The "Steak n Shake Look" Image and Appearance Guide
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The “Steak n Shake Look”

**General Guidelines**

Steak ‘n Shake is focused on a common goal of becoming a global brand and leading and dominating the premium burger and milkshake segment of the restaurant industry.

**Our Vision:** Steak ‘n Shake is a classic American brand, and we intend to lead and dominate the premium burger and milkshake segment of the restaurant industry.

**Our Mission:** Constantly to serve our patrons the highest quality burgers and shakes along with extending them great service at the lowest possible prices.

**General Guidelines**

**Good Judgment and Responsibilities**

As with all of your duties and responsibilities as an associate, 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 brand will not be permitted.

A very important aspect of our Guest’s total dining experience is your appearance. Associates are required to report to work in full uniform and maintain a clean uniform throughout their entire shift. Associates should never remove the uniform before leaving Steak n Shake property. Often it’s the seemingly little things that detract from our Guest’s enjoyment – chewing gum, having poor posture, using a cellular phone or frowning.

**Nametags**

We are a first name organization. Your nametag should be worn with pride and placed on the left side of your apron at the top of the bib but not extending past your apron. All names on company nametags shall be the associate’s full, legal, first or middle name, or a derivative of their name.

**ISME Buttons**

In addition to the nametag described above, all service associates should wear the appropriate ISME buttons, placed according to ISME requirements, on your apron straps. There should be no other buttons or pins placed on your apron or uniform.

**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, body piercing (other than traditional ear piercing for women), tongue piercing or splitting, eye brow piercing, nose piercing, lip piercing, tooth filing, earlobe expansion, and disfiguring skin implants.

Tattoos must be discreetly and completely covered at all times. Covering tattoos with bandages is not permitted. Jewelry, spacers, retainers, or plugs are not permitted in any body piercing while working.
General Guidelines

Undergarments
Associates are required to wear appropriate undergarments at all times. Patterned or colored undergarments that are visible when worn are not permitted. Undergarments should not be visible at any time.

Male Associates may wear a solid white crewneck or V-neck undershirt under the uniform with a traditional neckline. Undershirts should be only minimally visible at the neckline and should not extend past the sleeves.

Personal Hygiene
As associates of the service industry you will come in close contact with Guests and fellow associates. Regular bathing; proper oral and dental hygiene; 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.

Medical Restrictions/Religious Accommodation Requests
Requests for an exception from the Steak n Shake Look policy for medical reasons must be presented to the Human Resources department with supporting medical documentation.

Any request for an exception to the Steak n Shake Look policy for religious beliefs or questions regarding the accommodation of medical restrictions or religious beliefs must be directed to the Human Resources department. Incoming participants may submit a religious accommodation form prior to their arrival.

Appearance Policy Discipline
The appearance guidelines contained above have been established for Steak n Shake Operations and may be changed at any time. Failure of any associate to adhere to these or any subsequently established or modified standards will result in appropriate disciplinary action up to and including termination.
The “Steak n Shake Look”

Female Guidelines

Fingernails
Fingernails should be clean. If polish is applied it should be clear or range from soft pinks to shades of red. 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 beyond the fingertip.

Hairstyling
Following are the Steak n Shake guidelines for hairstyles:

- Hair should be neatly combed and arranged in a classic, easy-to-maintain style so that bangs will not extend beyond the eyelid and fly-aways are prevented. Extreme styles that would create a lopsided or distinctly unbalanced design are not permitted.
- Hair should be kept or restrained above the collar.
- Conservative braided hairstyles without beads or ornamentation that lie close to the head are permitted.
- Hair products may be used to create a soft, natural hairstyle within these guidelines.
- Shaving any portion of the head or eyebrows is not permitted.
- Extensions, weaves, wigs and hairpieces are acceptable; however these additions must have the same general appearance as the individual’s natural hair.
- Dreadlocks (unkempt, twisted, matted individual parts of hair) are prohibited.

