



Cabin Crew and Airports
**Image & Uniform
Standards**

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UNIFORM STANDARDS



Uniform Standards

Rocky Mountain and Lakes Collection (Cabin Crew and Airport Agents)

Interpreting the uniform standards manual: The premise of the standards is to outline what is approved. If an item is not in this document, it is to be assumed that it is not approved.

It is impossible to address every situation; as such, departmental leadership, and Cabin Managers (Inflight), are empowered to use their judgment in applying uniform, grooming and accessories standards.

A note about gender neutrality: *WestJet recognizes and supports all gender identities and gender expression. WestJet employees may choose to wear whichever uniform pieces they are comfortable in, following the standards associated with that collection outlined in the uniform standards manual.*

Lakes collection

The Lakes collection features a more contoured fit, designed for a body shape with wider hips, defined waist, and wider bottom.

Tailored dress

- Must be worn with the scarf
- Must be worn with the teal belt
- Must be worn with hosiery
- Dress length: bottom point of the teal delta accent must fall at or below the bottom of the left knee
- Shoe must be navy

Sheath dress

- Must be worn with the scarf
- Must be worn with hosiery
- Dress length: bottom point of the teal delta accent must fall at or below the bottom of the left knee
- Shoe must be navy

Blazer

- The blazer is to be worn with all garments in the Lakes collection

- The blazer is preferred to be worn with the button done up, except while sitting down, performing duties that require extra range of motion, or for personal comfort. Should the overall fit of the blazer be more suited to the personal body type with the button undone to prevent additional pull, it is recommended that the blazer be worn undone (I.e., pregnancy or a larger bust).
- In warm conditions the blazer may be removed for personal comfort

Cabin Crew: *Must wear the blazer for boarding and deplaning. The blazer must be removed during service.*

Airport agents: *The blazer is only a required item for bases that have **dedicated** Priority Service Agents (PSA) or Guest Support Leads (GSL). All other airport agents are not required to wear the blazer, this includes bases that rotate the PSA position. The blazer may be removed for operational reasons as required.*

Blouse (short sleeve and long sleeve)

- To be worn with pants or lakes skirt
- Must be worn tucked in
- Must be worn with a scarf

Scarves are required to be worn with the Lakes collection.

- The scarf is pre-tied and must be worn without altering the style or design.
- The scarf must be secured by threading the end of the scarf (from behind the neck) through the loop attachment on the uniform garments.

Pants

- Must be worn with a company issued belt
- Hem length is to fall to the top of the heel at the back
- Must be worn with socks
- Pants must be worn with shoes that are brown or navy in colour

Skirt

- Must be worn with teal belt
- Must be worn with hosiery
- Skirt length: bottom point of the teal delta accent must fall at or below the bottom of the left knee.
- Shoe must be navy

Rocky Mountain Collection

The Rocky Mountain collection features a slimmer fit, designed for a body shape with straight torso, and shoulders broader than hips.

Blazer

- The blazer is to be worn with all garments in the Rocky Mountain collection
- The blazer is preferred to be worn with the top button done up, except while sitting down or performing duties that require extra range of motion, or for personal comfort. Should the overall fit of the blazer be more suited to the personal body type with the button undone to prevent additional pull, it is recommended that the blazer be worn undone.
- In warm conditions the blazer may be removed for personal comfort
- **Cabin Crew:** *Must wear the blazer for boarding and deplaning. The blazer must be removed during service.*
- **Airport agents:** *The blazer is only a required item for bases that have **dedicated** Priority Service Agents (PSA) or Guest Support Leads (GSL). All other airport agents are not required to wear the blazer, this includes bases that rotate the PSA position. The blazer may be removed for operational reasons as required.*

Vest

- The vest is required to be worn in the Rocky Mountain collection
- The vest is to be worn with either all buttons done up, or all buttons done up except the very bottom button.

