

Retail Style Guide



BE YOU, BE AT&T, BE TEAM COLORS

Team Colors are AT&T Branded Products designed specifically for Mobility Customer-Facing Employees and Authorized Retailers.



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Introducing Pronoun Pins

At AT&T, we value an inclusive work environment where everyone can be their authentic self. We're delighted to offer pronoun pins as a wonderful way to demonstrate respect and courtesy.

These pins communicate pronouns and let our customers know we respect people of all gender identities.

Choosing to wear a pronoun pin is a personal decision and not required.

How to wear your pin:

Be you! You may wear your pronoun pin on your right chest, about half an inch from your nametag for the best look.

Check your knowledge management tool (myCSP/CCKM) to learn more.



Be Team Colors

Team Colors are the official attire for AT&T Retail, In-Home Experts and Authorized Retailers. The standards outlined in this document should not be altered without proper approval and must be followed by employees when working.

Retail employees must wear Team Colors attire and name tags for the duration of their shift.

To increase accessory sales, employees may be required to wear accessories (i.e. Bluetooth headset) as determined by their management while on the sales floor. If accessories are required, they will be provided by management.

Non-Team Colors attire, including general AT&T Brand Shop apparel, may not be worn while working.

Employees may wear a union button that is modestly sized and non-offensive while on the sales floor. For example, a button 1-2" in diameter that says "CWA" is permissible.

Managers should send employees home if they show up for work without their AT&T Team Colors attire, name tag or fail to meet acceptable appearance standards. Failure to follow Team Colors guidelines may result in disciplinary action, up to and including termination.

If you have a question regarding what is considered acceptable for work, ask your manager before you wear it.



Your Team Colors Look

Head-To-Toe

Color Palette:

Be proud in our signature AT&T Blue! Other acceptable colors in the Team Colors collection include navy, grey, and cobalt. Previous AT&T color palettes, such as Orange, are no longer acceptable.



Bottoms:

Dark denim, slacks, trousers, skirts, and other business casual pants.

Name Badges:

AT&T approved name badge must be worn on the right side of the chest.

Only RSMs & ASMs will have titles listed.

“Hablo Espanol” is available for bilingual employees.

At managements discretion, name badge adhesive extenders are acceptable for key initiatives.

AT&T Name Badge

Dark Denim

Clean Dress Shoes



AT&T Name Badge

Dark Denim

Booties

Tops

Monday – Thursday:

Team Colors button front shirts, blouses, sweaters, vests, track jackets, or polos.

Friday – Sunday:

Tshirts allowed.

Team Colors shirts with buttons must have no more than the top two buttons unbuttoned.

Shirts can be worn tucked-in or untucked as long as you keep your look polished and professional.

Undershirts: Navy, grey, and white undershirts or camis are permitted.

Promotional, launch, and Brand Shop tshirts are not part of the AT&T Team Colors program and may only be worn on the specific event days. Regional President (RP) approval is needed to extend this policy.

Layers are everything! Feel free to mix and match your AT&T Team Colors items to make it fit your own style!



Bottoms

Dark Wash, Grey, or Black denim:

Polished fit, not too tight or too baggy.

No Rips or Fraying.

No excessive decoration.

No low-cut.

Dark-colored business casual pants/capris.

Skirts or dresses:

No more than 4" above the knee.

Non-Branded Dresses within the permitted Team Colors color palette may be worn as long as the outer most layer/shell is Team Colors.

Do not wear cargos, sweatpants, athletic pants, leggings, or pants with excessive pockets or ties.

Keep it polished and simple!

Shoes

We love fashion, but comfort comes first on the retail floor!

Employees have the option to wear dress shoes, boots, casual shoes, or athletic shoes.

Shoes must be neat and clean, shoelaces must be tied.

During hot months, ladies may wear open-toed shoes with proper foot grooming.

Accessories

No caps or headwear should be worn in an indoor retail setting.

Completing your look with an AT&T branded baseball cap is perfectly ok while working curbside.

Accommodations for religious or medical headwear may be requested through management.

Ties and/or bowties that are AT&T branded or within the approved color palette are acceptable.

AT&T branded or colored scarves or neckerchiefs, may be worn as long as they do not distract or cover the AT&T logo on your shirt or your name tag.

Ear gauges no larger than a dime (5/8") are allowed.

Small simple jewelry is acceptable (watch, rings, earrings, necklace)

Minimal accessories within the approved color palette and of a professional nature, i.e., no cat ears are approved.



Personal Appearance

AT&T employees are expected to have a neat, clean, and professional appearance at all times, when working.

Clothing should be neat, clean, free of wear and tear and steamed or ironed.

Follow the care instructions on your AT&T Team Colors apparel to ensure durability and long lasting wear!

Hair must be presentable, clean, and neat. Facial hair and colored hair are acceptable as long as it is not distracting.

Appropriate tattoos are permitted.

Small, simple, and non-distracting jewelry is acceptable (watch, rings, earrings, necklace, and other body piercings).

Workplace appearance is determined by the discretion of local management and may vary by location.



Curbside Culture

In accordance with the evolving new normal, AT&T is adapting with a new Curbside Culture. Please follow the guidelines below when arriving for your Curbside shift.

Cold Weather

Wear your AT&T branded beanie, gloves, and scarf received in December.

Dress in layers to stay warm.

As you add on layers, don't forget to always keep your name tag visible.

