



Wendy's®

# BRAND STYLE GUIDE

*Featuring Wendy's Team  
Members from Columbus, OH*

*Updated December, 2020*







REAL FOOD.  
REAL PEOPLE.

**We GOT YOU®**

Welcome to the team! And like any team, we wear our colors with pride. There are a few basic guidelines regarding work clothes, but ultimately, we want you to feel free to be yourself. Yourself is cool. To be honest, it's one of the main reasons you got the job.







*“Be yourself; everyone else is already taken.”*

*–Anonymous*







### ALL TEED UP

We got a couple different t-shirts for you to choose from. You can wear any approved design at any time. You can tuck it in or tuck it out—whatever makes you comfortable.

**✓ GOOD TO GO**



*Any Wendy's-approved design (BTW, if it didn't come from Barco, it's not approved.)*

**✗ NO GO**

- Wrinkled shirts
- Cracked or damaged graphics
- Stretched materials
- Faded shirts
- Rips and tears
- Dirt or stains
- Outdated or old shirts
- Non-Wendy's approved designs

### CHILL WITH THE CHILL

If you're chilly, throw some long sleeves on underneath. Solid black, gray, navy, or white are all good. If you're still chilly, try some of our...wait for it... chili.

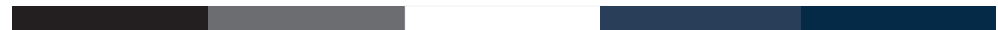
**✓ GOOD TO GO**

- Long sleeves
- T-shirt material
- Dry-fit material

**✗ NO GO**

- Non-Wendy's logos or branding on sleeves
- Sleeves past the wrist
- Patterns

**ALWAYS COOL COLORS**





# BOTTOMS



## OMJeans

You must – and we can't stress this enough – wear pants to work. We keep it casual with blue jeans – the darker the blue the better. Skinny, boot cut, relaxed fit – if they're blue and they're jeans, you're golden.

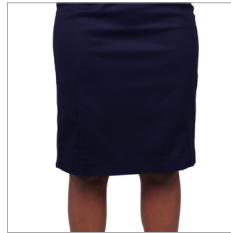
### ✓ GOOD TO GO



Dark blue jeans



Belts (if you'd like)



Dark blue skirts (if you're feelin' fancy)

### ✗ NO GO



Shorts



Capris



Holes and distressed



Sweatpants



Leggings



Baggy or sagging



Embellishments



See page 10 for exceptions.

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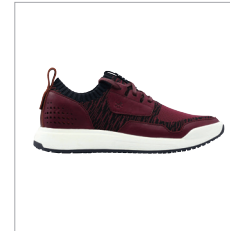
## PUT YOURSELF IN OUR SHOES

OK. We know restaurant shoes aren't the hottest kicks out there. But you know what else isn't hot? Slipping and falling into something that is hot ... like a grill. So shoes with non-leather, slip-resistant bottoms or soles are required. Black, gray, and red are all solid color choices.

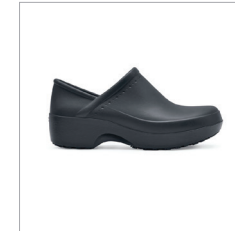
### ✓ GOOD TO GO



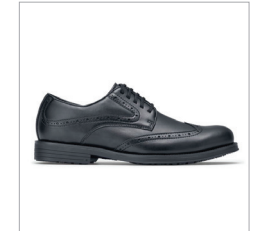
*Slip on sneakers*



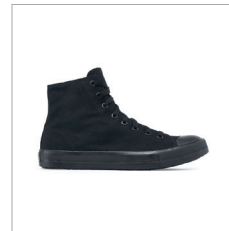
*Sneakers*



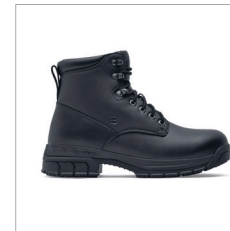
*Clogs*



*Dress shoes*

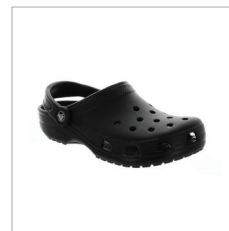


*High-top shoes*



*Boots*

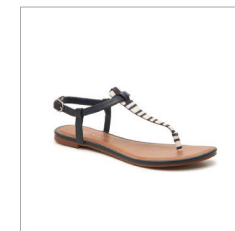
### ✗ NO GO



*Rubber shoes with holes*



*Heels (Seriously though – who wants to work in heels?)*



*Sandals or open toe*



*Boots with the fur*







## HEADING IN THE RIGHT DIRECTION

And top it all off (see what we did there) with a 100% authentic Wendy's hat or visor.

