



Summerland  
Bank

# Summerland Bank

New Look Uniform  
& Style Guide

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**Summerland Bank was created to strengthen and support our local community; founded on a belief in the power of the collective. We share in the experiences, events and challenges of our customers, because we are our customers, we are our community.**

Summerland are Northern Rivers through and through. These parts are in our blood; its waterways, its wildlife, the weird, and the wonderful — we embrace it all.

As we look to the future, we believe that providing a high-quality customer experience is an inside job, meaning our team is well cared for, so that they are best placed to care for our customers. Our visual identity reflects our dedication and brand promise, and it begins with our greatest resource, our people. We want to convey a consistent and coherent image that aligns with our values and vision.

The new Summerland uniform considers style comfort and flexibility to ensure you arrive at work feeling proud of the brand you represent.

I would personally like to thank each and every one of you for your commitment and passion. In a world that seems to be more ‘help yourself’ with every passing year, I know we will never stop helping others.

The team at Summerland is, and always has been, an extension of the community in which we operate. From the kind, knowledgeable, skilled, and approachable staff at our branches, to the customer service voices over the phone — we are always in our customer’s corner.



**Kylie Kneale**  
Chief Customer Officer





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# Everyday Style

Supporting customers and connecting with our community is what we do. It's our passion and priority. That's what makes it so rewarding to put your best foot forward in your new Summerland wardrobe. From our advisor superstars to our lending specialists, our customer facing team gets a style refresh. It's all based on a 'build your own' look: expertly curated mix and match pieces that combine classic cuts and modern detailing.

Bring it all together and personalise your look with premium accessories that complement the updated Summerland colour palette. From hello to goodbye, every touch refreshes. It's the little wins that make the day in our new Summerland wardrobe.

FROM LEFT: Fred Chambray Shirt, Todd Chinos Camel & Webster Belt. Smith Oxford Shirt Khaki & Todd Chinos Black. Smith Oxford Shirdress Navy

