



# Team Colors

## Style Guide

Designed for customer-facing team members. Featuring our signature AT&T blue so customers can easily identify YOU as their Connectivity Expert.



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# Your Team Colors Expert Look

Team Colors is the official attire for customer-facing team members. Featuring our signature blue you'll represent the AT&T brand in style while also making it easy for customers to recognize you as their Connectivity Expert.

Retail experts must wear Team Colors attire and name tag for the duration of their shift. In-Home Experts must wear Team Colors attire and their AT&T badge with Team Colors lanyard.

A union button that is modestly sized and safe, with a message that is not offensive may be worn while working. For example, a small button (1-2" in diameter) that says something to the effect of "CWA".

Managers should send experts home if they show up for work without their Team Colors attire, lanyard with official name badge affixed (IHX) or name tag (retail), or fail to meet acceptable appearance standards.

Failure to comply may result in disciplinary action, up to and including termination.

In-Home Expert  
AT&T Name Badge

Retail Expert  
AT&T Name Tag



# Tops

Shirts can be worn tucked or untucked. Keep your look polished and professional.

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

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

Non-branded dresses, shirts and general AT&T Brand Shop shirts within the Team Colors color pallet may be worn underneath Team Colors. Do not wear as the outermost layer.

The non-branded shirt or dress under your Team Colors must be a solid color, free of graphics, excessive decoration and not low cut.

Apparel received in recognition of Summit or Management Development Program is acceptable to be worn while working.

\*\*\*Retail store team members: See the appendix for approved t-shirts. Launch t-shirts may only be worn on specific event day(s) as directed by local leadership. Vendor supplied t-shirts (Samsung, Google, LG, etc) should not be worn while working.

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



## Color Pallet:

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

# Bottoms

Jeans, khakis, and slacks are permitted.

Polished fit, not too tight or too baggy.

**No rips or fraying.**

**No excessive patterns or decoration.**

**No low-cut.**

**No competitor colors (red, magenta, pink)**

Skirts or dresses may be worn as long as they are not more than 4" above the knee.

Shorts should not be worn in-store or in-home.

Consult with managers regarding attire when supporting outdoor events.

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

See the appendix for examples of pants that should not be worn while working.



# Shoes

We love fashion, but comfort comes first while on the go and working!

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

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

Professional open-toed shoes may be worn with proper foot grooming.

**The following types of shoes are not permitted:** casual open back shoes and athletic style open-toed shoes (Birkenstocks, Crocs or similar type shoes, slides, flip flops, slippers, lounge clogs). Avoid shoes predominantly in red, magenta or pink.

See the appendix for examples of shoes that should not be worn while working.

# Accessories

Enhance your Team Colors with accessories to create a look all your own.

Accessories such as ties, bowties, smart watch bands, shoelaces, socks, and hair accessories that are AT&T branded or within the approved color pallet are acceptable.

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

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 name tag/badge.

Gauges are allowed in the ear only with a limit of one per ear and no larger than the size of a dime (5/8”).

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

Accessories must be of a professional nature, i.e., no cat ears



# Styling Tips:

## Everyday Wear

Here are some ideas on how to style your Team Colors for an everyday look.



# Styling Tips:

## Elevated Look

Here are some ideas on how to style your Team Colors for an elevated look.





# 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!

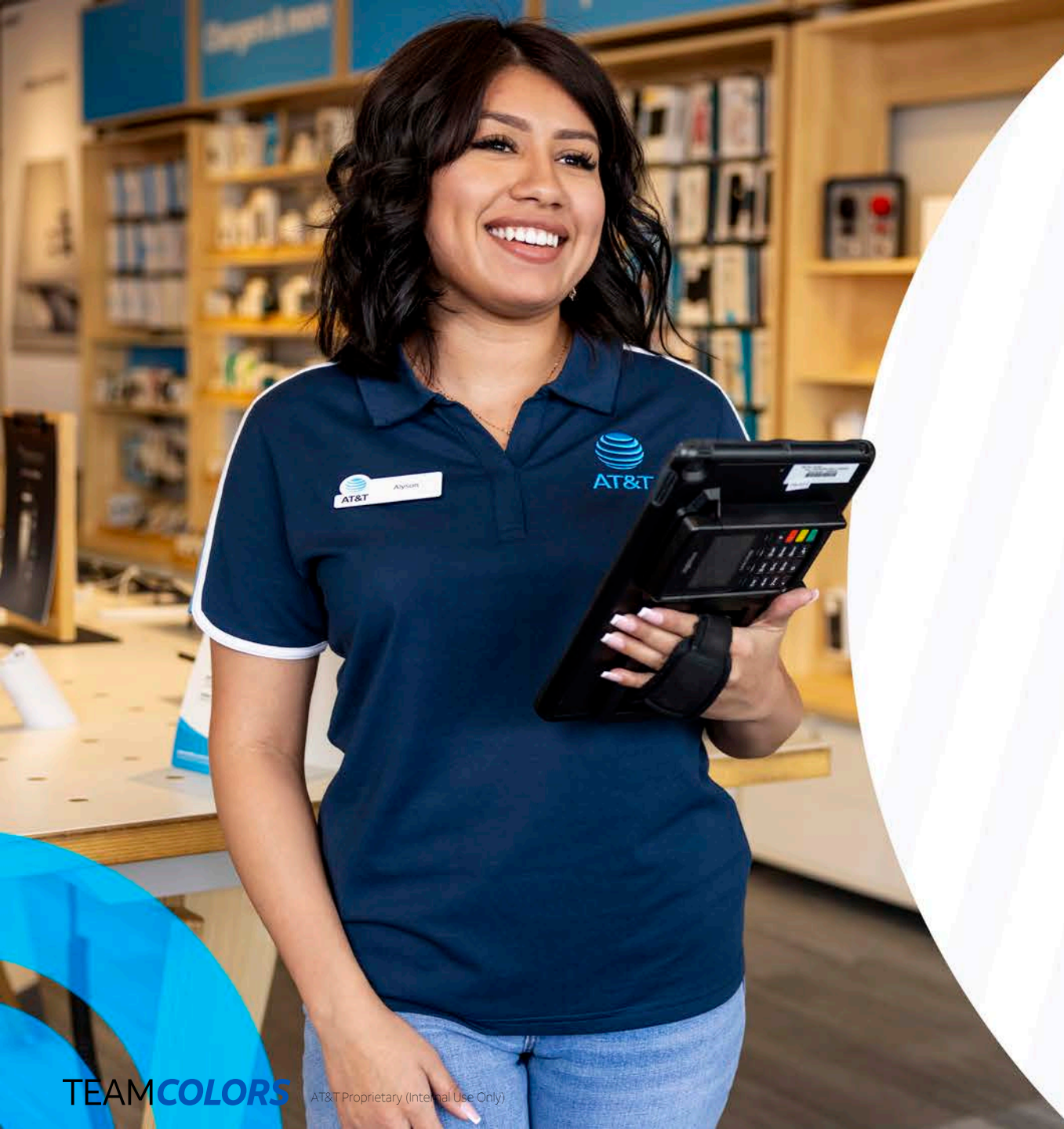
Hair must be presentable, clean, and neat. Facial hair and colored hair are acceptable as long as it is not distracting.

