

# **The Disney Look**

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Since *Disneyland*® Park opened in 1955, our Guests have treasured the elements that set our Disney theme parks and resorts apart – the cleanest venues, the friendliest Cast Members and the most exceptional show. A big part of that show is you, with your quick smile, your eagerness to help, and your willingness to maintain the Disney Look that our Guests have come to associate with our very special brand. As a Cast Member at the *Disneyland*® Resort or the *Walt Disney World*® Resort, you are a personal representation of the Disney tradition of excellence. Whether you're onstage or backstage, your appearance reflects our worldwide reputation for guest service and show quality.

The Disney Look is a classic look that is clean, natural, polished and professional, and avoids “cutting edge” trends or extreme styles. It is designed with our costumed and non-costumed Cast Members in mind. Our themed costumed Cast Members are a critical part of enhancing the experience of our Disney show, and our non-costumed Cast Members also play an important role as representatives of the Disney brand. Regardless of your role, when you take pride in your appearance, you become a role model for those around you, and you convey the attitude of excellence that has become synonymous with the Disney name.

The following guidelines have been developed to establish consistency and to maintain the quality and integrity of the Disney Look. As you read this handbook, remember that you are the key to keeping our heritage alive and creating an unparalleled experience for our Guests each and every day.

## **GOOD JUDGMENT AND STAGE PRESENCE**

As with all of your duties and responsibilities as a Cast Member, you are expected to demonstrate professionalism and good judgment at all times related to your appearance. For this reason, if you are ever in doubt about the appropriateness of your appearance, please keep in mind that anything that could be considered distracting or not in the best interest of our Disney show will not be permitted.

No matter where you work or what your role is, anytime you are in a public area, you are onstage. Your attitude and performance are direct reflections on the quality of our Disney show. Often, it's the seemingly little things that detract from our Guests' enjoyment – chewing gum, having poor posture, using a cellular phone or frowning. Of course, smoking and eating onstage are also strictly prohibited. All of this adds up to one of the most important aspects of your role in our show: good stage presence.

## **NAMETAGS**

We are a first-name organization. Your nametag should be worn with pride in an upright, readable position on the upper left shoulder area of the outer-most layer of clothing. Based on costume design, this placement may occasionally vary. Please check with your area leader for clarification. Nametags should not be worn on lanyards, ties, hats, waistbands, or on shirt or blouse collars.

All names on company nametags shall be the Cast Members' full, legal, first or middle name or a derivative of their name. Cast Members are permitted to have their hometown city and state or country engraved on the nametag. Participants in the College Program may choose to have the name of their college or university in place of their hometown.

Cast Members with additional language skills may participate in the Language Program. Language Program participants will receive a special nametag that can identify multiple languages spoken.

All Cast Members have the option of wearing their most recent service pin, site-specific recognition pin, and/or *Walt Disney World*® 1971 Opening Team pin on their nametags, in addition to any approved language flags. Stickers or other decorations are not permitted on the nametag or costume.

## **PINS AND BUTTONS**

In addition to the nametag and the nametag pins described above, Cast Members may wear up to two separate approved pins/buttons directly on the costume. Cast Members should wear these pins opposite the nametag, although this placement may occasionally vary.

Any request to allow a pin or button to be worn on the costume must be approved in advance by the Cast Image and Appearance team.

## **COMPANY IDENTIFICATION CARDS**

To help ensure the safety and security of our Guests and Cast Members, all Cast Members are required to follow the policy below regarding company ID cards.

**COSTUMED CAST:** Cast Members in costume must have their company ID with them at all times, but they do not need to wear it. While backstage in costume, you may wear your ID on a lanyard (if you choose) for convenience. However, to preserve the theming of our show, you may not wear your company ID onstage.

**NON-COSTUMED CAST:** Cast Members who are not wearing a costume are required to visibly wear their company photo ID card in backstage areas at all times. Non-costumed Cast Members are not required to wear their company ID while onstage but may choose to do so for convenience. Your company ID may be worn on a pin-trading lanyard or conservative-style solid black lanyard that is free from words or logos. Black lanyards that have a cloisonné Character attachment are also permitted. As a reminder, nametags, buttons, etc. are not permitted on the lanyard.