Pants

- Must be worn with a company issued belt
- Pant hem must fall between the top of the shoe and the seam between the shoe and the heel.
- Must be worn with socks
- Pants must be worn with shoes that are brown or navy in colour

Button down shirt

- All buttons must be fastened from the top of the neck to the bottom
- Shirt must always be worn tucked into pants
- Must be worn with the vest
- Long sleeve shirt should always have sleeves worn down and not rolled up.
- The collar must be worn down
- To be worn with the tie
- Collar extenders may be used

Ties are to be worn with the Rocky Mountain collection.

- A tie is required to be worn under the collar.
- The tie is pretied (clip-on) and may not be altered in style or design.
- The knot of the tie must be high enough to cover the fastened top button completely.
- The tie is to be worn tucked into the vest.
- A personal tie clip may be worn, so long as it is silver, unbranded, and discreet.

MATERNITY WEAR

Maternity dress:

- The hem of the maternity dress may not be more than 1" above the knee or 1" below the knee
- A scarf is required to be worn with maternity dress
- Must be worn with hosiery
- Navy shoes are to be worn with maternity dress

Maternity blouse:

- May be worn untucked
- May only be worn with maternity pant

Maternity pant:

- Bottom of the pant hem must be within 1" from the bottom of the heel of the shoe.
- Maternity pant must be worn with maternity shirt
- Must be worn with socks
- Pants must be worn with shoes that are brown or navy in colour

Additional pieces

The additional pieces may be worn with either collection.

Cardigan

- Optional piece to be worn for comfort

Cabin Crew: *Cardigan may be worn on the aircraft only, unless being used as a layering piece for personal warmth*

- May be worn fully zipped, or fully unzipped
- Sleeves may be pulled to the middle of the forearm when worn with the short sleeve shirt
- May be layered underneath the blazer
- May be worn with either Rocky Mountain or Lakes collection
- The cardigan may not be worn in replacement of the Rocky Mountain vest

Outerwear

- The topper coat and parka may be worn with both the Rocky Mountain and Lakes collection
- The hood may be worn over the head when outside for protection from the elements. Must be worn down when inside. The hood may be detached for personal preference.
- If the outerwear has a tie, when the outerwear is worn closed, the tie must be tied at the front of the jacket. When the outerwear is worn open, the tie must be tied at the back.
- The topper jacket liner may be removed
- Personal jackets may be worn as a layering piece beneath the outerwear and must not be visible at any time.

Cabin crew: *Outerwear is to be removed prior to the commencement of the safety demonstration, and while in flight. Outerwear may be donned once the seatbelt sign has been turned off upon arrival, so long as this does not interfere with standard operating procedures.*

Airport agents: *It is preferred that agents do not wear the jacket when guest facing inside the airport, unless the temperature in the terminal is cold enough that the sweater will not suffice for personal warmth, or if the agent is ground loading and must go onto the ramp for their duties.*

ACCESSORIES

Winter attire

Personal items such as boots, toques, gloves, and scarves may be worn to and from the airport for personal warmth and comfort, however, these items must be removed once inside and prior to the commencement of duty.

Westjet issued items listed below are preferred to be worn. In instances where company issued items are not available, winter attire that is black or navy and free of adornments or logos may be worn following the outlined parameters.

Toque

- May be worn outside of the airport for personal comfort and warmth
- Must be removed once inside the airport
- Ground loading stations may wear the toque outside when performing functions of the job.
- Encore CCM may wear the toque during boarding and deplaning at ground loading stations only.

Leather Gloves

- May be worn outside of the airport for personal comfort and warmth
- Must be removed once inside the airport
- Ground loading stations may wear gloves outside when performing functions of the job.
- Encore CCM may wear gloves during boarding and deplaning at ground loading stations only.

Winter Scarf

- May be worn outside of the airport for personal comfort and warmth
- Must be removed once inside the airport
- Ground loading stations may wear scarf outside when performing functions of the job.
- Encore CCM may wear scarf during boarding and deplaning at ground loading stations only.

