

Option A

**USF
HEALTH**

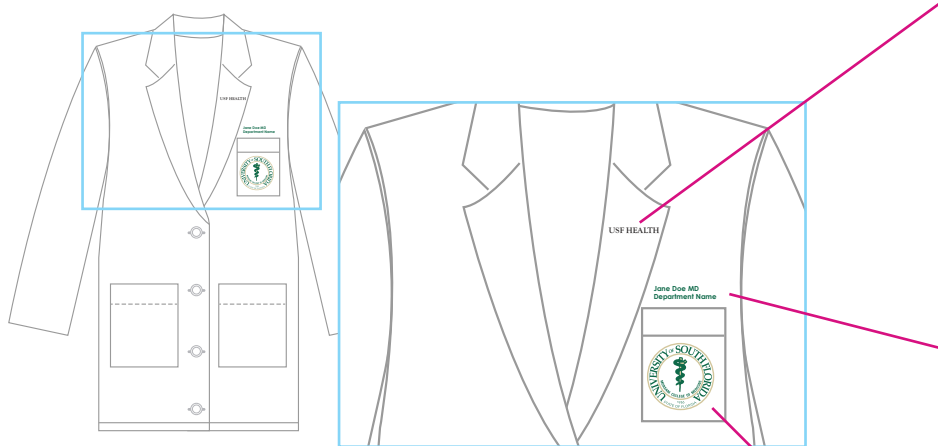
Option A- vertical format

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

USF HEALTH

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.

**Jane Doe MD
Department Name**

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

**COLLEGE OF MEDICINE BRANDING
GUIDELINES FOR LAB COATS**



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USF Health Communications | 813-974-3300