**Photo ID Requirement:** Cast Members with a company ID card that does not include a photo must be prepared to show secondary photo identification (driver's license, state identification card, etc.) in conjunction with their company ID card.

## **EYEWEAR**

Sunglasses are a block to interpersonal communication with Guests and should be avoided if possible. Only sunglasses that allow your eyes to be seen are permitted. No mirrored or dark, opaque lenses are allowed. Sunglasses are not to be worn at night, in dark areas or indoors. Cast Members should remove sunglasses when engaging in extended interactions with a Guest. Sunglasses should not be visible when not in use.

The frames and lenses of both prescription eyeglasses and sunglasses should be a conservative color and style and free from contrasting logos. Eyeglasses and sunglasses should not detract from the costume or contradict the theme of the show.

If colored or tinted contact lenses are worn, the resulting eye color must be natural-looking. Decorated lenses are not permitted, nor are any looks that would be considered distracting or not in the best interest of our Disney show.

## **BODY ALTERATION OR MODIFICATION**

Intentional body alteration or modification for the purpose of achieving a visible, physical effect that disfigures, deforms or similarly detracts from a professional image is prohibited. Examples include, but are not limited to: visible tattoos, brands, body piercing (other than traditional ear piercing for women), tongue piercing or splitting, tooth filing, earlobe expansion and disfiguring skin implants.

Tattoos must be discreetly and completely covered at all times. Jewelry, spacers, retainers, or plugs are not permitted in any body piercing, including non-visible piercings, while working.

## **UNDERGARMENTS**

Cast Members are required to wear appropriate undergarments at all times. Patterned or colored undergarments that are visible when worn under light-colored costumes or business attire are not permitted. Undergarments should not be visible at any time.

Costumed Cast Members may wear a solid white crewneck or v-neck undershirt under costumes with a traditional neckline. Undershirts should be only minimally visible at the neckline and should not extend past the sleeves.

## **PERSONAL HYGIENE**

Due to close contact with Guests and fellow Cast Members, regular bathing; frequent hand-washing; clean, neat hair; and the use of an anti-perspirant or deodorant is required. For the same reasons, the use of strong, heavy scents and fragrances is not permitted.

## **MEDICAL RESTRICTIONS/RELIGIOUS ACCOMMODATION REQUESTS**

Requests for an exception to the Disney Look policy for medical reasons must be presented to the Health Services Department with supporting medical documentation.

Any request for an exception from the Disney Look policy for religious beliefs, or questions regarding the accommodation of medical restrictions or religious beliefs must be directed to the Cast Image and Appearance team or your Employee Relations representative.

## **ENTERTAINERS**

If the authentic portrayal of a role requires deviation from the Disney Look appearance guidelines, the deviation must be approved by the Vice President of Creative Entertainment and notification made to the Vice President of Employee Relations and Director of Costuming. Such approval must be documented with the Cast Image and Appearance team. Otherwise, entertainers must adhere to the appearance guidelines set forth in the Disney Look policy. If the performer is cross utilized or transferred to a different role, this approved deviation no longer applies to that performer. All performers in the same role will need to be documented separately.

## **APPEARANCE POLICY DISCIPLINE**

The appearance guidelines contained in this handbook have been established for both the *Disneyland*® Resort and the *Walt Disney World*® Resort and may be changed at any time. Failure of any Cast Member to adhere to these or any subsequently established or modified standards will result in appropriate disciplinary action, not excluding separation from the company. Cast Members, including those covered by a collective bargaining agreement, may be disciplined when the appearance policy is not followed.

Ensuring consistent administration of the Disney Look is the responsibility of local leadership, the Cast Image and Appearance team, your Human Resources representative and Employee/Labor Relations. Specific questionable deviations from the policy should be referred to the Cast Image and Appearance team for further assessment.