Lanyards/ID holders:

- WestJet issued break-away lanyards or retractable lanyards are permitted.
 - Pilots are permitted to wear a union-issued lanyard
- Retractable lanyards must be attached on the provided lanyard loop located on the upper right-hand side of the garments.
- Only the RAIC or Airport specific pass, WestJet ID and any other WestJet required/approved material may be attached to the lanyard.

Displaying the RAIC (inflight specific):

WestJet: The RAIC must be visible when in a restricted/secured area and at any time the boarding door(s) are open. When boarding doors are closed, and prior to the commencement of service the RAIC and WestJet ID must not be visible.

Appropriate methods of stowing the RAIC and WestJet ID are the following:

- Complete removal, and stowed in a secured area
- Tucked into the dress, shirt/blouse, vest, or shirt pocket

The RAIC and WestJet ID does not have to be removed while deadheading.

WestJet Encore: The RAIC must be visible when in a restricted/secured area and at any time the boarding door(s) are open. Once the aircraft doors are closed, the RAIC and WestJet Identification card may continue to be worn and visible.

During service, it is recommended that the RAIC and WestJet ID be worn in a manner that won't interfere with guest experience or food safety.

Appropriate methods of stowing the ID cards are the following

- Complete removal, and stowed in a secured area
- Tucked into the dress, shirt/blouse, vest, or shirt pocket

The RAIC and WestJet ID does not have to be removed while deadheading.

Belts

- Belts must be company issued and worn as per the standard of the collection.

Name tags

- Name tags must always be visible and attached to the upper left side of your outermost uniform garment, using the designated grommet holes.
- Name tags may include pronouns

Cabin Crew Half Wing pin

- Half wing pins must be worn on the blazer and positioned directly above the name tag.

Additional approved pins

- One pin is permitted to be worn in the upper left lapel of the blazer or break-away lanyard; pins are not permitted on shirts or blouses, or through ties or scarves
- Pins must not exceed the size of a Canadian quarter
- Permitted pins are:
 - President's Circle award pin
 - Every Child Matters pin
 - Canadian Cancer Society daffodil pin (only during the month of April)
 - Rainbow Pride pin (including WestJet former Pride "personality pin")
 - Pink Breast Cancer Awareness ribbon pin (only during the month of October)
 - Poppy (only from last Friday in October until and including November 11)
 - Cabin Crew Recovery Team pin
 - WestJet years of service pin
 - 1 CUPE pin may be worn on the winter jacket

Cabin Crew Aprons

- Cabin crew aprons are required during service and must be worn as intended around your neck and waist, over your outermost uniform piece.
- Aprons should appear clean and wrinkle free.
- Aprons are to be removed before entering the lavatory.
- The apron must be tied in the back

Airport Rain Gear

- WestJet supplied rain gear may be worn when necessary. Rain gear must be removed once inside the terminal.

Handbags, Messenger Bags and Crew Luggage

- Personal black or navy handbags, purses or messenger bags are permitted to be carried while in uniform.
- Bags must be smooth leather, patent leather or synthetic leather. They must be solid in colour.
- Logos are permitted if they are discreet.
- Small detailing and adornments are permitted
- Bags may be no larger than 8 1/2" x 11"

Cabin Crew Members:

Company issued luggage must be kept in good repair and cannot be altered in any way. Damaged or soiled luggage should be repaired or cleaned immediately.

- *Only Westjet issued luggage may be used while on duty*
- *One professional luggage identifier may be added to each luggage piece*

Handbags are not meant to be an additional piece of luggage; they should be stowed in approved luggage when not in use.

Safety Vests

- Safety vests are available and must be worn when ramp side.
- Safety vests are to be removed once inside the terminal

Hearing Protection

- Hearing protection is available at all stations
- Hearing protection must be worn ramp side and removed once inside the terminal

PERSONAL IMAGE & GROOMING

Glasses

- Eyeglasses must have clear lenses unless otherwise prescribed by an optometrist.
- There is no restriction on the colour of frames so long as they appear professional and discreet in appearance. Frames may be attached to a gold, silver, or black chain.
- Sunglasses are only permitted to be worn in the flight deck (if required) or outdoors.
- Sunglasses may not be worn on top of the head.