Hair Coloring
The Steak n Shake 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 colors. The following guidelines should be followed: natural color foundation or powder; brown, black or grey eye liner; brown or black mascara; natural or earth tone-colored eye shadow; lipstick or lip gloss in shades of brown, soft pink or red; blush in shades of tan, peach or soft pink.
Female Associates

White Oxford Shirt
A ladies white, short-sleeved oxford shirt is required. The shirt must be kept clean, free of debris and maintain a white color. Stains, holes, rips or tears are prohibited. The shirt must fit properly around the neck and through the body line. All buttons must be buttoned and the shirt should be tucked in to avoid a loose or baggy fit. A long-sleeved white oxford shirt should only be worn by associates who need to cover visible tattoos on the arms. During the winter months production associates may wear a long-sleeved, solid white shirt under the oxford shirt. Only red or black long-sleeved, cardigan style sweaters (open front/button all the way down) are permitted if needed to provide comfortable working conditions. No sweatshirts are permitted. Only Drive Thru operators may wear a solid, black jacket.

Apron and Bowtie
We will provide your apron and bowtie. You will be responsible for laundering and maintaining the cleanliness of these items. Be proud to wear the bowtie and adjust it to fit properly around your neck. The bowtie should be tight against your shirt with the top button and lapels buttoned. Your apron should be washed regularly and should not have stains or debris at the beginning of your shift. Throughout your shift, monitor the cleanliness and wipe off the apron to maintain its cleanliness. Your apron strap should sit just below the collar on the back of the neck. Adjust the length of the apron around your neck so that the bib sits just above the third button on your oxford shirt. Tie the apron tightly in the back to avoid sloppiness or a loose fit. Consult with your manager if there is need to replace either item.

Slacks
Solid black, non-faded slacks must be worn. The slacks should fit properly and be worn around the natural waist. Jeans, stretch pants, leather pants, corduroys or stirrup pants are not permitted. The slacks must be free of debris, bleach stains, holes, rips or tears. The slacks must be hemmed the appropriate length to avoid the pant legs dragging on the floor and fraying. If the slacks have belt loops, a solid color black belt without chrome, rhinestones or decorations must be worn.

Hair Accessories
In keeping with the Steak n Shake Look the following guidelines for hair accessories apply:
- Accessories no larger than one inch wide and four inches long are acceptable. Headbands, hair ribbons, or hair ties are acceptable, provided that they are no wider than one inch.
- Accessories must be red, black, gold, silver or white.
- No more than three small accessories may be worn at once.

Headwear
Production associates, including Drive Thru Operators, are required to wear the Steak n Shake paper hat or hair net at all times. Ball caps or bandanas are not permitted.

Jewelry
- Rings, earrings and a classic business-style wristwatch are permitted. Anyone preparing food is not permitted to wear a watch.
- Necklaces should not be visible. Bracelets and ankle bracelets are not permitted. A doctor recommended medical-alert necklace, bracelet or ankle bracelet is acceptable.
- Earrings must be a simple, matched pair in gold, silver, red, black or white. 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.

Footwear
Associates should wear black, non-faded socks. Slip-resistant, rubber-soled shoes must be worn as a safety precaution. Shoes must be solid black in color with no contrasting logos or markings and made of a polishable material such as leather. Associates are responsible for guaranteeing that shoes are kept clean, polished and in good repair at all times.
**The “Steak n Shake Look”**

**Female Guidelines**

**Female Managers**

To maintain the Steak n Shake 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 for Women**

- Professional options for women include dress slacks or skirts, dark or of neutral colored shades (black, navy, grey, beige, brown) worn at the natural waist.
- A color-coordinated belt must be worn if belt loops are present.
- Cotton twill, cargo, leggings or other casual styles of Capri pants do not present a professional image and are therefore not permitted.
- A classic style, solid color blouse or sweater of a professional design that is not low cut or short at the waist should be worn.
- Sleeveless tops are not permitted. Tank tops, spaghetti straps, and other casual styles are not acceptable.

**Clothing Lengths**

Skirts must be no more than two inches above the knee. Slits in skirts, kick pleats and buttoned or snapped closures should not exceed five inches above the middle of the knee. Pants should be long enough to touch the bottom of the ankle.

