PROFESSIONAL ATTIRE

Lab Coats, Scrub Tops, and Fleece Jackets

Lab Coats – White only
Fleece Jackets – Grey, Navy, or Royal Blue
Scrub Tops – colors vary across the system
(The registration ® mark will need to replace the TM at the end of logos on lab coats and fleece jackets.)

Approved branding for left chest – WVU Medicine, WVU Medicine Children’s, WVU Cancer Institute, WVU Critical Care and Trauma Institute, WVU Eye Institute, WVU Heart and Vascular Institute, and any approved logo for system partner hospitals. Approved message for right chest – Name, terminal credential, specialty. If more than one specialty, break onto two lines.

There should be no faculty appointments on clinical apparel.

The following degrees are pre-approved for use:

<table>
<thead>
<tr>
<th>Degree</th>
<th>Degree</th>
<th>Degree</th>
<th>Degree</th>
<th>Degree</th>
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<tbody>
<tr>
<td>APRN</td>
<td>CNS</td>
<td>DPM</td>
<td>MPH</td>
<td>PA-C</td>
<td>RD</td>
</tr>
<tr>
<td>AuD</td>
<td>CRNA</td>
<td>DPT</td>
<td>MSN</td>
<td>PharmD</td>
<td>RCS</td>
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<tr>
<td>BSN</td>
<td>CRNP</td>
<td>ENP</td>
<td>MSW</td>
<td>PhD</td>
<td>RDCS</td>
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<tr>
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<td>FNP</td>
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<td>NNP</td>
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<tr>
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<td>DMD</td>
<td>LPN</td>
<td>OTA/L</td>
<td>PNP</td>
<td>RPFT</td>
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<tr>
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<td>MBA</td>
<td>OTR/L</td>
<td>PT</td>
<td>RPh</td>
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<tr>
<td>CNP</td>
<td>DO</td>
<td>MD</td>
<td>PA</td>
<td>PTA</td>
<td>RRT</td>
</tr>
</tbody>
</table>

Note: Affiliations and certifications, such as FACS or CPAN, or degrees that are not specifically medical are not appropriate on a lab coat. In all cases, consider what is the most important and which degree provides immediate clarity from the patient’s perspective. In general, degrees listed on lab coats should be limited to state medical board certifications.

For information on how to order apparel, contact Friends Gift Shop in Morgantown at 304-598-4133 or email davism@wvumedicine.org. Those outside of Morgantown can order lab coats and scrubs from any licensed WVU vendor. For a list of approved vendors, visit http://trademarklicensing.ur.wvu.edu.
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Fleece Jackets – Grey, Navy or Royal

Approved branding for left chest (pick one) – WVU Medicine, WVU Medicine Children’s, WVU Cancer Institute, WVU Critical Care and Trauma Institute, WVU Eye Institute, and WVU Heart and Vascular Institute

Approved additional embroidery for right chest
- Name with or without highest terminal degree.
- Title (one only)
- Department or Specialty

Cameron D. Robison, MD
DIGESTIVE DISEASES

Rule
PMS 124
Width of rule = the thickness of letter “I” and as wide as the name

Name
Helvetica Neue Regular
Upper/Lower
Flush left
Tracking set to -10
PMS 295

Department, Specialty, Location
Helvetica Neue Regular
All caps
Flush left
Tracking set to +10
PMS 295