Corporate Image Apparel Standards Template

1. Purpose

To outline the standards for uniforms and branded apparel to ensure consistency in the corporate image across the organization.

2. Brand Logo Usage

Logo Placement
Sample

- Logo should appear on the upper left chest area, unless otherwise approved.
- Maintain clear space around the logo (minimum 1 inch on all sides).
- Logo may not be altered, stretched, or recolored.

3. Approved Apparel Styles

Apparel Type	Color(s)	Material	Branding Location
Polo Shirt	White, Navy	Cotton/Polyester Blend	Chest (Left)
T-Shirt	White, Black	Cotton	Chest (Left)
Jacket	Navy, Charcoal	Softshell	Chest (Left)

4. Apparel Standards

1. Uniforms must be clean and wrinkle-free.
2. No unauthorized pins, tags, or accessories.
3. Shirts must be tucked in, unless designed otherwise.
4. Only approved colors and styles are permitted.

5. Prohibited Items

- Graphic tees or unapproved slogans.
- Visible large brand logos other than the corporate logo.
- Caps or hats (unless approved for outdoor roles).

6. Sample Visuals

Apparel Image
Placeholder

7. Contact

For questions or clarifications on apparel standards, contact the corporate communications department.