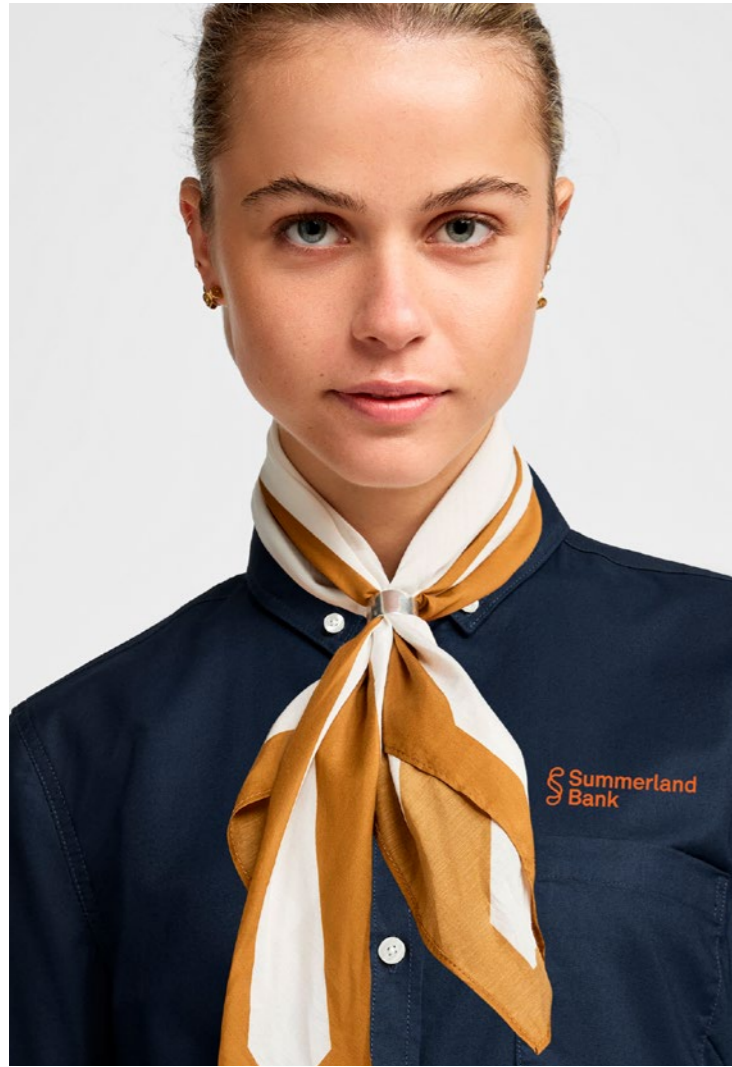
# The Oxford Shirt

A uniform that looks smart and works hard.



CLOCKWISE FROM LEFT:  
Smith Oxford Short Sleeve Shirt White & Todd Chinos Camel. Smith Oxford Shirt Sky. Smith Oxford Short Sleeve Shirt Navy & Todd Chinos Black.

OPPOSITE:  
Smith Oxford Shirt Khaki & Todd Chinos Black.



# Womens Looks

A fashion-forward combination of classic cuts and modern detailing.

FROM LEFT: Smith Oxford Shirt Navy & Matilda Scarf Cinnamon. Will Stripe Shirt, Todd Chino Skirt Camel & Webster Belt.

OPPOSITE: Smith Oxford Shirtdress Navy



**Build your own look with expertly curated mix and match pieces.**

ABOVE: Riviera 3/4 Sleeve T Shirt Vanilla/Black & Todd Chinos Black.

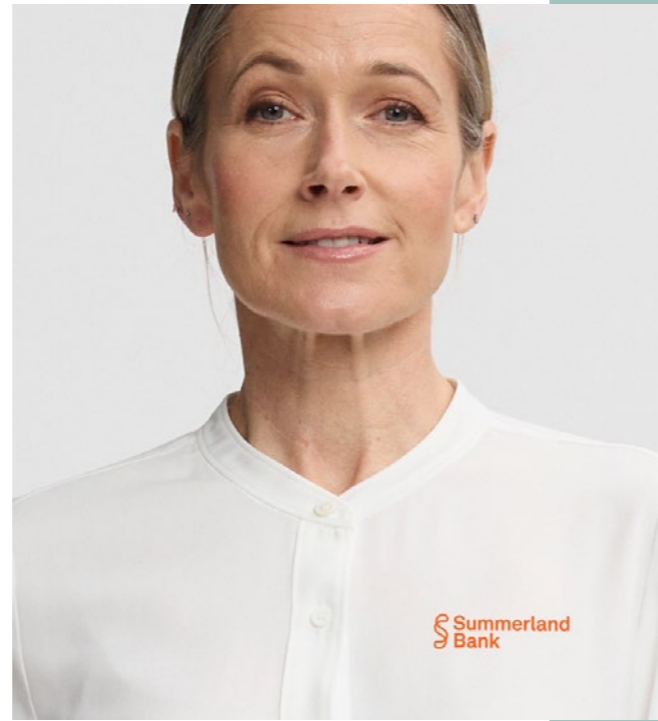
OPPOSITE FROM LEFT: Fred Chambray Shirt, Todd Chino Skirt Navy & Webster Belt. Smith Oxford Shirt White & Todd Chinos Camel. Will Stripe Shirt & Todd Chinos Black.





**A fashion-forward combination of classic cuts and modern detailing.**

CLOCKWISE FROM LEFT: Smith Oxford Shirt Navy & Todd Chino Skirt Navy. Fred Chambray Short Sleeve Shirt & Todd Chino Skirt Navy. Audrey Dress Navy. Smith Oxford Shirt Sky & Todd Chino Navy.



# Cool Style

CLOCKWISE FROM LEFT:  
Margot Blouse Navy & Todd  
Chino Skirt Navy. Sophie Blouse  
Ivory. Sophie Blouse Black &  
Todd Chino Skirt Black.

