



# TEAMCOLORS *R&MIX*

**Retail**  
Style Guide



# TEAM COLORS *R&MIX*

STYLED YOUR WAY

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





# Table Of Contents

- 4 Be Bold, Be You, Be Team Colors
- 5 Your Team Colors Look
- 6 Tops / Bottoms
- 7 Shoes & Accessories
- 8 Personal Appearance
- 9 Curbside Culture
- 10 AT&T Branded Face Masks

# Be Bold, Be You, 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 team members must wear Team Colors attire and name tags for the duration of their shift.

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

Employees may wear a union button that is modestly sized and safe, with a message that is not offensive while working. For example, a button within reason (1-2" in diameter) that says something to the effect of "CWA" is permissible.

Managers should send employees home if they show up for work without their AT&T Team Colors attire, lanyard with official employee badge affixed or fail to meet acceptable appearance standards.

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

# Your Team Colors Look

## Head-To-Toe

### Color Pallet:

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



### Bottoms:

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

AT&T Name Badge

Dark Denim

Clean Shoes



# Tops

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. Senior leadership 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.

## Skirts, dresses or shorts:

No more than 4" above the knee.

Non-Branded Dresses within the permitted Team Colors color pallet 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 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.

Open-toed shoes may be worn with proper foot grooming. Athletic style open-toed shoes such as slide sandals and flip flops should not be worn.

# Accessories

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 pallet 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.

Earrings should be limited to no more than two earrings per ear, and should not exceed the size of a quarter.

Gauges are allowed in the ear only with a limit of 1 per ear and no larger than the size of a dime (5/8")

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

Minimal accessories within the approved color pallet 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

*Please follow the guidelines below while working curbside.*

## **Cold Weather**

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 be worn while working curbside.

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!*

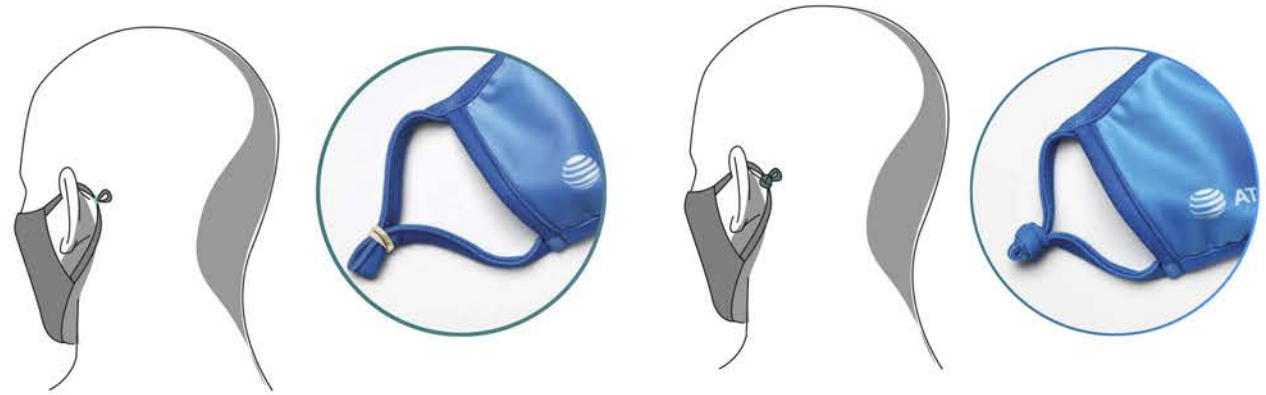
Refer to AT&T face mask policy for specific requirements.

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.

## 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.*



The background features a light gray base with several thick, diagonal stripes in a rainbow gradient (blue, purple, magenta, orange, red, yellow, green). There are also various geometric shapes: a cyan circle, a green rounded rectangle, and a blue textured brushstroke at the bottom. The text is centered over the orange and yellow stripes.

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