## **GUIDELINES FOR ALL FEMALE CAST MEMBERS**

### **FINGERNAILS**

Fingernails should be clean. If polish is used, it should be an appropriate, neutral color. This includes deeper, richer shades of polish. Polishes that are not permitted include: black, gold, silver, multicolored or neon. Charms or decals on fingernails are not permitted. Fingernails should not exceed one-fourth of an inch (approximately 6 mm) beyond the fingertip.

### **HAIRSTYLING**

Here are the Disney Look guidelines for hairstyles:

- Hair should be neatly combed and arranged in a classic, easy-to-maintain style. Extreme styles are not permitted.
- Hair below shoulder length should be confined if it falls forward over the face while working.
- Conservative braided hairstyles without beads or ornamentation are permitted.
- Hair products may be used to create a soft, natural hairstyle within these guidelines.
- Shaving of the head or any portion of the head or eyebrows is not permitted.
- Artificial hair is permitted if it looks natural and meets all of the above requirements.

### **HAIR COLORING**

The Disney Look does not permit extremes in dyeing, bleaching or coloring. If the hair color is changed, it must be natural-looking and well maintained. Subtle highlighting or frosting is permitted, as long as it creates a uniform look over the whole head and meets all of the previously listed guidelines.

### **MAKEUP**

If makeup is worn, it should be applied in a blended manner and in appropriate, neutral colors.

## **GUIDELINES FOR COSTUMED WOMEN**

### **COSTUMES**

Costumes should be clean and neat at all times. If a costume change becomes necessary during your shift, you should report immediately to your Costuming location after consulting with your leader. Costumes must be worn as they are designed. For example, they should not be worn too loose, too tight, low on the hips, etc. Any questions pertaining to the fit of a costume should be addressed with Costuming to make sure the appearance meets the requirements for the Disney Look.



As a reminder, you are responsible for the proper care and handling of all costume pieces issued to you. Costumes issued to you remain the property of the company and must be returned in good condition upon request or at the time of separation or transfer.

When wearing a costume off-property, remove your nametag, and do not wear your costume for personal use. Your costume is not to be worn when visiting Disney property as a Guest.

## **FOOTWEAR**

The required shoes for a costumed area differ based on the role and the theming of the costume. Before buying work shoes or hosiery, Cast Members should check with their leaders or the Costuming module on The Hub to ensure proper style and color.

It is recommended that Cast Members wear slip-resistant rubber-soled shoes in all areas as a safety precaution. Approved shoes and socks are required the first day in costume. Cast Members are responsible for guaranteeing shoes are kept clean, polished and in good repair at all times.

For areas requiring a dress shoe or athletic shoe, shoes must be solid in color with no contrasting logos or markings and made of a polishable material such as leather. In certain limited areas, other styles of shoe may be required. For specific guidelines, please check with the local Costuming area or the Costuming module on The Hub.

## **HAIR CONFINEMENT AND ACCESSORIES**

In keeping with the Disney Look and costume theming, the following guidelines for hair accessories apply:

- Accessories no larger than one inch (approximately 2.5 cm) wide and four inches (approximately 10 cm) long are acceptable. Headbands, hair ribbons or hair ties are acceptable, provided that they are no wider than one inch (2.5 cm).
- Accessories must be a neutral color (silver, gold, tortoiseshell, black, clear or pearl) or a solid color that matches the costume.
- No more than three small accessories may be worn at once.

## **HEADWEAR**

The only hats and sun visors that may be worn are those issued by Costuming as part of the costume. Check with Costuming for the proper positioning of the hat.

## **JEWELRY**

- Rings, earrings and a classic business-style wristwatch are permitted.

- Necklaces, bracelets and ankle bracelets are not permitted. A medical-alert necklace, bracelet or ankle bracelet is acceptable.
- Earrings must be a simple, matched pair in gold, silver or a color that blends with the costume. One earring in each ear is permitted. Earrings may be clip-on or pierced, post, hoop or dangle and must be worn on the bottom of the earlobe. Earrings may not exceed the size of a quarter.
- Only one ring on each hand is permitted, with the exception of a wedding set. A ring may be worn on any finger.