OPPOSITE: Sophie Blouse Ivory  
& Taylor Wide Leg Pant Black.  
Annouk Blouse Black & Taylor  
Pant Black.



OPPOSITE: Will Shirt Stripe  
ABOVE: Fred Shirt Chambray,  
Todd Chinos Camel & Webster  
Belt. Smith Oxford Shirt Khaki &  
Todd Chinos Black.

# Mens Looks

Put your best foot forward in your new Summerland wardrobe.



Looks that  
are relaxed,  
comfortable  
and stylish.

ABOVE: Smith Oxford Shirt Sky  
& Todd Chinos Black.

OPPOSITE: Smith Oxford Shirt  
Navy & Todd Chinos Black.  
Smith Oxford Shirt White, Todd  
Chinos Camel & Webster Belt,  
Fred Chambray Short Sleeve  
Shirt & Todd Chinos Navy.



# Feel good Fridays

If you're looking for some outfit ideas for casual Fridays, networking events or corporate head office, think Parker Polo, Todd Chinos, Chino Skirt and Riviera Tee.



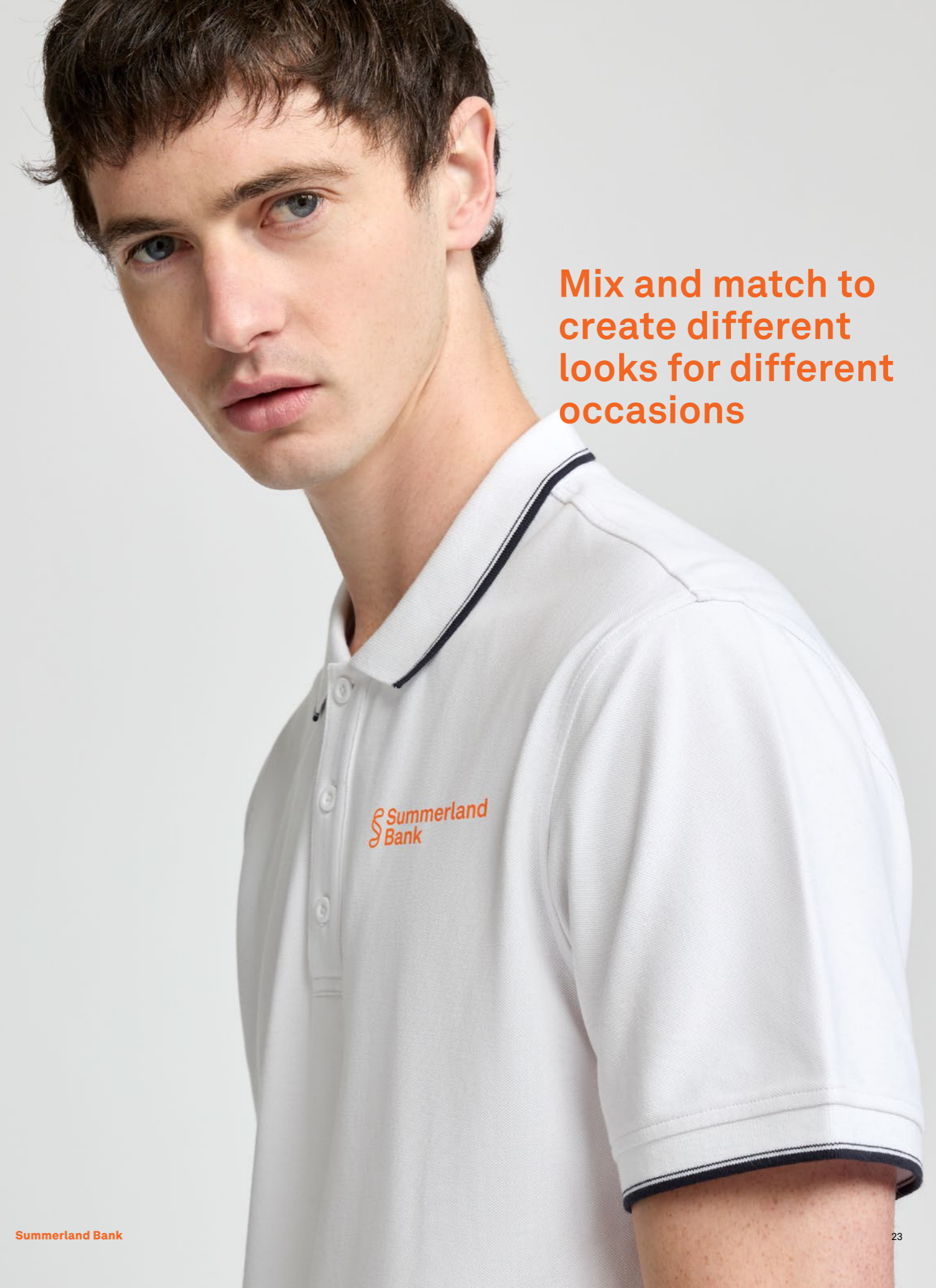
These pieces are relaxed, comfortable and stylish. You can mix and match them to create different looks for different occasions. And if you have a short meeting to attend, you can dress it up with your Saville Bluegrain Blazer. It adds a touch of professionalism and sophistication to your casual ensemble. You'll be ready to impress in no time!

