

# 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:

APRN	CNS	DPM	MPH	PA-C	RD	RT(N)
AuD	CRNA	DPT	MSN	PharmD	RCS	RT(R)
BSN	CRNP	ENP	MSW	PhD	RDCS	RT(T)
BSW	CST	FNP	NP	PhT	RDMS	RVS
CCP	DDS	LMT	NNP	PMHNP	RN	RVT
CNM	DMD	LPN	OTA/L	PNP	RPFT	SLP
CNMT	DNP	MBA	OTR/L	PT	RPh	
CNP	DO	MD	PA	PTA	RRT	

*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](mailto: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>.



# PROFESSIONAL ATTIRE

## Lab Coats, Scrub Tops, and Fleece Jackets

Lab Coats – White only (**registration ® mark will need to replace the TM at the end of logos on lab coats.**)

Scrub Tops – Navy and Black only

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



RIGHT SIDE

LEFT SIDE

### Rule Spacing

Space is the total width of the letter “H”



Cameron D. Robison, MD

DIGESTIVE DISEASES

### Rule

PMS 124

Width of rule = the thickness of letter “l” 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

