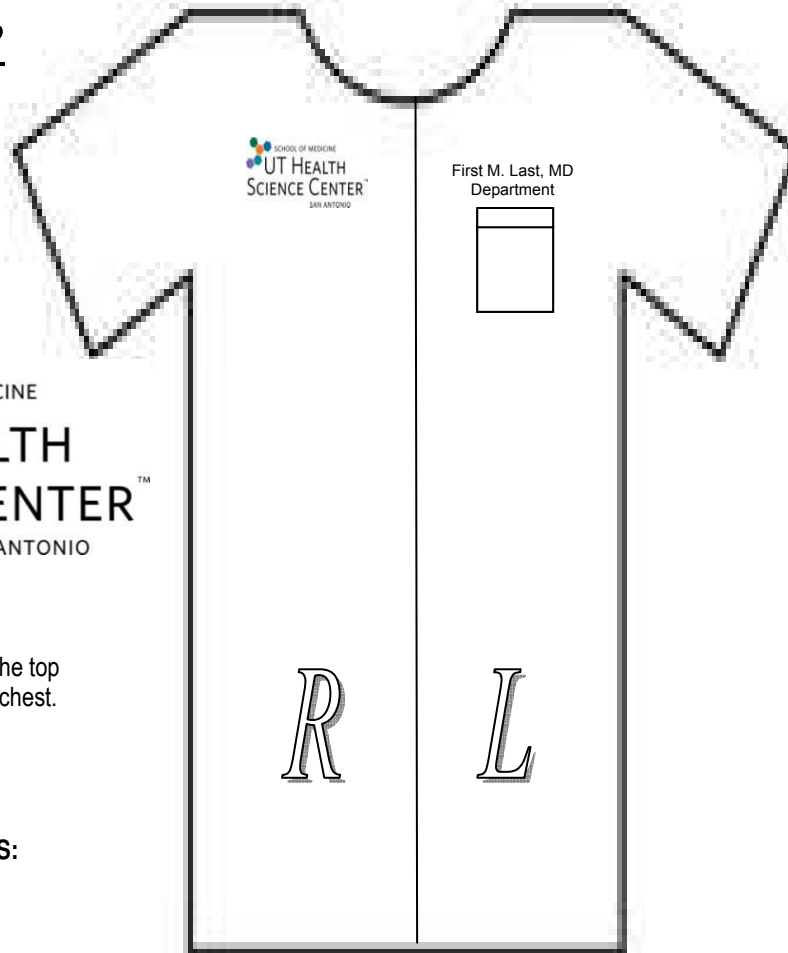


School of Medicine - White Coat Embroidery Order

Right Side

Left Side



LOGO:



PLACEMENT:

Align bottom of the logo with the top of the pocket on the opposite chest.

LOGO SIZE:

3.5 " wide by 1.75" high

MADEIRA THREAD COLORS:

- Green – Classic 1351
- Orange – Classic 1178
- Blue – Classic 1297
- Teal – Classic 1095
- Purple – Classic 1311
- Black – Poly Neon 1800

Text centered above pocket:

1st Line:

William L. Henrich, MD, MACP

first name middle initial last name , credentials

Note: Use punctuation with initials. Do not use title before name, such as "Dr." Include credentials with no punctuation (such as MD, PhD) after last name and comma.

2nd Line:

Medicine - Nephrology

approved department name

3rd Line (occasionally used):

approved department name - continued

Note: Do not include the word "department" in the department name. For instance Department of Urology would just be "Urology". See list of approved department names.

FONT: Match logo font. ARIAL BLOCK font is approved.

FONT SIZE: Use 1/2" font height for name and 3/8" font height for department name. If space permits, letter lines should be no wider than 1/16" and space between letters should be at least 1/16" wide.

CASE: Use upper and lower case for name and department name.

THREAD COLOR: Black to match words in logo.