### ✓ GOOD TO GO



Hat



Visor

### ✗ NO GO



Wearing your hat or visor backwards or sideways



Hats with a non-Wendy's logo



Do-rags or skull caps



Beanies and knit caps

## SAY YOUR NAME, SAY YOUR NAME



Everyone gets a little chalkboard badge to write their name on. It can be the name your parents gave you or what your friends call you. But if you go with a nickname, just remember this is a family restaurant and, you know, use common sense.

## TIGHTEN THE APRON STRINGS

If you're in production, you gotta wear an apron. We don't want those sweet tees getting all messed up, right? If you're not in production, it's up to you whether you wear one or not.



## OUTERWEAR



### WARM IT UP

We all know working the pickup window can get a little, dare we say it, Frosty. So, we've got you covered. Literally. We got zip-up sweaters. We got vests. We got jackets. Pick whichever you want to wear over your crew tee because when the temps go down, the zippers go up.

#### ✓ GOOD TO GO

Any Wendy's-approved design—which only come from Barco  
Over any approved t-shirts or manager gear

#### ✗ NO GO

Cracked or damaged graphics  
Rips and tears  
Dirt or stains  
Non-Wendy's approved gear



See page 10 for exceptions.

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# MASKS



## MASK IT UP

Look. Our priority is the safety and comfort of our guests and team members. And right now, that means wearing masks for most positions unless an exception applies. We've got two versions your franchisee or operator may offer: disposable or solid black cloth. Either way, masks should be clean and worn correctly which means they must cover your mouth and nose with no gaps between the mask and your face\*. Keep safe and keep it on.

### ✔ GOOD TO GO



Solid black cloth



Disposable

### ✘ NO GO



Logos or branding



Gators



Under nose



Bandanas



*\*For further guidance on use, removal, and disposal or laundering of masks, make sure to review the WeLearn course.*

See page 10 for exceptions.

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## FEARLESS-AND FLY-LEADERS

OK, managers—this is all you. We got polos on polos on polos. Pick your faves, and if you lead half as well as you look, your store's gonna be rockin'. Remember, all rules from previous section apply here.

### ✓ GOOD TO GO

Must be tucked in  
Bottom button always fastened

### ✗ NO GO

Wrinkled shirts  
Stretched materials  
Faded shirts  
Rips and tears  
Dirt or stains  
Long sleeve undershirts  
Non-Wendy's approved designs

## SLACKING AT WORK

The must-wear-pants rule goes for you all, too. Navy slacks or skirts work. So do dark jeans. Just no rips or tears, please and thank you.

### ✓ GOOD TO GO

Dark blue jeans  
Navy pants  
Navy skirts

### ✗ NO GO

Wrinkled bottoms  
Faded colors  
Rips or tears

## SWAG

Hats are up to you. But if you wear one, your hair must be up, too. And you gotta wear a name if for no other reason than to let everyone know who's in charge.

### ✓ GOOD TO GO

Hat  
Name tag

### ✗ NO GO

Nicknames on nametags  
Hair in your face





## LOOKIN' GOOD

Like moms everywhere, we want you to show up to work clean, groomed, and wearing the right stuff. For Wendy's, the right stuff means the team gear we talked about on previous pages. Unlike moms, though, we have very few opinions about your hair. As long as it's pulled back, you're good to go. Oh, and your fingernails must be clean. We are handling food, after all.

## EXCEPTIONS

This style guide includes the basic, required dress code and appearance standards for Wendy's restaurants in the U.S. For company restaurants, see also the Dress Code and Appearance Policy, Bulletin #224. Wendy's Franchise owners may adopt additional and/or more stringent dress code standards, including as necessary to comply with local health department requirements. You should contact your franchise owner or manager for additional standards or policies that may apply to you or if you have a request for an accommodation from these standards due to a sincerely held religious belief, practice, or observance or for medical reasons.







**HOURS**  
Monday-Fri 6:00AM - 10:00PM  
Saturday 6:00AM - 10:00PM  
Sunday 6:00AM - 10:00PM  
Hours may vary. See us for details.

**MOBILE ORDERING AVAILABLE!**