suit, and neatly knotted. Avoid flashy patterns.
- Wear polished dress shoes with dark socks.
- Wear an appropriate watch.
- Hair should be combed, clean, and neat.

WOMEN
- Wear minimal make up. Avoid bright colors, sparkles, or glitter.
- Traditional business attire is a dark conservative skirt suit or pant suit (for less conservative industries). Be sure that skirts are no more than one inch above knee.
- Wear a blouse with a tailored collar or jewel neckline.
- Avoid large scarves that are distracting.
- Wear polished, dress pumps. Heels should be no higher than 2 inches. Hosiery should be neutral or blend with the suit color.
- Avoid thigh-high or ankle-length skirts.
- Wear an appropriate watch and keep other jewelry to a minimum.
- Hair should be combed, clean, and neat with long hair pulled away from the face.