

# Apparel: General Recommendations

The new Delaware North visual identity will appear on the uniforms and name tags of managers, management and chefs but not the front line staff.

This provides the locations with the option of featuring the client logo or franchise/concept logo on the uniform.

## De-emphasize Delaware North Branding on front line employees uniforms

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The concept is the hero and this should be reflected in the uniforms that our associates wear.

In this example, we would move away from Delaware North branded headwear and stick solely with branding concept.

There is an exception to this rule - our chefs and Delaware North management team. The chefs' "whites" will be branded as well the managerial apparel.

## Venue and Concept Before Brand

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Example of implementation of the new standards for consumer facing goods and front-line employees.

# Delaware North Chef Coats

The chefs' "whites" will be branded with the Delaware North logo as they are often in the spotlight representing our brands



# Chef Coat Guidelines

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**AmeriPride is the preferred uniform partner for Delaware North.**

Order online at:

<http://store.ameripride.com/delawarenorth>

## **Decoration Requirements:**

### **RIGHT SIDE CHEST (front)**

New Delaware North Logo\*

### **LEFT SIDE CHEST (front)**

Individual Name/Title/Unit or location in SWISS type font

### **RIGHT SLEEVE:**

Venue logo or Team Logo



*\*Four Color logo on white fabric. White logo on dark color fabric.*