Appropriate tattoos are permitted.

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

Questions? Consult with your manager.

**Managers** – for additional guidance please contact Team Colors at [g26160@att.com](mailto:g26160@att.com).

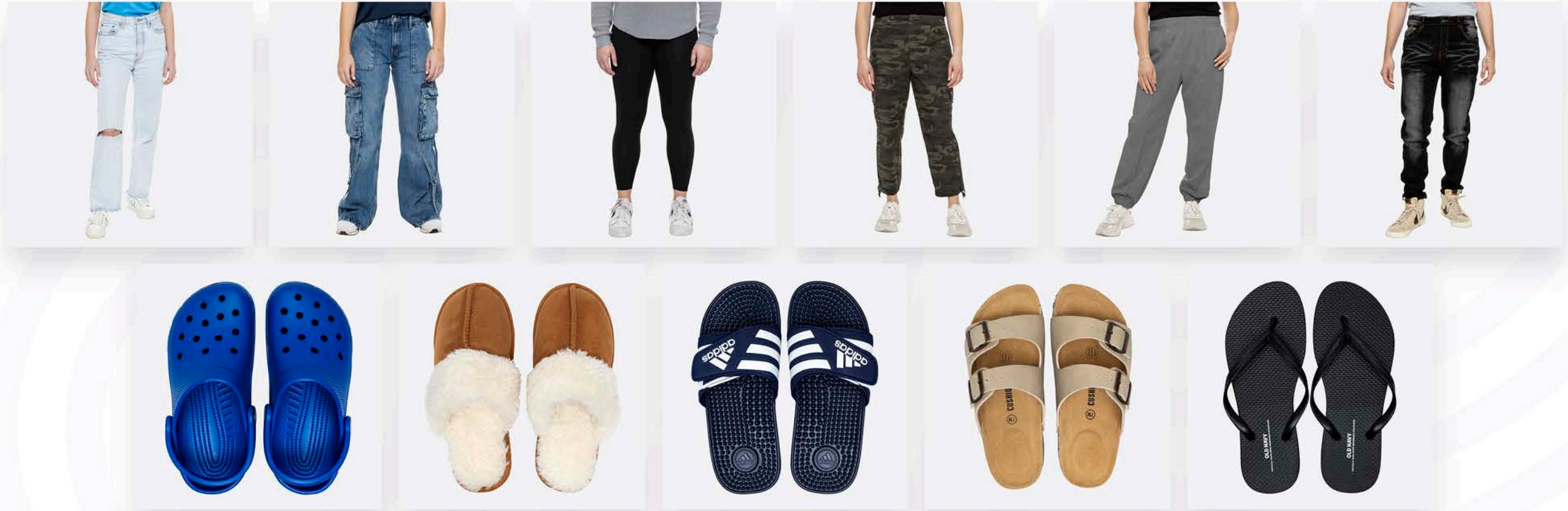


# Appendix 1:

## What Not to Wear

These types of pants and shoes are not permitted. The examples shown do not represent all pants and shoes that should not be worn while working.

See pages 5 & 6 for details.



# Appendix 2:

## Approved T-Shirts:

*\*\*\*Retail store team members: Only the t-shirts shown here may be worn while working and at the discretion of local management. Launch t-shirts may only be worn on specific event days as directed by your manager. Vendor supplied t-shirts (Samsung, Google, LG, etc) should not be worn while working.*

**Reminder:** AT&T Brand Shop t-shirts (not pictured) may only be worn under a Team Colors layering piece such as a Team Colors blazer or bomber jacket.