CLOCKWISE FROM LEFT:  
Louie Polo White. Riviera  
3/4 Sleeve Tee in Vanilla/  
Black. Louie Polo Navy &  
Todd Chinos Black.



FROM LEFT: Pippa Polo Navy & Todd Chinos Camel. Louie Polo White & Todd Chinos Black.

OPPOSITE: Parker Polo Navy & Todd Chinos Camel



Mix and match to create different looks for different occasions



ABOVE: Margot Blouse Navy, Crew Cardigan Navy, Taylor Pant Navy & Mae Belt.

OPPOSITE: Crew Knit Navy, Fred Chambray Shirt & Todd Chino Camel. Rosie Waterfall Cardigan Black, White Tee & Todd Chinos Black.

# Knits

Build your own look with expertly curated mix and match pieces.



FROM LEFT: Taylor Blazer Navy, Riviera 3/4 Sleeve Tee in Vanilla/Black, Taylor Pant Navy & Mae Belt. Taylor Blazer Navy, Fred Chambray Shirt, Taylor Pant Navy & Joe Belt.



# Blazer

Nothing says polished yet approachable like a classic cut blazer for meeting with customers. You can't go wrong with a classic blazer that shows your style and professionalism. Whether you choose our navy slim cut blazer that fits you like a glove, or our Bluegrain Savill blazer that gives you more room to breathe, you'll love how our blazers are made with high-quality materials and craftsmanship. They are flexible and comfortable, so you can move freely and confidently.

ABOVE: Saville Blazer Bluegrain, Smith Oxford Shirt White, Taylor Pant Navy & Joe Belt. Saville Blazer Bluegrain, White Tee, Taylor Pant Navy & Mae Belt.



OUTERWEAR

# For those cooler days

If you're looking for a way to connect with your customers and show off your brand, you might want to check out our Summerland Shell jacket and Bomber jacket.

These jackets are perfect for casual and sporty outfits, and they have some great features that make them stand out.

The Bomber jacket has a water repellent outer layer, a quilted lining, and two pockets with studded closures. It's a stylish and cozy jacket that will keep you warm and dry in any weather. The Bomber jacket is ideal for our team members who are always on the go, meeting new people and building relationships in the community.

The Shell jacket is a sleek and versatile jacket that can adapt to any situation. It's made from a stretchy polyester fabric that is bonded with a micro-fleece, which means it's soft, warm, and comfortable. The Shell jacket also has an inside toggle at the base that can be adjusted to fit your body shape. It has a high collar that protects you from the wind and sun, and zip pockets that keep your belongings secure. The Shell jacket is perfect for our team members who want to look professional and polished, while still being able to move freely.