Contact lenses

- Contact lenses must be natural in colour and appearance.

Hair

- Hair must be kept clean, manageable, well maintained, well-groomed and professional. Sections or pieces of hair falling from the sides, and bangs that fall into the eye must be swept off the face and firmly held in place by hair products or accessories.
- Hair colour must be of natural colour in appearance and professional.
- Hair must be dry

Permitted hairstyles:

- Hair may be worn down
- Centre and straight or side ponytails
- Centre and straight or side, ballet style buns
- French braids
- French twists
- Shaved/bald head
- Cornrows
- Locs
- Braids
- Twists
- Natural curl, so long as the width of hair does not exceed the width of shoulders

Cabin crew members- Once any part of the hair touches the top of the shoulder, on any part of the shoulder, it must be restrained in one of the approved styles listed above.

Permitted hair accessories are as follows:

- Small barrettes, snap clips, bobby pins, headbands and elastic bands that are similar natural hair colours that closely match your own.

- Hair accessories must be free of adornments, logos or attachments.
- Headbands may be no wider than one inch (1”).

Head coverings

- Religious dress is permitted.
- Black or navy head coverings are preferred, however, additional colours are permitted.
- Hijabs may be worn loosely in a traditional way or secured in a neat bun at the back of the head.

Smoking/Vaping

- Smoking and the use of e-cigarettes or vape pens must be done discreetly and in a designated smoking area.
- Ensure personal hygiene standards are met when you return to duty.

Tattoos

Visible tattoos are permitted- except on the face, head, or front of neck- so long as they are not offensive or inappropriate.

Tattoos located on the nape of the neck or behind the ear are allowed provided they meet this criterion. As an exception, facial tattoos with a specific cultural significance to mark their genealogy and heritage (i.e. Traditional Inuit/Inuk facial tattoos, the New Zealand Maori Ta Moko Kause) will be permitted.

Offensive or inappropriate is defined as anything that may:

- Contain the use of expletives and profanity
- Be rude, crude, racist, sexist, sectarian, LGBTIQA-phobic, or any form of discrimination
- Be associated or identified with drugs or alcohol
- Be associated with graphic violence, which includes anything depicting vivid, brutal and realistic acts of violence or threatening harassment or violence
- Be identified with criminal behavior or gangs
- Contain imagery that would be offensive to most customers such as nudity or aggressive in nature
- Contain objectionable imagery, either as to content and/or magnitude, which would be considered inconsistent with WestJet’s brand values.

*This definition applies to both temporary and permanent tattoos.

Tattoos that do not meet the guidelines must be completely covered by either a fully opaque company issued uniform piece (i.e., shirts or pants) or the use of high-quality

concealing and properly applied tattoo makeup. Arm sleeves/watches are not an acceptable method for covering large arm tattoos. Due to hand washing hygiene, there are no acceptable methods for covering inappropriate hand tattoos, including band aids, makeup, and gloves.

In the event a Westjetter's tattoo or the coverage of a tattoo are non-compliant with the standards, departmental leadership will complete a follow-up conversation. Escalations will be adjudicated by each departmental Vice President if a collective solution cannot be reached.

Undergarments

- Undergarment and undershirts must be plain, white, or skin tone in colour and should not be visible.

Socks and hosiery

- Socks are to be worn with pants and must be navy, black or skin tone dress socks.
- Socks may feature a print/pattern that meets the parameters of appropriate and non-offensive found within the tattoo section
- Hosiery must be worn with either the dress or skirt
 - Skin tone coloured hosiery is preferred; however, navy hosiery is also acceptable.

