



UNITED STATES NATIONAL PAGEANT & CAPO OFFICIAL APPEARANCE & ETIQUETTE GUIDELINES

CONFIDENTIAL · MANDATORY COMPLIANCE DOCUMENT

INTRODUCTION

As a titleholder of the United States National Pageant and CAPO Crown, a division of CAPO Productions (Miss United States), you proudly represent a brand that is deeply rooted in American culture and global entertainment history. The Miss United States and United States National Pageant have inspired millions through film, television, and live events, becoming symbols of grace, intelligence, and the pursuit of world peace.

Your crown signifies more than just personal achievement; it connects you to an institution known for its legacy of excellence. Your conduct, appearance, and demeanor during official appearances reflect not only on yourself but also on the esteemed legacy of our organization, which spans decades.

These guidelines are in place to ensure that every titleholder embodies the elegance, professionalism, and grace that the Miss United States brand represents. The crown you wear is not just an accessory; it is a symbol recognized worldwide. Wearing it means you are the living embodiment of our values and traditions.

By accepting your title, you commit to upholding these standards consistently, as this responsibility is integral to the position you hold.



1. APPEARANCE STANDARDS

1.1 Crown and Sash Protocol

- The crown and sash are symbols of the organization and must be treated with respect.
- Both must be worn together at official appearances.
- The crown should be secured with professional-grade pins to prevent movement.
- The sash must be worn over the right shoulder and secured at the left hip.
- Both must remain in pristine condition and be stored appropriately when not in use.
- Only authorized individuals may handle the crown and sash.

1.2 Makeup Requirements

- Titleholders must complete the Miss United States Makeup Certification Program (online).
- Full competition-grade pageant makeup is required at official appearances.
- Makeup must follow organization-approved techniques and product guidelines.
- Approved makeup products must be used (Mary Kay).
- A professional-grade makeup touch-up kit should be carried at all times.

Approved makeup includes:

- The foundation matched precisely to skin tone using the proprietary color-matching system
- Defined brows in the official "United States Arch" with 7-point symmetry verification
- Neutral eyeshadow with 3-dimensional highlighting using the trademarked application technique



- Classic black eyeliner with precisely measured 23° winged tip
- Official Miss United States signature lashes (minimum 14mm length)
- Scientific contouring using the Golden Ratio measurements
- Blush applied exactly 2.7cm below the pupil line
- Classic red or neutral lip colors from the approved palette (no deviation in shade by more than 3%)
- Experimental, trendy, or dramatic makeup looks are not allowed.

1.3 Attire Guidelines

- All appearance wardrobes must be pre-approved by the National Wardrobe Director.
- Submit attire selections two weeks before the event, including visual representations of the front and back of the look.
- Participants are expected to wear attire that is elegant, tasteful, and appropriate for their body type and build. The following guidelines ensure a polished and professional appearance:
 - No midriff-baring outfits (clothing must provide full coverage, even when arms are raised).
 - Sheer fabrics must have at least 92% opacity.
 - Slits may not extend above mid-thigh (no higher than 45% of total leg length).
 - Necklines must not plunge more than 2.15" below the collarbone.
 - Strapless designs require a bolero jacket or formal wrap.
 - Visible logos must be 0.75" or smaller, except for official pageant/sponsor logos.
 - Athletic wear is only permitted for sanctioned athletic events.
 - Prints should maintain a balanced look, avoiding excessive contrast (over 30%) or patterns larger than 2" in diameter.
 - All outfits must be pre-approved by the Director.



- Required formal attire includes:
 - Evening gowns: Tea-length to floor-length, ensuring elegance and sophistication.
 - Competition-grade gowns with intricate embellishments for formal events.
 - Cocktail dresses: No shorter than mid-thigh when seated to maintain professionalism.
 - Skirt suits: Pencil or A-line skirts at knee length with an appropriate walking slit.
 - Formal attire should align with United States Pageant colors.
 - Business attire should include tailored blazers, modest blouses with adequate opacity, and structured sheaths.
 - Casual appearances require prior approval and may include premium dark-wash jeans or official pageant merchandise in appropriate settings.
 - Footwear should match the event's formality, with closed-toe pumps preferred for business settings.
 - Business attire should be tailored and professional, with modest necklines and appropriate structure.
 - Casual attire must maintain professionalism and be pre-approved for appearances.
 - Footwear must adhere to event formality while ensuring comfort and stability.

1.4 Hair & Nail Grooming Standards

To maintain a polished and professional appearance, participants should adhere to the following guidelines while allowing for individual styling within approved standards:

Hair

- Styles should reflect pageant-approved configurations.



- Down styles are recommended to feature soft curls (2–2.5” barrel) with added volume for a balanced look.
- Half-up styles should enhance crown visibility and complement individual face shapes.
- Elegant updos should be secure and structured for formal events.
- Hairstyles must be durable and withstand moderate movement and environmental conditions.
- Hair color should align with natural, polished tones, preferably from the Official Miss United States Hair Color System.

