

THE BOARDWALK STYLE



HAVING FUN WHILE LOOKING GOOD!



Welcome to the Boardwalk Crew!

Together we create memories for our Guests and each other, that last a lifetime. Personal style and choice is very important, and we strive to honor individuality while maintaining consistency and professionalism.

Our goal is to offer a work environment that is comfortable and inclusive for all employees. Start your workday with fresh clothes, a clean appearance, and most importantly – a smile! Please do not wear or display anything that others might find offensive or that might make coworkers or Guests uncomfortable.

The following guide is a tool to help you understand our uniform and grooming policies. A full copy of our Personal Appearance and Grooming standards can be found in your Employee Handbook or in our FAQs at beachboardwalk.com/jobs.



SANTA CRUZ
SEASIDE
COMPANY



Sun Sand
INN

carousel
BEACH INN

Do's and Don't's Pants

Stay comfortable and stylin' by wearing your own solid-color khakis, jeans or pants, or shorts to work (or go to Wardrobe to get a pair issued to you).



Solid color, well fitting, good condition:
no rips, tears or fraying.



Cannot be patterned, or
legging material



Too short, cannot be
lightweight material

Do's ✓ and Don't's ✗ Shirts

**Uniformed shirts will be issued to you and must be tucked in.
Undershirts must be solid white or black (available for purchase in
Wardrobe or use your own).**



Tucked in, clean, ID card visible



Black long sleeved shirt



Not black or white

Do's and Don't's Shoes

Shoes must be closed-toe, closed-heel and hard-soled sneakers or other comfortable form-fitting flexible shoes.



Comfy and safe sneakers



Cannot have open toe or heel.
Not hard soled.



Not hard soled

Do's ✓ and Don't's ✗ Jackets, Hats and Sunglasses

Only Boardwalk logo uniform jackets and hats are permissible for uniformed positions. Please keep your sunglasses simple and don't wear them indoors. Mirrored sunglasses are not permitted.



Boardwalk approved



Cannot be mirrored, must be a simple design

Do's ✓ and Don't's ✗ Hair

**Please keep hair tidy – clean, brushed and kept back from the face.
Hair color must be permanent or semi-permanent. Tie long hair back
to let guests see your eyes and smiles.**



Long hair tied back and tidy



Semi-permanent or permanent dye



Hair is messy,
cannot clearly see eyes

Do's ✓ and Don't's ✗ Facial Hair

Facial hair should be neatly groomed, well maintained and well-established. Other than established beards, mustaches, and goatees, you are expected to be clean shaven every workday.



Established beard, well groomed,
with rest of face clean shaven



Cannot be dyed an "unnatural" color.

Do's ✓ and Don't's ✗ Jewelry

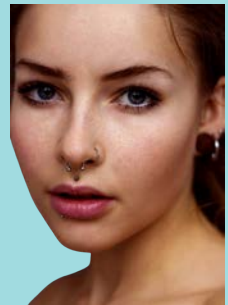
Jewelry should be both safe and appropriate for your work environment. You may wear one small nose stud no bigger than 2mm. Solid colored plugs are allowed, no larger than the size of a quarter.



Nose stud, safe necklace



Cannot wear tunnels or tapers.



Body piercings (including nose rings) must be removed while working.

Do's ✓ and Don't's ✗ Tattoos...

Visible tattoos while wearing company uniform or office attire located on the face, head, neck or chest are not allowed. Tattoos may not be covered by makeup or bandages



Tattoo on arm, no offensive imagery showing.



Cannot have tattoos on face or neck.



Chest tattoo must be covered by standard uniform or work attire.

Do's ✓ and Don't's ✗ ...Tattoos continued

Tattoos that contain obscene, profane, racist, gang-related, sexual, violent, or other objectionable words or imagery are not acceptable and must be covered by our standard uniform or professional attire.

✗



Cannot depict weapons or violent imagery

✗



Cannot depict profane or obscene imagery

✗



Cannot depict overtly sexual or horror images that may be disturbing to young children

Do's ✓ and Don't's ✗ ...Tattoos Continued

Tattoos located behind the ear cannot extend onto the neck (past the chin), unless the tattoo is not visible while looking directly at the neck from the front.



Behind the ear, above the chin



Behind the ear, extends onto the neck beyond the chin, but not visible from the front.



Extends onto the neck beyond the chin and is visible from the front.

Do's ✓ and Don't's ✗ Face Coverings

When face coverings must be worn: Logos and offensive graphics will not be allowed. Bandanas or other face coverings that are not snug against the side of face or chin are not allowed.



Covers mouth and nose completely,
no logos or offensive graphics



Does not fit snugly against the face



Fabric is too sheer/has holes