Non-branded jackets may be worn as long as they do not contain anything that may be interpreted as offensive or derogatory and are paired with AT&T Team Colors accessories (e.g. hat, scarf, gloves).

Warm Weather

Shorts may not be worn while working in store.

Business casual shorts (**khaki, black or blue only**) with two front pockets.

Must be worn with a Team Colors shirt.

Shorts must be no shorter than 4" above knee.

Polished fit, not too tight or baggy.

Low cut, denim, distressed, frayed, design, cargo or athletic type shorts are **NOT** allowed.

Completing your look with an AT&T branded baseball cap is perfectly ok while working curbside.



AT&T Branded Face Masks

Branded masks provide the most professional look to best compliment Team Colors!

AT&T Team Colors masks must be worn while working.

Wash mask before initial use. Routinely clean masks in washing machine or carefully by hand after each use.

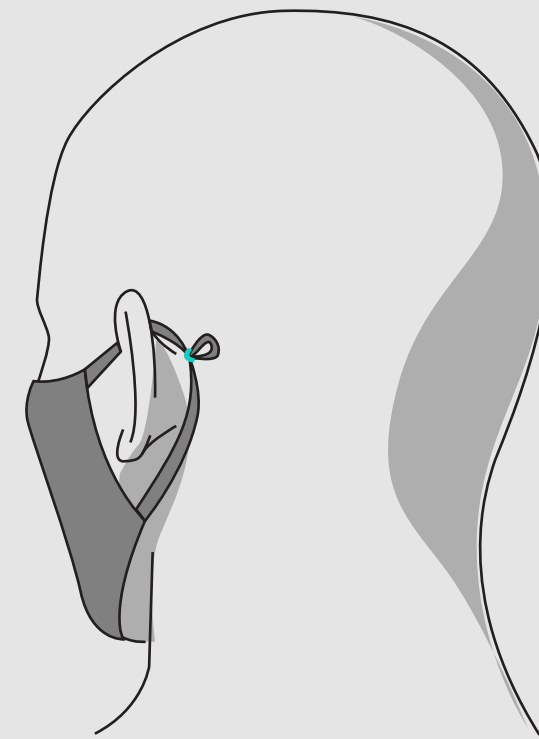
Wash your hands before applying and after removing face mask.

Secure mask comfortably against your face and secure with ear loops.

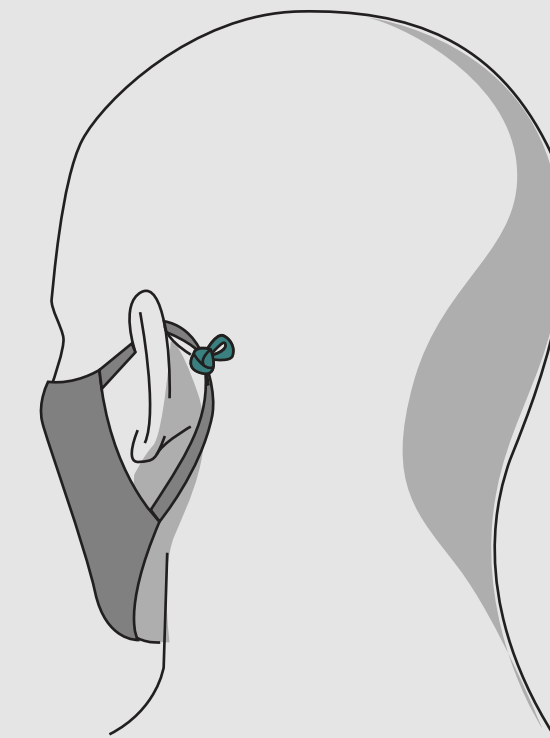
Refer to AT&T face mask policy for specific requirements.



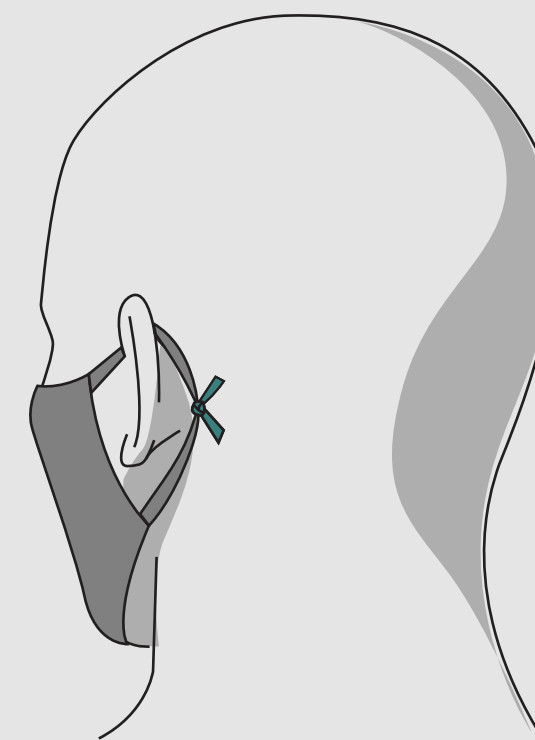
Tips For A Great Fit



Attach rubber band to the end of each ear loop for a closer-fit.



Tie a knot at the ends of each ear loop for a tighter fit.



Cut each ear loop and tie the ends together to achieve a snug fit.



Newly designed universal fit mask with elastic ear loops.

**BE YOU, BE AT&T,
BE TEAM COLORS**