FROM LEFT: Jude Softshell Jacket Navy, Smith Oxford Shirt White & Todd Chino Camel. Benji Bomber Black, White Tee, Todd Chino Skirt Black

## Styling

You don't have to be formal to be professional.

At Summerland, we value your individuality and your comfort. That's why we offer a variety of accessories to customise your uniform and express your personality.

Check out the Summerland collection and find your perfect match.



ABOVE FROM TOP: Joe Belt, Mae Belt & Webster Belt.

OPPOSITE: Smith Oxford Shirt White & Matilda Scarf Cinnamon

## Footwear

Summerland is more than a workplace, it's a community.

We want you to feel at home and make others feel welcome too. Whether you prefer sneakers, loafers, flats, pumps, or lace-ups, we have you covered. Just make sure they are white, tan or black, leather or leather-like, and have a non-slip rubber sole. Avoid bulky or sporty styles and go for sleek and simple ones. Pair with invisible socks or dark socks with pants that are not cropped.

# Finishing touches

We want you to feel like your best self whenever you put on your Summerland uniform.

These last finishing touches make all the difference. From a slicked back pony tail or bun, to the lipstick, it's all in the details. To keep our new looks consistent, we've put together a few suggested hairstyles, and make up tips and accessory options.

### HAIR

If you have shorter locks or prefer to wear your hair down, it needs to be brushed & styled with product. If you prefer to tie those luscious locks up, try a neat bun, ponytail or braid.

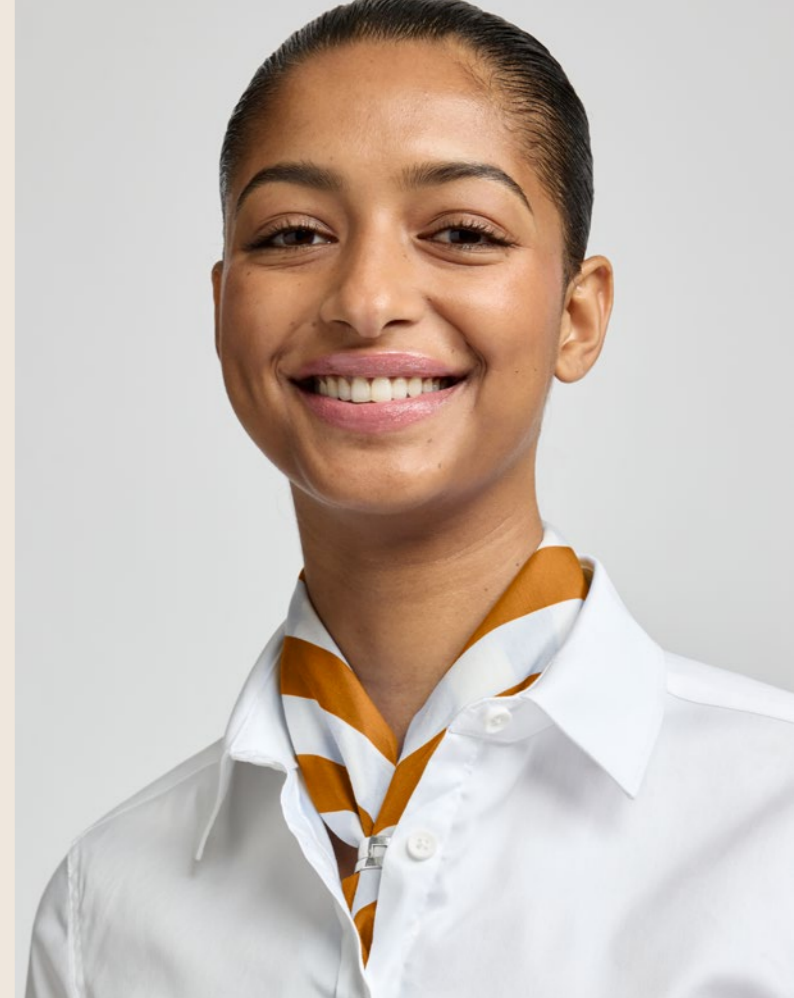
We love a good hair accessory... but keep these to a minimum for the workplace. Black or brown hair ties and bobby pins and your Summerland scarf can be worn.

