Assessment Method

Compare four measurements: Forehead width, Cheekbone width, Jaw width, Face length

Primary Face Shapes

Oval	Balanced proportions	Most shapes work; follow natural pattern
Round	Width ≈ length, soft angles	Angular shapes add structure
Square	Strong angular jaw	Softer arches balance features
Heart	Wide forehead, narrow chin	Low soft arch for proportion
Oblong	Length > width significantly	Horizontal emphasis reduces length
Diamond	Wide cheekbones, narrow forehead/jaw	Curved shapes soften angles

Secondary Characteristics

Forehead Height	High: lower position | Low: work within natural height
Feature Spacing	Close-set: create width | Wide-set: draw together
Facial Asymmetry	Assess each side independently, design for balance
Nose Characteristics	Width affects P1 reference, length affects proportion

Key Principles

- **Face shape guides design but does not dictate it**
- **Most faces combine multiple shape characteristics**
- **Complement or contrast - both are valid approaches**
- **Client preference matters more than theoretical rules**
- **Secondary characteristics significantly affect design**