



Disney

-LOOK-



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Introduction

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 and your eagerness to help.

Disney Look guidelines have been rooted in our Company history. As our world, our brand, and our understanding and appreciation of each other evolve, so too should we. We now have a more inclusive set of guidelines for all Cast and Crew Members that not only aligns with our brand, but empowers our Cast and Crew to more proudly be who they are.

As a Crew Member with *Disney Cruise Line®*, you are a personal representation of the Disney tradition of excellence. Our themed costumed Crew Members are a critical part of enhancing the experience of our Disney show, and our uniformed Officers 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 Disney Look, in conjunction with *The 5 Keys* – Safety, Courtesy, Inclusion, Show, and Efficiency – ensure Walt Disney’s vision for a great Guest experience. The Disney Look is clean, polished, and approachable. It is designed with our costumed and non-costumed Crew Members and Officers in mind.

The following guidelines have been developed to establish consistency and to maintain the quality and integrity of the Disney brand. 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

The Disney Look appearance guidelines present a standard to be upheld by all Crew Members and Officers to ensure the best show to our Guests, and to simultaneously ensure that our Crew Members feel empowered to be their authentic selves. The expected behavior of each Crew Member is to be courteous, conscientious, and exhibit good judgment at all times to benefit the organization, fellow Crew Members, and Guests. Our Crew Members can best exemplify this behavior when they feel safe and proud of who they are.

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 personal conversations onstage, or using a cell phone. 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.

Guidelines for All Crew Members & Officers

COMPANY IDENTIFICATION CARDS

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

While in costume or uniform: Crew Members and Officers in costume must have their Crew ID with them at all times. Crew IDs should not be worn on the outside of costumes or uniforms.

While out of costume or uniform: Crew Members who are not wearing a costume or uniform are required to visibly wear their Crew ID card in backstage and onstage areas at all times.

“TRADITIONS” ORIENTATION

The Disney Look is a big part of our heritage and commitment to the Disney Cruise Line show. You must be within all Disney Look requirements to attend new hire orientation, or “Disney Traditions.”

EMBARKATION/DEBARKATION

Please use good judgment regarding your appearance and behavior when debarking and embarking the ship during your time off. Clothing with profanity or offensive graphics is not permitted. Bare feet are not allowed. Crew and Officers may leave the ship in costume/uniform while conducting Disney Cruise Line business or when utilizing Crew services in port, such as the telephone or ATM. Costume or uniforms may not be worn off the ship while on personal leave.

NAMETAGS AND PINS

Your nametag should be worn with pride in an upright, readable position on the upper left shoulder area of the outermost 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.

Nametags should be kept in good show condition with no visible chips or scratches.

A Crew Member's home country will be engraved on their nametag. All Crew Members have the option of wearing their most recent service pin, site-specific recognition pin, and/or DCL Opening Team pin on their nametags, in addition to any approved language flags.

Non-Officers may wear a Disney Trainer pin on the upper right shoulder of their costume. Stickers or other decorations are not permitted on the nametag or costume.

Exceptions to this guideline may occur with Company celebrations or initiatives and will be communicated by your Leader.

BODY MODIFICATION OR ALTERATION

Intentional body modification or alteration 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: brands, body piercing (other than ear piercing), tongue piercing or splitting, tooth filing, earlobe expansion, and disfiguring skin implants.

TATTOOS

Visible tattoos are permitted, with the exception of placement on the face, head or neck. Tattoos must be no larger than the Crew Member's hand when fully extended with the fingers held together.

Undergarments, which include matching fabric tattoo sleeves, are permitted for coverage of larger tattoos on the arms.

Tattoos that depict nudity, offensive or inappropriate language or images, or violate Company policies (including policies prohibiting discrimination and harassment based on race, color, religion, sex, sexual orientation, gender identity, national origin, ancestry, age, disability or any other protected category) are not permitted.

PERSONAL ELECTRONIC DEVICES

Personal cell 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 phones are allowed if they are required for a specific business need. Earphones should be used whenever possible.

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. Crew Members should remove sunglasses when engaging in extended interactions with a Guest.

The frames and lenses of both prescription eyeglasses and sunglasses should be solid or tortoiseshell in color with only minimal 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.

