



## **Directive: Uniform Policy and Dress Code (SWI-DIR-001)**

### **Implementation Date: 01/28/2017**

In order to give our guests a cohesive, recognizable and positive experience, it is the desire of Stay Wise Inns to embrace a uniform look throughout our branded properties.

The hotel culture is still largely a conservative one. Thus it is in the best interest of hotel's to set and maintain a professionally conservative image to the public that they serve.

This uniform directive endeavors to detail the specifics of what constitutes a conservative and professional look.

Uniforms have the ability to elevate not only the public's perception of the hotel but also aid employees in executing their daily tasks and guest interactions with more pride and professionalism.

Due to the service nature of the hotel industry, the time honored service colors of white and black have been chosen. For hotels desiring a different look for their employees, a waiver must be obtained from the brand.

Choosing to stay with black and white makes it easier to find uniform items, get employee buy-in and maintain the correct look without large sums of cash outlay.

It will be at each manager's/owner's option whether the property will secure uniforms at their expense, reimburse employees for their expense or ultimately have the employees bare the cost fully. When making this decision, it is the owner's/manager's responsibility to ensure they are in compliance with local/federal employee labor guidelines.

These standards and guidelines have been adopted to help hoteliers keep and maintain a well-groomed, polished and professional staff appearance.

## **FRONT DESK UNIFORMS**

### **WOMEN**

#### **Top Options**

Polo Shirts: Solid White, predominately white with some black details, piping or trim or branded with logo.

A few examples of acceptable polo options include:



Button Downs: White button down long or short sleeve shirt/blouse. Shirt must be plain white with no other colors. Tone on tone (white on white) stripes/patterns are permitted. Shirt must be white. No cream, ivory, or detectable colors of any other nature are acceptable. Small amounts of black trim/piping are acceptable. Correct undergarments that ensure an opaque look shall be worn.

A few examples of acceptable button down options include:



The following are NOT considered acceptable top uniform options:

- ✗ Sleeveless shirts/blouses (unless ALWAYS worn under acceptable long sleeve sweater/blazer)
- ✗ Pin Stripes (while some black trim may be acceptable – all over patterned use of color is not acceptable for uniform purposes)
- ✗ Low cut shirts, blouses or shells
- ✗ Sheer fabrics
- ✗ Lace Fabrics
- ✗ Sequins
- ✗ Rhinestone or colored buttons
- ✗ Clingy knits/draped fabrics/skinny cuts
- ✗ Ruffles down front or on cuffs/necklines
- ✗ Wrap/surplice shirts/blouses

A few examples of unacceptable top options include:



**Vests/Blazers:** Black long tunic style vests, blazers, and fine gauge v-neck sweater vests are appropriate when paired with acceptable button down shirt options (above)

A few examples of acceptable vest/blazer options include:



The following are NOT considered acceptable blazer/vest uniform options:

- ✗ Belted, wrapped or surplice style blazers
- ✗ Military style jackets
- ✗ Velvet Fabric construction
- ✗ Shiny/silk fabric construction
- ✗ Clingy knit or draped fabrics
- ✗ Ruffles down front or on cuffs/necklines
- ✗ Colored Buttons
- ✗ Quilted

A few examples of unacceptable button down/top options include:



**Sweaters:** Solid Black, fine gauge, cardigans and Pullovers. Sweaters must be paired with appropriate white shirt (see above) and never worn alone.

A few examples of acceptable sweater options include:



The following are NOT considered acceptable uniform sweater options:

- ✗ Cable-knits or heavily textured sweaters
- ✗ Hoodies
- ✗ Colored buttons/trim
- ✗ Free swinging/asymmetrical
- ✗ Belted
- ✗ Cowl necks

A few examples of unacceptable uniform sweater options include:



**Bottoms:** Black skirt or slacks.

Skirts should be straight cut and must be no shorter than 2 finger widths above knee and no longer than 2 finger widths below knee. Small ‘kick pleat’, vent is acceptable but slits anywhere besides the back seam and higher than 3 inches are not. Skirts should not be gored, pleated, bell shaped etc. Please note, the skirt option must be worn with correct hosiery and pump style shoes only.

A few examples of acceptable slack/skirt options include:



The following are NOT considered acceptable slack/skirt options:

- ✗ “Skinny cut”
- ✗ Long/maxi skirts
- ✗ Leggings or knitted legwear
- ✗ Lace
- ✗ Leather
- ✗ Sueded finish
- ✗ Decorative buttons/embelishments

A few examples of unacceptable uniform sweater options include:



**Scarves/Ascots:** Scarves/ascots may be worn in black or any solid color that is represented in the Stay Wise Inns Logo. Scarves may only be worn with the button down shirt option and not with polos.

A few examples of acceptable women's neckwear options include:



**Shoes:** Closed toe/black in good repair. Entire shoe must be black/i.e. no white/brown soles with black uppers. Strappy sandals, flip flops are not acceptable. Boots/flats are not acceptable with the skirt option. Only black pump style shoes (no straps) are acceptable with the skirt option.