## **PERSONAL ELECTRONIC DEVICES**

Cellular phones and other digital assistants may not be used onstage during work hours. These items must be concealed from view and operated on silent mode if carried. Company-issued cell phones will be allowed if they are required for a specific business need.

## **GUIDELINES FOR NON-COSTUMED WOMEN**

To maintain the Disney image of excellence, clothing should be classic in style, clean, neatly pressed and fit properly. Clothing should not appear too tight, short in length, faded or in need of repair.

## **BUSINESS ATTIRE**

- Professional options for women include dress pants with a classic-style blouse or sweater, skirted or pants suit, dress with or without a jacket and business-style walking shorts with a blouse and jacket or vest.
- A blazer or suit may be required at certain times, depending on your work location and the nature of your role. Check with your area leader for more information.
- Sleeveless tops and dresses are permitted provided the sleeve width is no less than three inches (approximately 7.6 cm). Tank tops, spaghetti straps and other casual styles are not acceptable.
- Traditional- and professional-style mid-calf Capri pants are permitted. Cotton twill, cargo, leggings or other casual styles of Capri pants do not present a professional image and are therefore not permitted.
- Cotton twill full-length pants (i.e., Dockers®, khakis) are permitted only if they are neatly pressed, creased and appear to be professionally laundered.
- Non-costumed Cast Members are permitted to wear a short- or long-sleeved oxford-style dress shirt with a property-specific embroidered logo. A blazer is optional.
- In addition to the options above, non-costumed women working in Sports and Recreation at the *Walt Disney World®* Resort are permitted to wear dress or golf-style shorts no shorter than three inches (7.6 cm) above the top of the knee. Shorts may be paired with a professional-style blouse (as detailed above) or with a neat, well-maintained polo or golf-style shirt. Shorts are not permitted for females in Golf Operations or for office-based Cast in this area.

- The following clothing options are not permitted: polo or golf-style shirts (except for Sports and Recreation Cast), cargo-style pants, t-shirts, sundresses, leggings, casual shorts, wrap-around shorts, one-piece rompers and garments made of denim fabrics.
- Winter jackets and coats should present a professional appearance and should be made of fabrics traditionally acceptable in business. For example: wool, leather and microfiber offer good choices. Denim, nylon, satin and other casual fabrics would not meet these professional guidelines.

## **CLOTHING LENGTHS**

Dress and skirt lengths may range from three inches (7.6 cm) above the top of the kneecap bone to the bottom of the ankle. The length of shorts should be from the top of the kneecap bone to three inches (7.6 cm) above the top of the kneecap bone. Slits in skirts, kick pleats and buttoned or snapped closures should not exceed five inches (12.7 cm) above the middle of the knee. Pants should be long enough to touch the bottom of the ankle.

## **FABRICS AND PATTERNS**

Fabrics should be those traditionally acceptable for business, such as: tweed, wool, cotton, polyester, silk, linen, rayon or blends of these fibers. Unacceptable fabrics include: spandex, gauze, metallic fabrics, sheer fabrics, clinging knits, denim and chambray. Patterns that contain large graphics, large company and non-company logos, and styles or patterns that suggest extremely casual sportswear are not permitted.

## **FOOTWEAR**

Dress shoes or boots in good business taste are required. Classic dress shoes are permitted to have an open toe, open heel and/or sling back. Athletic shoes, sandals and Western boots are not permitted.

Hosiery is optional for non-costumed female Cast Members. If hosiery is worn, it should be sheer or opaque hosiery in subdued shades.

## **HAIR ACCESSORIES**

Hair accessories should be a classic style and should coordinate with the outfit.

## **HEADWEAR**

Non-costumed Cast Members, while working outdoors only, may wear hats made of natural materials, such as straw, with a small brim for protection from the sun. Hats should be a simple, classic style, solid tan or brown in color. Hatbands must be a solid color similar to the color of the hat. Baseball caps are not permitted.