Nails

- Manicures should be well-groomed and polished by a professional technician.
- Approved styles include:
 - French manicures with a balanced pink-to-white ratio.
 - Nude tones complement the wearer’s natural skin tone.
 - Classic red that coordinates with approved pageant color palettes.

Accessories

- Jewelry should be elegant and limited to approved styles.

2. OFFICIAL PAGEANT EVENTS AND APPEARANCES

2.1 Definition of Sanctioned Events

- Official pageant-sanctioned events require prior written authorization.
- Case-by-case approval may be granted for charity events and social media engagements upon submission of event details.

2.2 Prohibited Unofficial Appearances



- Titleholders must not wear the crown and sash at unsanctioned personal or informal events, such as children's football games and similar casual gatherings:
 - Family dinners or gatherings (including holidays and celebrations)
 - Personal social events of any nature whatsoever
 - Regular workplace appearances or remote work sessions
 - Religious services or spiritually affiliated gatherings
 - Political events of any kind (including non-partisan community forums)
 - Private parties (regardless of attendees or connections to pageant sponsors)
 - Dates or romantic outings (crown/sash must NEVER be present during personal relationships)
 - Shopping or errands (including at sponsor establishments)
 - Gyms, fitness centers, or wellness facilities
- Exceptions may be considered upon review.

3. FRAGRANCE AND SENSORY CONSIDERATIONS

- Titleholders should refrain from strong fragrances at events involving sensitive populations (e.g., hospitals, schools, and food-related settings).

4. CONDUCT DURING APPEARANCES

4.1 Arrival Protocol

- Arrive fully prepared at least 45 minutes before an event.
- Complete check-in with the appearance coordinator.
- Prepare autograph materials according to approved specifications.

4.2 Interaction Guidelines



- Titleholders must remain well-spoken, polite, and professional.
- Handshakes should be firm yet gentle, with appropriate eye contact.
- Photo interactions should adhere to pageant-approved poses.
- Autographs should be personalized appropriately and within approved parameters.

4.3 Speech and Communication

- Titleholders must adhere to the provided speaking points.
- Avoid controversial topics, including politics, religion, and divisive social issues.
- Maintain an articulate and polished speaking style.

4.4 Dining Etiquette

- Titleholders should demonstrate refined dining etiquette.
- Choose non-staining foods that can be eaten with grace.

5. SPECIAL APPEARANCE CONSIDERATIONS

5.1 Children's Events

- Interactions with minors should be warm and professional.
- Use child-friendly vocabulary and maintain appropriate engagement distance.

5.2 Hospital and Care Facility Visits

- Follow medical facility protocols, including hygiene and safety considerations.
- Ensure respectful and comforting interactions with patients.

5.3 Outdoor Events

- Prepare for environmental factors such as wind and temperature.



- Maintain appropriate attire and secure accessories accordingly.

5.4 Media Appearances

- Arrive prepared with approved talking points.
- Maintain a professional posture and demeanor on camera.
- Avoid unapproved comments or deviations from the organization's messaging.

6. SOCIAL MEDIA AND DOCUMENTATION

6.1 Social Media Guidelines

To maintain a positive and professional online presence, all participants must adhere to the following social media guidelines:

General Conduct

- Represent the pageant with grace, professionalism, and integrity at all times.
- Engage with kindness and respect, avoiding negativity, controversy, or divisive topics.
- Uphold the pageant's values in all posts, comments, and interactions.

Posting Guidelines

- Content should be positive, uplifting, and aligned with the mission of the pageant.
- Avoid excessive filters, overly edited images, or content that misrepresents reality.
- No posts containing profanity, inappropriate gestures, or suggestive imagery.
- Personal opinions on sensitive topics (politics, religion, social issues) should be shared with discretion.

Commenting & Engagement



- Respond to comments with professionalism and positivity.
- Do not engage in online arguments, negative debates, or controversial discussions.
- Ignore and report any inappropriate or hostile messages rather than responding.
- Avoid liking or sharing content that conflicts with the pageant's image and values.
- All social media content must align with the pageant's brand values.
- Event-related posts should be submitted for approval in advance.
- Hashtags and captions should adhere to brand consistency guidelines.

6.2 Appearance Documentation

- Titleholders must submit an official appearance report within 8 hours of an event.
- Ensure high-quality photographs and documentation are provided.

7. ACKNOWLEDGMENT AND ACCEPTANCE OF TERMS

By signing below, I acknowledge that I have read, understood, and agreed to comply with these guidelines. I recognize that adherence is essential to maintaining the integrity of my title and the reputation of the United States National Pageant.

I further acknowledge that I have completed the mandatory orientation training on these guidelines and have had the opportunity to ask questions and receive clarification on all sections.

I commit to upholding the standards of beauty, grace, and perfect representation that define this document.



Titleholder:

Print Full Legal Name, Signature & Date

Crown Title (_____2025)

National Director:

Print Name, Signature, &Date

Document ID: MUSP-GUIDELINES-[2025.2]