A few examples of acceptable women's Front Desk footwear options include:



The following are NOT considered acceptable women's footwear options:

- ✗ Shoes with straps
- ✗ Ballet style flats
- ✗ Platform shoes
- ✗ Wedge Style Shoes
- ✗ Noticeably athletic (running/yoga etc.) style shoes
- ✗ Open back/Croc style shoes
- ✗ Suede finishes

A few examples of unacceptable footwear options include:



**Socks:** Only Black trouser socks or hosiery. White, colored or ankle socks are not acceptable.

**Outerwear:** No hoodies or personal jackets permitted behind the front desk. Must be solid black. Pull over v-neck, half zip or zippered fleece jackets may be worn during extreme temps behind the front desk as long as the name tag is placed on the outside and visible.

**Alternate Top for Cleaning/Cooking Purposes:**

If the front desk is responsible for doing collateral duties such as cleaning/cooking breakfast etc., they may at the manager’s discretion wear the following to protect their uniform. Apron, lab coat or chef’s jacket. These items must use the Eggcellent Breakfast Logo. When resuming front desk duties, front desk uniform shall be worn as described in this directive.





## **Men**

### Top Options

Polo Shirts: Solid White, predominately white with some black details, piping or trim or branded with logo.

### A few examples of acceptable Tops include:



Button Downs: White button down long or short sleeve shirts. Shirt must be plain white with no other colors. Tone on tone (white on white) stripes/patterns are permitted. A small amount of black trim is acceptable, however no pinstripes or excessive use of black on the shirt is acceptable. Shirt must be visibly white. No cream, ivory, or detectable colors of any other nature are acceptable. The use of a clean white undershirt worn under the dress shirt is mandatory.

### A few examples of acceptable button down options:



The following are NOT considered acceptable mens button down shirt options:

- ✗ Banded Collars
- ✗ Pinstripes
- ✗ Excessive black detail areas

A few examples of unacceptable button downs:



Bottom: Solid Black slacks, dress, chino style or dockers are acceptable. No denim.

A few examples of acceptable men's slack options:



The following are NOT considered acceptable men's slack options:

- ✗ Skinny cuts
- ✗ Cargo/Utility
- ✗ Sweat/knit

A few examples of unacceptable mens slacks:



**Vests/Blazers:** Black vests, blazers, and fine gauge v-neck vests are appropriate when paired with acceptable button down shirt options (see above)

A few examples of acceptable vest/blazer options include:



The following are NOT considered acceptable vest/blazer options:

- ✗ Corduroy
- ✗ Velvets/velour's
- ✗ Shiny finishes/satins
- ✗ Skinny Cuts
- ✗ Pinstripes
- ✗ Colored Buttons
- ✗ Quilted
- ✗ Leather

A few examples of unacceptable vests/blazers:



Sweaters: Solid Black, fine gauge, cardigans and Pullovers and aviator style sweaters are acceptable. V-neck and half zip acceptable.

A few examples of acceptable sweater options include:



The following are NOT considered acceptable sweater options:

- ✗ Hoodies
- ✗ Turtleneck
- ✗ Cableknit

A few examples of unacceptable sweaters:



**Ties:** Ties are optional and may be worn with the button up shirt option only and not with a polo type shirt. Ties shall be black, or any solid color that is represented in the Stay Wise Inn Logo.

A few examples of acceptable tie options:



**Outerwear:** No hoodies or personal jackets permitted behind the front desk. Must be solid black. Pull over, half zip or full zippered fleece jackets may be worn during extreme temps behind the front desk as long as the name tag is placed on the outside and visible.

**Shoes:** Closed toe/black in good repair. Entire shoe must be black/i.e. no white or brown soles with black uppers. Dress, loafer and polished boot type acceptable.



The following are NOT considered acceptable footwear options:

- ✗ Athletic shoes
- ✗ Open or Croc type
- ✗ Hiking/outdoorwear
- ✗ Velcro fasteners
- ✗ Suede finish

A few examples of unacceptable sweaters:



**Socks:** Black trouser socks. White, colored or athletic socks are not acceptable. Shall be mid-calf or higher.

### Alternate Top for Cleaning/Cooking Purposes:

If the front desk is responsible for doing collateral duties such as cleaning/cooking breakfast etc., they may at the manager's discretion wear the following to protect their uniform. Apron, lab coat or chef's jacket. These items must use the Eggcellent Breakfast Logo. When resuming front desk duties, front desk uniform shall be worn as described in this directive.