## **JEWELRY**

- Rings, necklaces, bracelets, earrings, lapel pins and a business-style wristwatch are permitted. A pin, brooch or scarf clip in good business taste also is acceptable.
- Two necklaces and two bracelets in good business taste that blend with the outfit and each other are permitted.
- Ankle bracelets are not permitted.
- One earring in each ear is permitted. It must be a simple, matched set. Earrings may be clip-on, pierced, hoop or dangle and they must be worn on the bottom of the earlobe. Earrings may extend up to two inches (approximately 5 cm) from the bottom of the earlobe and should be professional in style.
- Only one ring on each hand is permitted, with the exception of a wedding set. A ring may be worn on any finger.

## **GUIDELINES FOR ALL MALE CAST MEMBERS**

### **FACIAL HAIR**

For all male Cast Members, a fully grown in, well-maintained mustache is permitted, provided that it is neatly trimmed and does not present an unkempt appearance.

- Mustaches must not extend onto or over the upper lip and must extend to the corners of the mouth, but not beyond or below the corners.
- Aside from mustaches, Cast Members are expected to be clean-shaven every day. Beards, goatees and any extreme mustache styles are prohibited.

For clarification on whether a mustache is acceptable, please consult your area leader. If additional assistance is needed, contact the Cast Image and Appearance team.

### **FINGERNAILS**

Clean, presentable fingernails are a must. Fingernails should not extend beyond the tip of the finger.

### **HAIRSTYLING**

Here are the Disney Look guidelines for hairstyles:

- Hair must be neatly cut on the back and sides, forming a smooth, symmetrical appearance so that it does not extend beyond or cover any part of the ears or the shirt collar. The overall style must be neat, natural and balanced proportionally.
- A shaved head is permitted, as well as a very short military-style cut. Shaving of the eyebrows is not permitted.
- Conservative braided hairstyles for men without beads or ornamentation are permitted. They must be styled above the ears and cut above the collar and be neatly braided close to the scalp in straight rows.
- Tucking hair behind the ears, or pinning or tucking it under a hat to conceal an unacceptable hairstyle, will not be permitted.
- Extreme or bi-level styles are not permitted.
- Hair products may be used to create a soft, natural hairstyle within these guidelines.
- Artificial hair is permitted if it looks natural and meets all of the above requirements.

### **HAIR COLORING**

The Disney Look does not permit extremes in dyeing, bleaching or coloring. If hair color is changed, it must be natural-looking and well maintained. Subtle highlighting or frosting is permitted as long as it creates a uniform look over the whole head and meets all of the previously listed guidelines.

### **SIDEBURNS**

Sideburns should be neatly trimmed, straight and even in width, and are permitted to extend to the bottom of the earlobe. They should blend naturally from the hairline and from the length of hair on the head. Flares or muttonchops are not permitted.

## **GUIDELINES FOR COSTUMED MEN**

### **COSTUMES**

Costumes should be clean and neat at all times. If a costume change becomes necessary during your shift, you should report immediately to your Costuming location, after consulting with your leader. Costumes must be worn as they are designed. Any questions pertaining to the fit of a costume should be addressed with Costuming to make sure the appearance meets the requirements for the Disney Look.

As a reminder, you are responsible for the proper care and handling of all costume pieces issued to you. Costumes issued to you remain the property of the company and must be returned in good condition upon request or at the time of separation or transfer.

When wearing a costume off-property, remove your nametag and do not wear your costume for personal use. Your costume is not to be worn when visiting property as a Guest.

### **FOOTWEAR**

The required shoes for a costumed area differ based on the role and the theming of the costume. Cast Members should check with their leaders or the Costuming module on The Hub prior to purchasing their work shoes and socks to ensure proper style and color.

It is recommended that slip-resistant rubber-soled shoes be worn in all areas as a safety precaution. Approved shoes and socks are required the first day in costume. Cast Members are responsible for guaranteeing that shoes are kept clean and in good repair at all times.