A discreet cord or chain is approved in a solid, neutral color, free from ornamentation and decoration.

HEADWEAR

Headwear for sun protection, safety or theming will be issued for costumed Crew by Wardrobe. Please check with Wardrobe for fit and positioning.

All Crew Members may wear headwear for religious purposes. Solid black, white, or a color that coordinates with the costume is permitted.

FACIAL HAIR

Facial hair should be neatly groomed and well maintained.

The shaving of lines or shapes in facial hair is permitted provided they do not depict offensive words or symbols.

NAILS

Nails should be clean. If polish is used, it should be the same on each nail and well maintained in one solid color or French manicure style. Charms or decals on nails are not permitted. Fingernails should not exceed one-fourth of an inch beyond the fingertip.

UNDERGARMENTS

Crew 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.

A Crew Member-provided solid white or black undergarment (unless another color is called out as part of a specific costume) may be worn for tattoo coverage, added warmth and/or sun protection, provided that garments with long sleeves end at the wrist. The following styles are permitted: tank tops; short-sleeve or long-sleeve crew-neck or V-neck shirts; full or mock turtlenecks; or a set of tattoo sleeves. With the exception of an undershirt, undergarments should not be visible at any time.

HAIRSTYLING & HAIR COLORING

Hairstyles that are clean and well maintained represent our Disney brand. Hair length, including completely shaved styling, is at the Crew Member's discretion. Hair below shoulder length should be secured if it falls forward over the face or covers the nametag while working.

If the hair color is changed, it should be well maintained and in natural-occurring hues. Examples of hair colors that are not considered natural would be colors such as blue, green, pink, purple, etc.

The shaving of lines or shapes in the hair is permitted provided they do not depict offensive words or symbols.

MAKEUP

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

PERSONAL PROTECTIVE EQUIPMENT

Personal protective equipment (PPE) may be required to safely perform your role. This could include, but is not limited to, items such as face coverings, face shields, safety vests and safety glasses. Please remember to maintain the Disney Look while wearing personal protective equipment. For additional information, see your leader or the Safety Officer.

PERSONAL HYGIENE

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

Guidelines for Costumed Crew & Uniformed Officers

COSTUMES AND UNIFORMS

Crew costumes and Officer uniforms should be clean and neat at all times. If a costume change becomes necessary during your shift, you should report immediately to Wardrobe after consulting with your leader. Costume pockets should not be overstuffed. Personal products should not be visible while in costume.

Costumes and uniforms must be worn as they are designed. For example, they should not be worn too loose, too tight, low on the hips, etc. The accompanying belt should be long enough for the end to extend just past the first belt loop. Any questions pertaining to the fit of a costume or uniform should be addressed with Wardrobe to make sure the appearance meets the requirements for the Disney Look.

As a reminder, you and Wardrobe are responsible for the proper care and handling of all costume pieces issued to you. If an item is misplaced or damaged due to negligence, you will be required to pay for it. Costumes issued to you remain the property of the Company and must be returned in good condition upon request or at the end of your contract or time of separation or transfer.

When wearing a costume off-ship, 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, Crew Members should check the DCL Onboarding site or with their leaders to ensure proper style and color.

It is recommended that Crew Members wear slip-resistant shoes in all areas as a safety precaution. Approved shoes and socks are required the first day in costume.

Crew Members are responsible for ensuring shoes are kept clean and in good condition at all times.

Athletic shoes must be solid in color with minimal contrasting logos.

For uniformed Officers, white leather slip-on or lace-up dress shoes with a white or tan sole to complement both day and evening uniforms are required. Square, round, or pointy-toe shoes are acceptable; bows and/or buckles are not. Dress shoes must have a fully enclosed heel and toe. Athletic styles and shoes with Velcro straps are not permitted for uniformed Officers.

For specific guidelines, please check with the Wardrobe team.

JEWELRY

Jewelry is permitted provided it does not distract from the overall appearance and preserves the magical Guest experience.

A visible wrist and/or ankle bracelet in good taste and condition may be worn with the costume. Bracelets should not exceed one inch in width, and must fit closely to prevent slippage. Charm bracelets are approved provided the charm or dangle does not exceed one-half inch below the wrist/ankle or interfere with daily work assignments. Cause bracelets, which remind our Guests of the realities of the outside world, are not permitted.