Facial hair is totally fine, but it needs to be neat.

### JEWELLERY

Jewellery should be kept to a minimum:

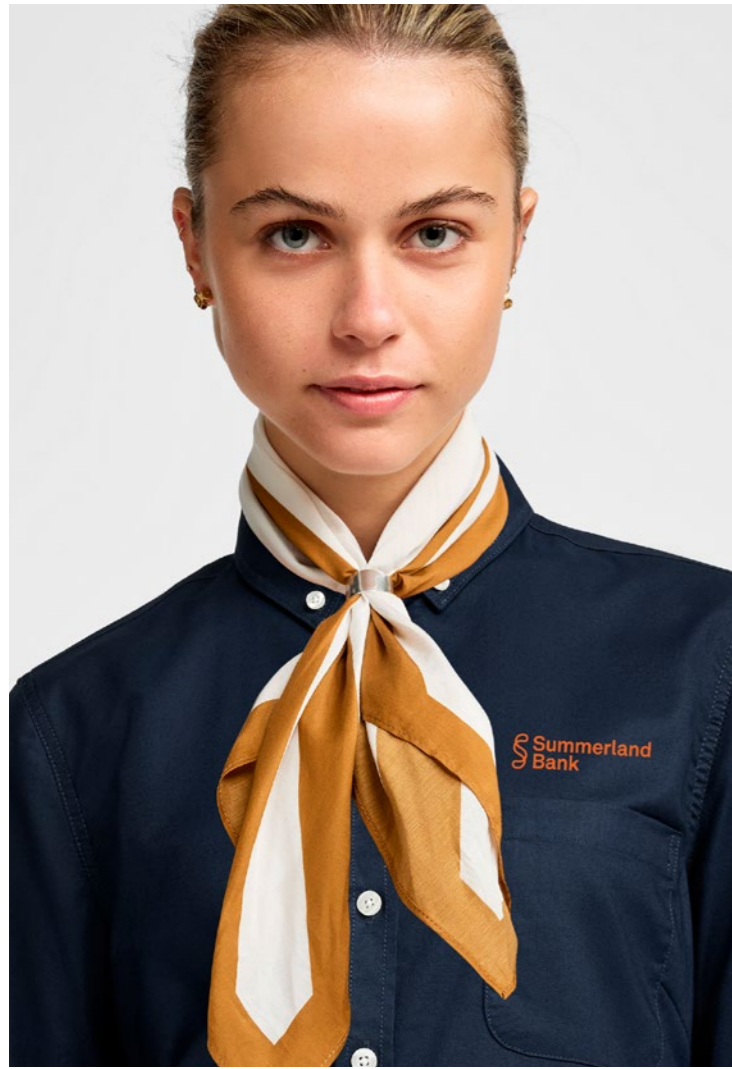
- Watch
- Engagement / wedding ring
- One gold or silver bracelet
- Small earring accessories
- One gold or silver necklace
- Wellness crystal jewellery is also totally acceptable.



### MAKE-UP

Natural, fresh and vibrant are all words that come to mind when we think of the perfect Summerland make up look. Here are the products we think will help to achieve this:

- Base foundation
- Light concealer if required.
- Mascara
- Blush / bronzer
- Neutral coloured eyeshadow
- Neutral coloured nail polish
- Appropriate lipstick shades



HOW TO STYLE A

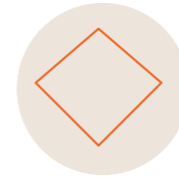
# Scarf

The finishing touch to make your look as individual as you.