For areas requiring a dress shoe or athletic shoe, shoes must be solid in color with no contrasting logos or markings and made of a polishable material such as leather. In certain limited areas, other styles of shoe may be required. For specific guidelines, please check with the local Costuming area or the Costuming module on The Hub.

### **HEADWEAR**

The only hats and sun visors that may be worn are those issued by Costuming as part of the costume. Check with Costuming for proper positioning of the hat.

### **JEWELRY**

- Rings, a small tie tack, and a classic, business-style wristwatch are permitted.
- Necklaces, bracelets and ankle bracelets are not permitted. A traditional medical-alert necklace, bracelet or ankle bracelet is acceptable.
- Only one ring on each hand is permitted. A ring may be worn on any finger.

## **PERSONAL ELECTRONIC DEVICES**

Cellular phones and other digital assistants may not be used onstage during work hours. These items must be concealed from view and operated on silent mode if carried. Company-issued cellular phones will be allowed if they are required for a specific business need.

## **GUIDELINES FOR NON-COSTUMED MEN**

To maintain the Disney image of excellence, clothing should be classic in style, clean, neatly pressed and creased and fit properly. Clothing should not appear too tight, too baggy, faded or in need of repair.

### **BUSINESS ATTIRE**

- Dress trousers and a short- or long-sleeved professional-style shirt are required. Shirts must be tucked in, with the exception of camp-style dress shirts and sweaters specifically tailored otherwise.
- A tie, sport coat or suit may be required at certain times, depending on your work location and the nature of your role. Check with your area leader for more information.
- Cotton twill trousers (i.e., Dockers®, khakis) are permitted only if they are neatly pressed, creased and appear to be professionally laundered.
- Non-costumed Cast Members are permitted to wear a short- or long-sleeved oxford-style dress shirt with a property-specific embroidered logo. Sport coats, blazers and ties are optional.
- In addition to the options above, non-costumed men working in Sports and Recreation at the *Walt Disney World*® Resort are permitted to wear dress or golf-style shorts no shorter than three inches (7.6 cm) above the top of the knee. Shorts may be paired with a professional-style shirt (as detailed above) or with a neat, well-maintained polo or golf-style shirt. Shorts are not permitted for men in Golf Operations or for office-based Cast in this area.
- The following clothing options are not permitted: polo or golf-style shirts (except for Sports and Recreation Cast), cargo-style trousers, t-shirts and garments made of denim fabrics.
- Winter jackets and coats should present a professional appearance and should be made of fabrics traditionally acceptable in business. For example: wool, leather and microfiber offer good choices. Denim, nylon, satin and other casual fabrics would not meet these professional guidelines.

## **FABRICS AND PATTERNS**

Fabrics should be those traditionally acceptable for business, such as: tweed, wool, cotton, polyester, silk, linen, rayon or blends of these fibers. Unacceptable fabrics include: spandex, metallic fabrics, sheer fabrics, clinging knits, denim and chambray. Patterns that contain large graphics, large company and non-company logos and styles that suggest extremely casual sportswear are not permitted.

## **FOOTWEAR**

Dress shoes and socks in good business taste are required. Sandals, athletic shoes, Western boots and deck shoes are not permitted.

## **HEADWEAR**

Non-costumed Cast Members, while working outdoors only, may wear hats made of natural materials, such as straw, with a small brim for protection from the sun. Hats should be a simple, classic style, solid tan or brown in color. Hatbands must be a solid color similar to the color of the hat. Baseball caps and visors are not permitted.

## **JEWELRY**

- Lapel pins, tie bars or clips, collar bars, cufflinks, rings, a bracelet, a necklace and a business-style watch are permitted.
- One bracelet and one necklace, in good business taste, in gold, silver or a color that blends with your clothing is permitted. The width of the bracelet may not exceed one-half inch (1.3 cm). Ankle bracelets are not permitted.
- Only one ring on each hand is permitted. A ring may be worn on any finger.

***I'm not the perfectionist anymore. It's my staff. They are always insisting on doing something better and better.***

-Walt Disney