COLLEGE OF MEDICINE BRANDING
GUIDELINES FOR LAB COATS

Option A - vertical format
Location: Right side lapel
Font: Goudy Old Style
Color Options: Black or PMS 342 Green
Note: USF Health type treatment is reserved for lab coat embroidery and clinical scrubs imprint.

Option B - Horizontal format
Location: Left side lapel
Font: Goudy Old Style (bold)
Color Options: Black or PMS 342 Green
Note: USF Health type treatment is reserved for lab coat embroidery.

Name/Specialty/Department
Location: on the left side of the lab coat above the pocket in block print
Font: Century Gothic (bold)
Color: PMS 342 Green

Morsani College of Medicine patch
Location: to be sewn on the lab coat chest pocket
Colors: PMS - 342 Green & 4535 Gold
Note: Morsani College of Medicine patches will be available for sale in the college of medicine bookstore in February 2012