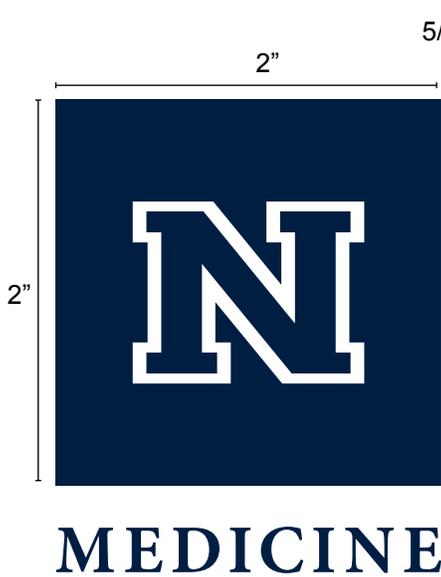


UNIVERSITY OF NEVADA, RENO SCHOOL OF MEDICINE

White Coat Guidelines

At the University of Nevada, Reno School of Medicine, you're sure to see a variety of white coat styles on our campus and in our clinics—from incoming students and residents to physicians and researchers. We've established these white coat guidelines to ensure consistency of the brand, regardless of the cut of your coat.



1. Logo

The N Medicine logo should be embroidered above the pocket on the left side of your coat ("left side" from the perspective of the wearer). When using an iron-on N Medicine logo patch, the patch should be ironed onto the left pocket.

When embroidered, the block N portion of the N Medicine logo should measure 2" by 2", with "MEDICINE" scaling proportionately. The logo should never be adjusted or recreated by an embroidery vendor. The vector EPS version of the N Medicine logo is the preferred file format, as it can be scaled proportionately.

The N Medicine logo should always be embroidered with navy thread.

Please do not use a departmental sub-logo in place of the N Medicine logo.

5/16" | **First And Last Name, M.D.**

1/4" | **Your Department/Office Name**

Department/Office Names should extend no more than 5" wide

2. Your Name & Credentials

Your name should be embroidered on the right side of the coat ("right side" from the perspective of the wearer).

Embroidery allows for approx. 25 characters, including your name and credentials. Additional degrees may be added providing they fit within the total character count.

Per UNR Med style, certain credentials do not need to include periods (For example: MBA, MPH, FACP), while periods are used in many other credentials and degrees (For example: M.D., Ph.D., M.A.).

A comma should separate your name from the degree or credential which follows. In addition, commas should be used to separate multiple degrees or credentials.

Your name should be center justified above the department or office name. Your name should be embroidered with navy thread using Arial font at a height of 5/16".

3. Your Department or Office

Your department/office name should extend no more than 5" wide. If your department/office name is longer than 5" wide, please drop "Department of"/"Office of" or go to two lines. To conserve characters, please use "&" in place of "and".

Your department/office name should be embroidered with navy thread using Arial font at a height of 1/4". Your department/office name should be center justified below the wearer's name. The base of your department/office name should line up horizontally with the base of "MEDICINE" in the N Medicine logo.



Optional Co-Branding

If an additional affiliate logo is needed (for example: Renown Health or VA Sierra Nevada), the partner logo may be embroidered on the wearer's right sleeve. Embroidery thread color will be determined by the partner institution's brand guidelines.