**Fabrics**

Fabrics should be those traditionally acceptable for business, such as tweed, wool, cotton, polyester, or blends of these fibers. Unacceptable fabrics include corduroy, spandex, gauze, metallic fabrics, sheer fabrics, clinging knits, denim and chambray.

**Fingernails**

Fingernails should be clean. If polish is applied it should be clear or range from soft pinks to shades of red. 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 beyond the fingertip.

**Hair Accessories**

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

**Jewelry**

- Rings, necklaces, earrings, lapel pins, and a business-style wristwatch are permitted. A pin, broach, or scarf clip in good business taste is also acceptable.
- Two necklaces in good business taste that blend with the outfit and each other are permitted.
- Bracelets and ankle bracelets are not permitted. A doctor recommended medical-alert necklace, bracelet or ankle bracelet is acceptable.
- One earring in each ear is permitted. It must be a simple, matched set. Earrings may be clip-on, pierced, hoop or dangle and must be worn on the bottom of the earlobe. Earrings should be professional in style and 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.

**Footwear**

Low heeled, non-skid, black, brown or navy shoes in good business taste are required. Classic dress shoes are permitted. Open toe, open heel and/or sling back styles are not permitted. Hosiery or socks of neutral shades that coordinate with pants or skirt should be worn.
The “Steak n Shake Look”

Male Guidelines

Facial Hair
Male associates must be clean shaven. Beards are not allowed. A neatly trimmed mustache that does not extend past the corner of the mouth is permitted.

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

Hairstyling
Following are the Steak n Shake Look guidelines for hairstyles:

- Hair must be neatly cut or styled above 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.
- 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.
- Dreadlocks (unkempt, twisted, matted individual parts of hair) are prohibited.

Hair Coloring
The Steak n Shake 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.
The “Steak n Shake Look”

Male Guidelines

Male Associates

White Oxford Shirt
A men’s white, short-sleeved oxford shirt is required. The shirt must be kept clean, free of debris and maintain a white color. Stains, holes, rips or tears are prohibited. The shirt must fit properly around the neck and through the body line. All buttons must be buttoned and the shirt should be tucked in to avoid a loose or baggy fit. A long-sleeved white oxford shirt should only be worn by associates who need to cover visible tattoos on the arms. During the winter months production associates may wear a long-sleeved, solid white shirt under the oxford shirt. Only red or black long-sleeved, cardigan style sweaters (open front/button all the way down) are permitted if needed to provide comfortable working conditions. No sweatshirts are permitted. Only Drive Thru operators may wear a solid, black jacket.

Apron and Bowtie
We will provide your apron and bowtie. You will be responsible for laundering and maintaining the cleanliness of these items. Be proud to wear the bowtie and adjust it to fit properly around your neck. The bowtie should be tight against your shirt with the top button and lapels buttoned. Your apron should be washed regularly and should not have stains or debris at the beginning of your shift. Throughout your shift, monitor the cleanliness and wipe off the apron to maintain its cleanliness. Your apron strap should sit just below the collar on the back of the neck. Adjust the length of the apron around your neck so that the bib sits just above the third button on your oxford shirt. Tie the apron tightly in the back to avoid sloppiness or a loose fit. Consult with your manager if there is need to replace either item.

Slacks
Solid black, non-faded slacks must be worn. The slacks should fit properly and be worn around the natural waist. Jeans, stretch pants, leather pants, corduroys or stirrup pants are not permitted. The slacks must be free of debris, bleach stains, holes, rips or tears. The slacks must be hemmed the appropriate length to avoid the pant legs dragging on the floor and fraying. If the slacks have belt loops, a solid color black belt without chrome, rhinestones or decorations must be worn.

Headwear
Production associates, including Drive Thru Operators, are required to wear the Steak n Shake paper hat or hair net at all times. Ball caps or bandanas are not permitted.