HOW TO FOLD A

# Pocket Square



**STEP 1**

Lay the pocket square on a flat surface, with one corner pointing towards you.



**STEP 2**

Fold the bottom corner up, placing it slightly to the left of the top corner.



**STEP 3**

Fold the left corner towards the right corner.



**STEP 4**

Fold the right corner over the left corner, and tuck into your jacket pocket.



# Size Guide

## Men's Sizing

### 1. Shoulder Breadth

Find the end of your shoulder bone and measure straight across from end to end.

### 2. Chest Circumference

Measure around the fullest part of your chest at your underarm with the tape flat across your back.

### 3. Neck Circumference

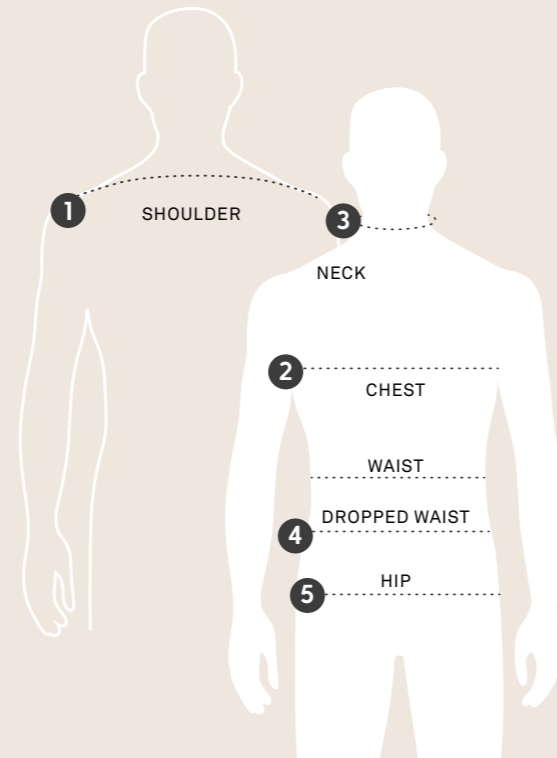
Measure around the base of your neck leaving room for 2 fingers inside the measuring tape.

### 4. Dropped Waist Circumference

Measure your dropped waist circumference about 6cm below your belly button at about the top of your hip bone.

### 5. Hip / Seat Circumference

Measure your hip / seat at the fullest part to your bottom (about 20cm below your dropped waist position).



All measurements are in cms. If your measurements vary into more than one size range, choose the larger size.

SIZE	SHOULDER	CHEST	NECK	HIP
XS	41.5 - 43	91 - 96	36.7 - 38.4	90 - 94
S	43 - 44.5	97 - 102	38.5 - 40.2	95 - 99
M	44.5 - 46	103 - 108	40.3 - 42	100 - 104
L	46 - 47.5	109 - 114	42.1 - 43.8	105 - 109
XL	47.5 - 49	115 - 120	43.9 - 45.6	110 - 114
2XL	49 - 51	121 - 126	45.7 - 47.4	115 - 119
3XL	51 - 54	127 - 135	47.5 - 49.2	120 - 128
5XL	54 - 57	136 - 145	49.3 - 52.7	129 - 145

### BLAZERS

SIZE	SHOULDER	CHEST	WAIST
34	41 - 42.3	88 - 92	78 - 82
36	42.4 - 43.6	93 - 97	83 - 87
38	43.7 - 44.9	98 - 102	88 - 92
40	45 - 46.2	103 - 107	93 - 97
42	46.3 - 47.5	108 - 112	98 - 102
44	47.6 - 48.8	113 - 117	103 - 108
46	48.9 - 50.1	118 - 122	109 - 114
48	50.2 - 51.4	123 - 127	115 - 120
50	51.5 - 52.7	128 - 132	121 - 125
52	52.8 - 54	133 - 137	126 - 130
54	54.1 - 55.3	138 - 142	131 - 135
56	55.4 - 56.6	143 - 147	136 - 140