Personal hygiene

- Deodorant or antiperspirant is recommended
- Teeth and breath must be clean and fresh
- Lightly scented fragrance or aftershave is permitted

Facial hair

Permitted facial hair as follows:

- Sideburns, mustaches, chinstrap beards, full goatees and beards providing they are groomed and professional in appearance.
- Beards and goatees must not exceed a standard #2 (1/4") clipper guard.
- Mustache length may not extend beyond the corner of the mouth.
- Mustaches may be grown in uniform in support of Movember from November 1st-30th.
- All permitted facial hair styles must be fully grown out on days off.

Piercings

A maximum of three earrings are permitted per ear, anywhere in the ear. Earrings may be any material, in any colour and must be a stud no larger than a quarter inch or a hoop that is no bigger than a Canadian dime.

Nose piercings must either be a stud or hoop that must fit flush or snug against the nostril. Nose piercings must be made of either plain gold, rose gold, silver, clear diamond (includes faux diamond), wood or white pearl and must be no larger than 2mm in diameter. Spacers, gauges, plugs, tunnels, bars, or any other visible jewelry that stretches the ear, nose or any other body part are not permitted.

One small tooth piercing is permitted and must be no larger than 2mm in diameter

Rings

- Two rings per hand are permitted
- Rings may be made of any material, in any colour
- Ring setting can be no larger than a Canadian nickel in width and circumference
- Rings must be tasteful and professional (costume jewelry is not permitted)
- Engagement and wedding ring sets are considered one ring.

Wrist accessories

- **Cabin Crew:** *A wristwatch must be worn while on duty.*
 - There is no restriction on the band or watch face that is worn so long as it does not contain nudity, offensive imagery and language or anything that would be considered dark in nature and a poor reflection of WestJet's brand.
- One bracelet or fitness tracker may be worn on the opposite wrist as the watch.
- Bracelet, including charm bracelets, may be in any colour and any material and must be tasteful and professional (costume jewelry is not permitted)

Necklaces

- One single strand necklace may be worn.
- Necklace may be any material in any colour
- Necklace may have a small pendant, no larger than a Canadian dime in width and circumference.
- Necklaces should be discreet. Costume jewelry and choker style necklaces are not permitted.

Makeup

- Makeup should be natural and polished using neutral shades that complement your skin tone.
- Heavy use of any makeup is not permitted
- Lipstick or lip gloss must be subtle in shades of red, pink, nude, brown or neutral.

Nails

- Nails must be clean, manicured and filed or trimmed no longer than one half centimeter from the fingertip. Rounded, oval, almond, or square shaped nails are permitted.
- Nail polish may be worn so long as nails are painted one solid colour and it's the same colour on all fingers. Colours may be any shade except for fluorescent.
- Sparkly or shimmer nail polish, traditional French manicure with clear, white or coloured tips and ombre style nails are permitted.
- Nail polish that is chipped or overgrown, has piercings, designs or adornments are not permitted.

SHOES

- Footwear must be brown or navy, and professional in style in clean and good repair (polished and free from scuffs or scratches)
- Must be smooth leather, patent leather, or synthetic leather that can be polished. Shoes with mixed leathers in the same pantone will be permitted.
 - Small aesthetic detailing on the shoe is permitted (i.e. stitching, raised leather, pinpoint holes on the top of the shoe)
 - Excessive additional adornments that are nonfunctional are not permitted (i.e. multiple extra zippers, buckles or gems).
- May have one single strap across the top of the shoe, or a T-strap.
- Soles and heels should be supportive and either navy, black, brown or beige in colour.
- Shoes with shoelaces are only permitted to be worn with pants; shoelaces may be either black or brown in colour on brown shoes, or black or navy on navy shoes.
- Ankle boots may only be worn with pants.
- Heels are optional and may not exceed three inches (3"). Block heels are recommended.
- Winter boots may be worn to and from the airport in inclement weather, so long as they are removed once inside the airport and prior to the commencement of duty, unless otherwise outlined.