Jewelry
- Rings and a classic business-style wristwatch are permitted. Anyone preparing food is not permitted to wear a watch.
- Necklaces should not be visible. Bracelets and ankle bracelets are not permitted. A doctor recommended medical-alert necklace, bracelet or ankle bracelet is acceptable.
- Earrings are not permitted.
- Only one ring on each hand is permitted. A ring may be worn on any finger.

Footwear
Associates should wear black, non-faded socks. Slip-resistant, rubber-soled shoes must be worn as a safety precaution. Shoes must be solid black in color with no contrasting logos or markings and made of a polishable material such as leather. Associates are responsible for guaranteeing that shoes are kept clean, polished and in good repair at all times.
The “Steak n Shake Look”

Male Guidelines

Male Managers

To maintain the Steak n Shake 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 for Males

- Dress slacks should be a dark or neutral colored shade (black, navy, grey, beige, brown). The slacks should be worn around the natural waist.
- A black or brown belt is to be worn to match the slacks or shoes.
- A solid color, long-sleeved dress shirt which should be tucked in to avoid a poor fit. Short sleeves may be worn from Memorial Day through Labor Day. The shirt sleeves may never be rolled up.
- A color-coordinated neck tie (no brands, cartoons, logos, etc.) to match the shirt is required. The tie should be tied at the appropriate length with the bottom tie point slightly touching the belt buckle.

Fabrics

Fabrics should be those traditionally acceptable for business, such as tweed, wool, cotton, polyester or blends of these fibers. Unacceptable fabrics include corduroy, spandex, gauze, metallic fabrics, sheer fabrics, clinging knits, denim and chambray.

Jewelry

- Tie bars or clips, collar bars, cufflinks, rings and a business-style watch are permitted.
- Necklaces should not be visible. Bracelets and ankle bracelets are not permitted. A doctor recommended 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

Footwear

Dress shoes and dark colored socks in good business taste are required. The shoes should be polished, non-skid and solid color (black or brown).
### The “Steak n Shake Look”

#### Female Associate

**Hair**
Neatly combed and arranged in a classic, easy to maintain style so that bangs will not extend beyond the eyelid and fly-aways are prevented. Hair should be kept or restrained above the collar. Hair products may be used for a soft natural look. Hair colors must be natural looking; no extreme colors.

**Hair Accessories**
Red, black, white, gold, or silver, no larger than 1 inch wide and 4 inches long. No more than 3 worn at a time.

**Makeup**
Applied in a blended manner with natural colors to complement skin tone; no bright colors or extreme contrast.

**Fingernails**
Clean, length not to exceed a 1/4-inch past fingertip. Polish must be clear or range from soft pinks to shades of red.

**Jewelry**
One ring per hand, unless a wedding set. A business style watch may be worn if not preparing food. Necklaces should not be visible. Bracelets are not permitted. One earring per ear worn in bottom earlobe, no larger than a quarter. Visible body piercings are not permitted.

**Tattoos**
Visible tattoos are not permitted.

**Headwear**
Production Associates and Drive Thru Operators are required to wear the paper hat or hairnet.

**Bowtie**
Adjust to fit securely around the neck.

**ISME Buttons**
All Service Associates should wear appropriate ISME buttons pinned to the apron straps.

**Name Tag**
Worn with pride and placed on the left side of the apron at the top of the bib with Associate’s first name or derivative.

**Oxford Shirt**
Ladies white, short-sleeved oxford shirt that is clean and pressed. All buttons buttoned and shirt properly tucked in.

**Apron**
Clean and tied tightly in the back.

**Slacks**
Black, non-faded, properly worn at natural waist and hemmed to 2 inches above bottom of heel. A black belt must be worn if belt loops are present.

**Shoes and Hosiery**
Black, non-faded socks and solid black slip-resistant, rubber-soled shoes.
The “Steak n Shake Look”
Female Manager

**Hair**
Neatly combed and arranged in a classic, easy to maintain style so that bangs will not extend beyond the eyelid and fly-aways are prevented. Hair should be kept or restrained above the collar. Hair products may be used for a soft natural look. Hair colors must be natural looking; no extreme colors.

