

Sunrise Social

BREAKFAST • BRUNCH • LUNCH

FRANCHISE LOOK BOOK

Uniform & Appearance Standards
2026 Edition

Cherry Hill, NJ • Philadelphia, PA

BREAKFAST • BRUNCH • LUNCH

THE BRAND

One look, every location

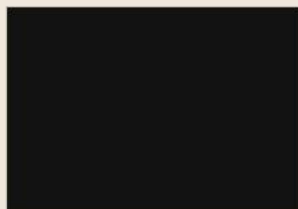


The full lockup — wordmark with BREAKFAST • BRUNCH • LUNCH — is the standard mark on all apparel.



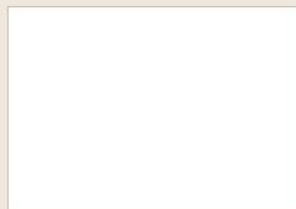
BRAND RED

#CE1A25



BLACK

#121212



WHITE

#FFFFFF



CREAM

#F1E8DD

- The logo is never redrawn, recolored or rearranged.
- Red lockup on black or white apparel; white lockup on red.
- Real logo files only — supplied by the franchisor.

The staff uniform



The standard every guest sees, every shift:

- Red crew-neck tee, white wordmark at the left chest.
- Back: the circular pancake badge —
- “Savor Every Bite • Share Every Laugh • Create Memories.”
- Clean, fitted, and consistent across all locations.
- This uniform is set — it does not change by store.

LEADERSHIP + KITCHEN

Managers & back of house

MANAGERS + BACK OF HOUSE

Black garments, white logo — their own tier



MANAGER POLO
Black polo, red side panels, white wordmark



TEE — MANAGER OPTION / BOH
Black tee, white wordmark left chest



CAP — BACK OF HOUSE
Black cap, white wordmark

THE HIERARCHY

STAFF
Red tee · white logo

MANAGERS + BACK OF HOUSE
Black · white logo

FRANCHISEES
Black or white · red logo

Three tiers, readable at a glance —
a guest can spot leadership instantly.

WHY IT WORKS
Color tells the role — no name tags needed

Managers and back of house wear black with a white logo — deliberately different from staff red and the franchisee red logo, so every role reads at a glance.

The franchisee kit — black

SUNRISE SOCIAL — FRANCHISEE KIT • BLACK

Red full lockup — front only, no back print



SHORT-SLEEVE TEE

Black tee, red lockup left chest



LONG-SLEEVE TEE

Black long-sleeve, red lockup left chest



SWEATSHIRT

Black crewneck, red lockup center chest



POLO

Black polo, red side panels, red lockup



JACKET

Black softshell, red zippers, red lockup



CAP

Black cap, red wordmark — fixed, fully on the panel

OWNERS

The franchisee kit — white

SUNRISE SOCIAL — FRANCHISEE KIT • WHITE

The same kit in white — franchisee's choice



SHORT-SLEEVE TEE

White tee, red lockup left chest



LONG-SLEEVE TEE

White long-sleeve, red lockup left chest



SWEATSHIRT

White crewneck, red lockup center chest



CAP

White cap, red wordmark

Franchisees choose their colorway — black or white.
The polo and jacket are available in white as well.

THE STANDARD

Apparel rules

- Full lockup (with the tagline) on every franchisee piece.
- Franchisee apparel is front-print only — no back prints.
- Caps carry the wordmark alone; the tagline is too small to embroider cleanly at cap size.
- The three tiers: staff — red tee, white logo;
- managers + back of house — black, white logo;
- franchisees — black or white garments, red logo.
- Left-chest placement on tees, LS tees, polos, jackets;
- center chest on sweatshirts.
- No substitutions: garments, colors and placements come from the approved supplier program only.
- Franchisee kit is issued at signing and replenished through the franchisor's supplier program.

Questions on the standard: Sunrise Social franchisor office.