Branded Apparel Standards

Health Care

LAST UPDATED JULY 27, 2018
BRANDED APPAREL STANDARDS

WORK APPAREL GUIDELINES (T-SHIRTS):

Patient-facing apparel is considered a uniform, and must be branded appropriately.

FABRIC COLOR: Solid colors (black, gray, white or gold preferred)
  • Other colors may be approved by management for special occasions (e.g. awareness months)
STYLE: Crew or V-neck with short or long sleeves (no 3/4 sleeve shirts)
LEFT CHEST: Logo (may also be displayed with a large imprint across the chest)
LOGO OPTIONS: MU Health Care (preferred), Ellis Fischel Cancer Center, Children’s Hospital, Women’s and Children’s Hospital, Missouri Orthopaedic Institute, Missouri Psychiatric Center, Heart and Vascular Center, Neurosciences Center
FONTS: Gotham, Janson
GRAPHICS:
  • Department names may be included on a secondary imprint area (sleeve or back).
  • T.J. is an approved spirit mark and may be used, separate and apart from the logo or department name, on apparel for pediatric services.
APPROVAL: Shirt designs are subject to approval by unit manager and MU Health Care marketing department.
PRODUCTION: All branded apparel must be produced by a licensed vendor. A list of approved vendors can be found online at licensing.missouri.edu/licensed-vendors-for-campus-use-2/.
BRANDED APPAREL STANDARDS

WORK APPAREL GUIDELINES (COLLARED SHIRTS AND JACKETS):

*Patient-facing apparel is considered a uniform, and must be branded appropriately.*

**FABRIC COLOR:** Solid colors (black, gray, white or gold preferred)

**STYLE:** Collared shirts (polo, dress shirt) and jackets

**LEFT CHEST:** Logo

**LOGO OPTIONS:** MU Health Care (preferred), Ellis Fischel Cancer Center, Children’s Hospital, Women’s and Children’s Hospital, Missouri Orthopaedic Institute, Missouri Psychiatric Center, Heart and Vascular Center, Neurosciences Center

**FONTS:** Gotham, Janson

**GRAPHICS:**

- Department names may be included on a secondary imprint area (right chest or sleeve).

**APPROVAL:** Shirt designs are subject to approval by unit manager and MU Health Care marketing department.

**PRODUCTION:** All branded apparel must be produced by a licensed vendor. A list of approved vendors can be found online at licensing.missouri.edu/licensed-vendors-for-campus-use-2/.

![Apparel Images]
BRANDED APPAREL STANDARDS

NON-WORK APPAREL GUIDELINES:

*Branded apparel for events and sponsorships may not be worn as a uniform (except for on manager-approved special occasions).*

**FABRIC COLOR:** Solid colors (black, gray, white or gold preferred)

**LEFT CHEST:** Logo (may also be displayed with a large imprint across the chest)

**LOGO OPTIONS:** MU Health Care (preferred), Ellis Fischel Cancer Center, Children’s Hospital, Women’s and Children’s Hospital, Missouri Orthopaedic Institute, Missouri Psychiatric Center, Heart and Vascular Center, Neurosciences Center

**FONTS:** Gotham, Janson

**GRAPHICS:**

- Additional text and graphics must be separate and apart from approved logos.
- Text and graphics may only be combined if they are being used to convey a message, not an identity (logo).
- Graphics must be on-brand and are subject to approval by MU Health Care marketing department.
- T.J. is an approved spirit mark and may be used, separate and apart from the logo or department name, on apparel for pediatric services.

**PRODUCTION:** All branded apparel must be produced by a licensed vendor. A list of approved vendors can be found online at [licensing.missouri.edu/licensed-vendors-for-campus-use-2/](http://licensing.missouri.edu/licensed-vendors-for-campus-use-2/).
NON-SURGICAL SCRUBS GUIDELINES:

FABRIC COLOR: Color determined by unit manager (black or gray preferred)

LEFT CHEST: Logo (preferred)

LOGO OPTIONS: MU Health Care (preferred), Ellis Fischel Cancer Center, Children’s Hospital, Women’s and Children’s Hospital, Missouri Orthopaedic Institute, Missouri Psychiatric Center, Heart and Vascular Center, Neurosciences Center

FONTS: Gotham, Janson

PRODUCTION: All branded apparel must be produced by a licensed vendor. A list of approved vendors can be found online at licensing.missouri.edu/licensed-vendors-for-campus-use-2/.
Questions regarding MU Health Care branded apparel:
identity@health.missouri.edu