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

**Makeup**
Applied in a blended manner with natural colors to complement skin tone; no bright colors or extreme contrast.

**Fingernails**
Clean, length no longer than 1/4-inch past fingertip; polish must be clear or range from soft pinks to shades of red.

**Jewelry**
One ring per hand. Necklaces, lapel pins, and a business-style wristwatch are permitted. One earring per ear worn in bottom earlobe, no larger than a quarter. Visible body piercings are not permitted.

**Tattoos**
Visible tattoos are not permitted.

**Name Tag**
Worn with pride and placed on the left side of the shirt with the Manager’s first name or derivative.

**Shirt**
A classic style, solid color blouse or sweater of a professional design that is not low cut or short at the waist.

**Pants/Skirt**
Professional options include dress slacks or skirts, dark or of neutral colored shades (black, navy, grey, beige, brown) worn at the natural waist.

**Belt**
A color-coordinated belt must be worn if belt loops are present.

**Shoes and Hosiery**
Low heeled, non-skid, black, brown or navy shoes in good business taste are required. Hosiery or socks of neutral shades that coordinate with pants or skirt should be worn.
The “Steak n Shake Look”
Male Associate

**Headwear**
Production and Drive Thru Operators must wear paper hat or hairnet.

**Hair**
Neatly cut or styled forming smooth symmetrical appearance. Hair restrained above the collar. Hair products may be used for a soft, natural look. Hair colors must be natural looking; no extreme colors.

**Facial Hair**
Must be clean-shaven, beards not allowed. A neatly trimmed mustache that does not extend past the mouth is permitted.

**Fingernails**
Clean and presentable, not extending beyond the tip of the finger.

**Jewelry**
One ring per hand. A business style watch may be worn if not preparing food. Necklaces should not be visible. Bracelets, earrings and visible body piercings are not permitted.

**Tattoos**
Visible tattoos are not permitted.

**Bowtie**
Adjust to fit securely around the neck.

**Name Tag**
Worn with pride and placed on the left side of the apron at the top of the bib with the Associate’s first name or derivative.

**ISME Buttons**
All Service Associates should wear appropriate ISME buttons pinned to the apron straps.

**Oxford Shirt**
Men’s white, short-sleeved oxford shirt that is clean and pressed. All buttons buttoned and the shirt properly tucked in.

**Apron**
Clean and tied tightly in the back.

**Slacks**
Black, non-faded, properly worn at the natural waist and hemmed to 2 inches above bottom of heel. A black belt must be worn if belt loops are present.

**Shoes and Hosiery**
Black, non-faded socks and solid black, slip-resistant, rubber-sole shoes.
The “Steak n Shake Look”
Male Manager

Hair
Neatly cut or styled forming smooth symmetrical appearance. Hair restrained above the collar. Hair products may be used for a soft, natural look. Hair colors must be natural looking; no extreme colors.

Facial Hair
Must be clean-shaven, beards not allowed. A neatly trimmed mustache that does not extend past the mouth is permitted.

Fingernails
Clean and presentable, not extending beyond the tip of the finger.

Jewelry
One ring per hand. Tie bars or clips, collar bars, cufflinks, rings and a business-style watch are permitted. Necklaces should not be visible. Bracelets, earrings and visible body piercings are not permitted.

Tattoos
Visible tattoos are not permitted.

Name Tag
Worn with pride and placed on the left side of the shirt with the Manager’s first name or derivative.

Shirt
Solid color, long-sleeved dress shirt which should be tucked in to avoid a poor fit. Short sleeves may be worn from Memorial Day through Labor Day. The shirt sleeves may never be rolled up.

Necktie
A color-coordinated neck tie (no brands, cartoons, logos, etc.) to match the shirt is required.

Slacks
Dress slacks should be a dark or neutral colored shade (black, navy, grey, beige, brown).

Belt
A black or brown belt is to be worn to match the slacks or shoes.

Shoes and Hosiery
Dress shoes and dark colored socks in good business taste are required. The shoes should be polished, non-skid and solid-colored (black or brown).