Cabin Crew: *Galley shoes are permitted during the cruise portion of the flight. Galley shoes should be black or navy in colour and add safety as well as comfort to your duties. Galley shoes should have a non-slip grip, be closed toe, and be free from any additional adornments. Slippers and ballerina style flats are not permitted.*

During the season of inclement weather (October 1- March 31), crew members may wear personal winter boots with any uniform (lakes or rocky) that are either brown, black, or navy, to the aircraft. Boots should be simple in design and may have a small logo, straps, laces, or buttons. Boots should be insulated, water-resistant, durable and have a traction outsole. Boots must be removed prior to boarding, except for ground loading stations, where boots may be worn until the main cabin door has been closed. Boots are not permitted to be worn during the safety demonstration.

If an aircraft is delayed and crew members are waiting at the gate, boots must be removed while in the gate area and uniform approved footwear donned. Crew members may re-apply outdoor footwear for boarding if aircraft is ground loading.

On the last segment of the day, boots may be worn once all guests have deplaned. All other footwear standards remain in effect, including (but not limited to): Encore Cabin Crew may continue to wear navy boots adhering to the standards, with the skirt or dress as outlined in the uniform standards.

Personal boot bags may be used in addition to crew luggage from October 1- March 31 if the sole purposes are to stow winter boots. Boot bags may be black or grey and no larger than 35cmx35cmx35cm. Bags must be free of design or logos. Boot bags are at the cost of the employee.

Encore Cabin Crew only: *During the season of inclement weather (October 1- March 31), boots may be worn at any time. When worn with the skirt or dress, boots must be navy in colour. It is recommended that the sole of the boot is not smooth and has the proper grip for winter purposes. Boots are permitted to have a black or navy stretch material at the back of the calves for fit; however, they should otherwise be smooth, patent or synthetic leather. Boots may not cover any portion of the knees and the top of the boot must sit within two inches (2") of the bottom of your knees. A black, silver, or brass zipper is permitted if its sole purpose is to aid in the donning/removal of the boot.*

If a boot is being worn with the pants, it must be either brown or navy and be able to fit beneath the pant without visible signs.

Airports only: *When ground loading during inclement weather you may wear a shoe that supports the nature of the job (I.e a dark rain boot or winter boots). Footwear worn for inclement weather should be removed once inside the terminal as soon as possible, and agents should don appropriate footwear for the uniform as listed above.*

Customer Service Agents- Baggage: *Baggage agents may wear steel-toed boots when necessary for job function. Canadian Standards Association (CSA)-approved composite or steel-toed protective footwear must be worn when required. Footwear should be black, brown, beige, grey or navy. Footwear must be both CSA-approved and include a sole with either a 'green diamond' or 'vibramarctic' grip. When performing guest facing duties (i.e., Baggage Counter Agent), Baggage Agents are permitted to wear these boots, provided they are wearing the WestJet below-the-wing collection (i.e., cargo pants, sweatshirt, or golf shirt).*

Customer Service Agents- Baggage:

Due to the nature of the job, anyone who is performing the position of Customer Service Agent- Baggage may wear either the full above the wing uniform collection, or the full below the wing uniform collection.

If you are scheduled for above the wing duties and must rotate to below the wing, coveralls will be provided as an additional selection. These coveralls are to protect the over-all appearance of the uniform.

It is recommended that the above the wing uniform be worn when guest facing, in the event of an IROP, including staffing shortages, the below the wing pieces may be worn.

Cellular phones and Personal Electronic Devices

Electronic devices that are not company issued should be used with discretion. Any use of electronic devices should be limited while in guest view.

Cell phones should not be used while on duty unless they are required for work, or in the event of an emergency.

- Ear buds (headphones) are not permitted to be worn while on duty
- Personal electronic devices may be used while deadheading

Eating and Drinking

- Eating must be done discreetly while in uniform.
- Gum chewing is not permitted while in uniform.
- The consumption of alcohol while in uniform is strictly prohibited.