## HOUSEKEEPING

- Tops:** Caribbean blue scrub tops. No color trim. Tops should stay securely in place while doing housekeeping activities. I.E. no gaps or hanging necklines. Cooler weather may dictate that a long sleeve layer be worn under the scrub top. Layers may be solid black, solid white or Caribbean blue. No Lace or other patterns. (patterns that are inherent in the texture such as that of thermal wear is acceptable)
- Bottoms:** Black scrub bottoms – Kept in good repair/no holes/fraying
- Shoes:** Closed toe/black in good repair. Entire shoe must be black/i.e. no white soles with black uppers. May be athletic and supportive in construction. Kept in good repair.
- Socks:** Black socks. White, colored or low cut athletic socks are not acceptable. Socks should be ankle cut or higher (i.e. no skin should show while bending etc.).

Some Acceptable Housekeeping Top Options:



Acceptable Housekeeping Pant Options:



The following are NOT considered acceptable Housekeeping Pant Options:

- ✗ Fold over yoga pants
- ✗ Sweat Pants
- ✗ Denim
- ✗ Leggings
- ✗ Capris/shorts



A few examples of unacceptable housekeeping pant options:



MAINTENANCE UNIFORMS

Rugged quality (such as Dickies) Work Shirts shall be worn over plain, clean white t-shirt, paired with work pants. (i.e. Dickies). Denim is acceptable if clean and in good repair (no fraying, fading/tears. Closed toe work shoes or work boots are required. Local management may dictate color of work shirts, however this color should be uniform throughout all maintenance workers.

Uniform Guidance - ALL POSITIONS

Uniform Wearing and Care:

- All clothing/uniform items will be kept in “like-new” condition at all times, free from wrinkles, stains, hanging threads, missing fasteners, odors etc.
- It is always advisable to launder whites and blacks/colored items separately.
- Cold water will help prolong the life of the garment.
- Always launder/dry clean garment articles as stated on manufacturers labels.
- Sizing should be appropriate and chosen to complement body composition. No tight fitting clothing shall be permitted. Upon bending/lifting no gaps or ‘peeking’ of skin shall happen.



### Name Tags:

- The name tag shall be worn and visible at all times during a worker's shift or while representing the company offsite. Name tags shall not be worn outside of work except during official hotel business and only when worn with appropriate uniform items as outlined within this directive.
- Name badge shall be worn placed on the left side and approximately one hand width from the shoulder.
- When sweaters, blazers, or vests are worn – name tags shall be placed on the outer layer in the appropriate position, (left side, approximately 1 hand width below shoulder) so that it remains visible at all times during shift.
- When wearing shirts embroidered or printed with the Stay Wise Inns logo, name badges shall not repeat the use of the logo.
- When wearing shirts that are not embroidered or printed with the Stay Wise Inns logo, the name badges shall have a visible logo

### Incentive or Award Pins:

Any incentive, or award pins shall be worn centered approximately one fingers width directly above the name tag.

### Promotional Buttons/Pins:

From time to time, Stay Wise Inns may be using promotional buttons/badges to reinforce its brand image or for promoting the launching of new products or services. Once distributed buttons shall be worn in a consistent manner and be considered part of the uniform during the promotional period. Promotional Buttons will be worn on the right side of the uniform top and placed approximately one hand width below the shoulder.

### Jewelry:

The reminder that a conservative professional look should be kept at the forefront of thought when it comes to jewelry and accessories. Less is usually more.

Rings: One ring per hand with the exception of the wedding/engagement ring set on the left hand.

Piercings: Shall be limited to ears only. No other visible or tongue piercings shall be permitted. No gauges or visible spacers allowed.



Women: May wear up to two earrings per ear. Top hole must be post type. Primary piercing may consist of modest drop earring in gold or silver tone.

Men: May opt for up to one piercing per ear/only small post style gold/silver allowed.

### Personal Grooming:

Hair: Natural looking colors, neatly groomed. “Falling” hair/locks should be pinned or tied back.

Makeup: Makeup shall be muted, and applied tastefully. It should be daytime and office acceptable in color and intensity.

Nails: Neatly groomed/manicured with cuticles trimmed. Women should avoid long/fake nails or overly trendy colors. Natural French manicures are recommended for women trying to achieve a polished and professional look.

Mouth: Maintain good oral hygiene. Brush/floss/mouthwash. The use of breath mints are recommended after meals. No gum/tobacco chewing is permitted while in uniform.

Smokers: An employee should execute good hygiene after smoke breaks including, use of breath mints (brushing teeth as time permits), washing hands. Removing outerwear that may be holding smoke odors.

Tattoos: No tattoos shall be visible while working or in uniform. Uniform items must be worn strategically to cover all tattoos. i.e. scarves, long sleeves versus short sleeves.

This directive does not attempt to cover all aspects of correct uniform wear or employee guidance concerning topics such as grooming/tattoos etc. It is up to the owner/operator/manager on duty to help employees present themselves as polished and professional members of the hotel staff. It is imperative that all employees understand the importance of a professionally branded and cohesive image across positions, departments and other Stay Wise Inns hotels. When they do our hotels will enjoy more positive guest reactions and experiences.