Professional Appearance & Dress Code Policy

PRN-103: Professional Appearance & Dress Code Policy
Company Name: AI Auto-Tech Ltd
Trading/Business Name: CAREHOPES
Company Registration Number: 15556946
SIC Code: 88100 – Social Work Activities Without Accommodation for the Elderly and Disabled
Email: admin@carehopes.com
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1. Introduction

Professional appearance contributes to client confidence, organisational reputation, and service quality. This policy outlines the dress code standards for companions and volunteers.

2. Purpose of the Policy

The purpose of this policy is to:

- define acceptable attire
- promote professionalism
- ensure comfort and practicality
- maintain TC's brand identity
- support safeguarding and client trust

3. Scope of the Policy

This policy applies to:

- companions
- volunteers
- staff engaged in client-facing duties

4. General Appearance Standards

Companions must:

- maintain clean, neat attire
- present themselves professionally
- ensure clothing is comfortable and safe

- avoid clothing that may cause discomfort or offence

5. Acceptable Attire (UPDATED WITH YOUR CLAUSE)

TC recognises that companions may have different personal styles. Therefore:

5.1. Personal Moderate Attire

Companions are permitted to wear **moderate, clean, comfortable personal attire** that:

- reflects professionalism
- maintains dignity
- avoids offensive imagery
- avoids overly revealing clothing
- supports safe movement during companionship activities

5.2. TC Branded Attire (Preferred Standard)

While personal attire is allowed, the **TC Golden-Crested Navy Blue Branded T-Shirt** is considered the **most appropriate and preferred attire** for client-facing duties **when available**.

This attire:

- strengthens TC's professional identity
- enhances client trust
- ensures uniformity
- supports safeguarding visibility
- reflects best practice in social-care presentation

Companions are encouraged — but not mandated — to wear the branded T-shirt whenever possible.

6. Prohibited Attire

Companions must not wear:

- clothing with offensive or political messages
- overly revealing clothing
- transparent clothing
- clothing associated with violence or hate groups

- pyjamas or sleepwear
- clothing with inappropriate graphics
- unsafe footwear (e.g., flip-flops during mobility support)

7. Footwear Standards

Footwear must be:

- clean
- safe
- comfortable
- appropriate for mobility support
- closed-toe when assisting vulnerable clients

8. Hygiene & Grooming

Companions must:

- maintain personal hygiene
- avoid strong perfumes or scents
- keep hair neat
- ensure nails are clean and safe
- avoid excessive jewellery that may pose safety risks

9. Cultural & Religious Attire

TC respects cultural and religious expression. Companions may wear:

- headscarves
- turbans
- religious symbols
- cultural garments

provided they remain safe and professional.

10. Dress Code During Suspension or Leave

Companions on:

- sick leave
- maternity/paternity leave

- emergency leave
- compassionate leave
- suspension

must not attend client sessions or represent TC publicly.

11. Dress Code Violations

Violations may result in:

- verbal reminders
- written warnings
- suspension (for repeated or severe breaches)
- removal from client assignment

12. Amendments

TC may update this policy to reflect:

- operational needs
- safeguarding updates
- branding changes