### PANTS

SIZE	WAIST	HIP
28	72 - 76	90 - 94
30	77 - 81	95 - 99
32	82 - 86	100 - 104
34	87 - 91	105 - 109
36	92 - 96	110 - 114
38	97 - 101	115 - 119
40	102 - 106	120 - 124
42	107 - 111	125 - 129
44	112 - 116	130 - 134
46	117 - 121	135 - 140
48	122 - 126	141 - 146

## Women's Sizing

### 1. Shoulder Breadth

Find the end of your shoulder bone and measure straight across from end to end.

### 2. Bust Circumference

Measure around the fullest part of your bust at your underarm with the tape flat across your back.

### 3. Waist Circumference

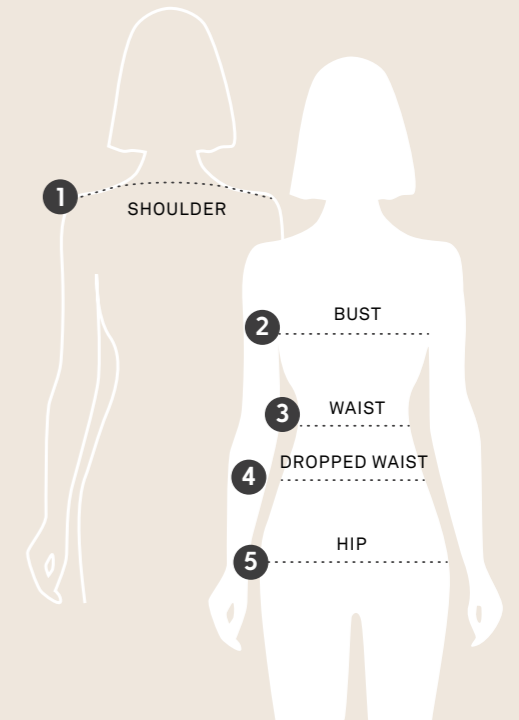
Measure your waist comfortably after exhaling. Measure at the natural waist close to the belly button, this is not necessarily the narrowest point.

### 4. Dropped Waist Circumference

Measure your dropped waist circumference about 5cm below your belly button at about the top of your hip bone.

### 5. Hip / Seat Circumference

Measure your hip / seat at the fullest part to your bottom (about 23cm below your waist position).



All measurements are in cms. If your measurements vary into more than one size range, choose the larger size.

SIZE	SHOULDER	BUST	WAIST	DROPPED WAIST	HIP
4	35.7 - 36.8	79 - 83	64 - 68	69 - 73	83 - 87
6	36.9 - 38	84 - 88	69 - 73	74 - 78	88 - 92
8	38.1 - 39.2	89 - 93	74 - 78	79 - 83	93 - 97
10	39.3 - 40.4	94 - 98	79 - 83	84 - 88	98 - 102
12	40.5 - 41.6	99 - 103	84 - 88	89 - 93	103 - 107
14	41.7 - 42.8	104 - 108	89 - 93	94 - 98	108 - 112
16	42.9 - 44	109 - 113	94 - 98	99 - 103	113 - 117
18	44.1 - 45.2	114 - 118	99 - 103	104 - 108	118 - 122
20	45.3 - 46.4	119 - 125	104 - 108	109 - 113	123 - 127
22	46.5 - 47.6	126 - 130	109 - 113	114 - 118	128 - 132
24	47.7 - 48.8	131 - 135	114 - 118	119 - 123	133 - 137
26	48.9 - 50	136 - 140	119 - 123	124 - 128	138 - 142
28	50.1 - 51.2	141 - 145	124 - 128	129 - 133	143 - 147



## Questions about your Summerland uniform?

Contact our team of experts!  
[hello@cargocrew.com.au](mailto:hello@cargocrew.com.au)  
03 9411 9850

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CREW**  
.com.au