Watches should have minimal ornamentation.

A modest visible necklace in good condition may be worn with the costume top. The necklace should be clean, complement the costume, and not interfere with work assignments. If a pendant is attached, it should not exceed one inch in size.

Earrings must be simple, matched pairs in gold, silver, or a color that matches the costume. Two earrings in each ear are permitted. Earrings may be clip-on or pierced, post, hoop or dangle and may be worn anywhere on the ear. Earrings may not exceed 2 inches in length/diameter.

A ring may be worn on any finger, however only one ring on each hand is permitted. (Wedding/Engagement ring sets count as one.)

Activity fitness trackers and/or smart watches may not be allowed in some areas. Guidelines may vary by line of business due to safety guidelines. Please see a leader for additional details.

HAIR ACCESSORIES

Accessories no larger than two inches wide and four inches long are acceptable. Headbands, hair ribbons or hair ties are acceptable, provided that they are no wider than two inches.

Accessories must be a neutral color (silver, gold, tortoiseshell, black, clear or pearl) or a solid color that matches the costume.

EXCEPTIONS

Exceptions to the guidelines for costumed Crew Members are identified by the various lines of business and may be included in local training materials.

Exceptions are based on, but not limited to, food safety guidelines, operational/attraction-specific safety measures, or the story and character-based needs of various Entertainment roles.

Please see a leader for details.

Guidelines for Recreation & Backstage Areas

POOL/BEACH AREAS (GUEST OR CREW)

Swimwear should be modest in nature. Thong-style bottoms are not permitted. Appropriate cover-up attire (shirt, tank top, shorts, or robe) and shoes must be worn when traveling to and from a pool or beach area.

ONSTAGE OR EXERCISE AREAS

Clothing should be clean, neat, in good repair, and should be appropriate for exercise and modest in nature (tank tops are acceptable). Fitted clothing, such as leggings, is appropriate when modest in nature and not see through. If a sports bra is worn, a t-shirt or tank top should be worn on top. Clothing should not include offensive language or graphics. Athletic shoes must be worn in the gym or on the jogging track.

CASTAWAY CAY & LIGHTHOUSE POINT

While traveling to and from your work area on Castaway Cay and Lighthouse Point, you are in view of our Guests. Your appearance should be neat, clean, and consistent with the guidelines listed. Full costume (shirts, tucked in, belts buckled, shoes tied, etc.) must be worn.

CREW & BACKSTAGE AREAS

While backstage and in Crew areas, the Disney Look is more relaxed, and your appearance can be comfortable and casual. Your personal clothing should be clean, neat, in good repair, appropriate for public contact and modest in nature. If swimwear is worn, appropriate cover-up attire is required. Clothing should not include profanity or offensive graphics. Bare feet are not permitted.

Guidelines While Onstage and Off-Duty

These guidelines do not apply to Officers in whites.

To maintain the Disney image of excellence, clothing should be clean, neatly pressed and fit properly. Clothing should not appear too tight, too baggy, faded or in need of repair. Remember anything that could be considered distracting is not in the best interest of our Disney show.

Employees are responsible for following the Disney Cruise Line Drugs and Alcohol policy at all times and may not consume alcohol on-stage while in costume or Officer Whites. Jeans are allowed while dining in main dining rooms and buffet areas. Jeans should not be worn while dining in specialty dining areas.

Accommodations

MEDICAL ACCOMMODATION REQUESTS

Reasonable accommodations are provided to Crew Members under the Disney Look for medical restrictions. A Crew Member may request a medical accommodation by presenting supporting medical documentation to the Medical Center.

The Medical team will evaluate the information provided and manage the process to provide a timely response to the Crew Member. The team is available to discuss any questions or concerns the Crew Member may have.

RELIGIOUS ACCOMMODATION REQUESTS

Reasonable accommodations are provided to Crew Members under the Disney Look for sincerely-held religious beliefs. A Crew Member may request a religious accommodation by completing and sending to Employee Relations a *Religious Accommodation Request* form that is available on The Hub.

Employee Relations will facilitate the interaction with the Crew Member to determine the Crew Member's specific, individual needs and will manage the process to provide a timely response to the Crew Member. The team is available to discuss any questions/concerns the Crew Member may have.

