FAMILY MEDICINE

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: MU Health Care
FONTS: Gotham Bold (all caps)
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 and department name, on apparel for pediatric services. The sitting and waving T.J. pictured below is the only permitted version on work apparel.
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

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: MU Health Care

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 and department name, on apparel for pediatric services. The sitting and waving T.J. is preferred, but alternate versions for special occasions are subject to approval by the 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), quarter zip pullovers and jackets

**LEFT CHEST:** Logo

**LOGO:** MU Health Care

**FONTS:** Gotham Bold (all caps)

**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/](http://licensing.missouri.edu/licensed-vendors-for-campus-use-2/).
WORK APPAREL GUIDELINES (JACKET VARIATIONS):

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

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

**STYLE:** Full-zip outerwear jackets

**LEFT CHEST:** Logo

**RIGHT CHEST:** First line: name with credentials. Second line: specialty or facility. No titles, as these are displayed on identification badges.

- **Note:** If the jacket has an existing brand logo on the right or left chest that cannot be removed, i.e. Columbia or North Face, the MU Health Care logo should be placed on the opposite side of the existing brand logo. In this case, embroidery of names would not be permissible.

**LOGO:** MU Health Care

**FONTS:** Gotham Bold

**APPROVAL:** Jacket 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/.
NON-SURGICAL SCRUBS GUIDELINES:

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

LEFT CHEST: Logo

LOGO: MU Health Care

FONTS: Gotham Bold (all caps)

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/.

RIGHT CHEST
Department name (optional)

LEFT CHEST
Logo
MU Health Care
PATIENT-FACING WHITE COAT STANDARDS

WHITE COAT GUIDELINES:

Consistent white coat design helps MU Health Care providers put their best foot forward and present a confident, united front.

FABRIC COLOR: Bright white
LEFT CHEST: MU Health Care logo
RIGHT CHEST: First line: provider name with credentials. Second line: specialty or facility. No titles, as these are displayed on identification badges.
FONT: Gotham Bold
CONDITION: All white coats must be clean, pressed and in good repair.
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/.
NOTE: Medical students wear short white coats featuring the School of Medicine logo on the left chest and no embroidery on the right chest.

RIGHT CHEST
Line 1: Provider name, credentials
Line 2: Specialty or facility

LEFT CHEST
MU Health Care logo
Questions regarding MU Health Care branded apparel:
identity@health.missouri.edu