

## UNIFORMS AND APPAREL ITEMS



### THE PREFERRED LOGO IS THE STANDARD STACKED CONFIGURATION

Degrees should be limited to a single degree that provides immediate identification from a patient's perspective. Affiliations and certifications, such as FACS, or degrees that are not specifically medical, such as MBA, are not appropriate on a physician coat.

The following are approved for use:

|     |     |      |     |
|-----|-----|------|-----|
| MD  | PA  | LPN  | MT  |
| DO  | EdD | CNS  | RT  |
| PhD | RN  | CRNA | OTC |
| DMD |     | CNP  |     |
|     |     | CNM  |     |

The logo appears on the left side of the lab coat, above the pocket. The physician name and clinic name appears on the right side of the coat. No nicknames are permitted. The department name (e.g., Department of Biomedical Sciences) should be used if clinic name is not applicable.

### APPAREL ITEMS

WMed provides an online apparel website to permit faculty, residents, and staff to purchase WMed branded merchandise. Items will have the WMed logo. Department names may be available for embroidery on select items, on the side opposite from the logo. No personalization is permitted directly under the logo. Items where the department name is able to be included can be found by looking under the "size" tab. Other personalization (names, other symbols) is not permitted. Colors available will reflect the WMed color palette.

[This site](#), located on the WMed Portal under Applications, is to allow for personal purchases, as well as select uniform items. Uniforms or other attire required for the work area will continue to follow our purchase order process. Lab coats and scrubs branded with the WMed or WMed Health logo are only permitted to be worn by employed members of WMed. Except for a few circumstances, where certain polos and outerwear are used as part of uniformed attire (Emergency Medicine, Simulation Center, MFR training, for example), such items purchased from the site are not approved for use as uniforms.

## BUSINESS CARDS

Information that should be included on a business card:

First Name, Middle Initial (optional), Last Name, Credentials (no nicknames are permitted)

[permitted as many as can fit on one (1) line]

Rank, Department of \_\_\_\_\_

Titles

Board Certifications or specific areas of subspecialty

Clinic #

Administrative or Office #

[use Administrative when Clinic is included]

Fax number [optional]

1000 Oakland Drive

Kalamazoo, MI 49008-80xx

[wmed.edu](http://wmed.edu)

[first.last@wmed.edu](mailto:first.last@wmed.edu)

Business card credentials that include terminal degrees and fellowship designations from professional academies (not certifications or memberships) are limited to whatever fits on one line. Bachelor degrees that are relevant to the position and advanced degrees (e.g., JD, MCP, MTS) can be included if they fit on one line with the name. There is room for only three phone numbers. If a cell or pager number is needed, it needs to replace one of the standard numbers (Office, Clinic, Fax).

There is a [business card order form](#) that must be filled out and submitted to Accounting.

### EXAMPLE OF DEFAULT WMED SOCIAL MEDIA ACCOUNTS



### EXAMPLE OF INCLUSION OF A PROFESSIONAL SOCIAL MEDIA HANDLE

