



Project title: CSM Loves NHS – No Scrubs

Label and Message Guide:

Design and create a message or a logo for the back yoke or pocket

Be imaginative but still practical. In a few days, weeks NHS staff will wear these!

Remember Scrubs will be washed at a very high temperature of 90 degrees.

Messages can be hidden in the yolk also consider the possibility to cut away to reveal a colour or a message.

Motivational messages can also be placed on the pocket or make more of a statement by drawing on the main panel.

Consider creating a temporary message so it can be taken off - key ring, badge etc.

It can be drawn with a permanent pen, embroidered by hand or machine, a patch or label sewn on or it could be a logo designed by you.

Ideas for message:

- #CSMlovesNHS
- Well wishes to the doctors and nurses
- Positive sayings to empower the NHS worker or patient.
- Data - What day of isolation you are on? How many hours it took you to make the garment?
How many stitches?
- Your name

Label and Message Guide:



Craig Green: The circle for some reason has always felt right as a symbol for the brand. We've never really had a logo as such because we're not really much of a 'branding' brand. I think there's an equilateral element to a circle that fits the story of what we do.



Maison Margiela: each piece has its identifier label tacked to the garment with four white stitches that are visible from the outside. While subtle it is an instant signifier to those in the know that you're wearing Margiela. They were originally solely a practical consideration.

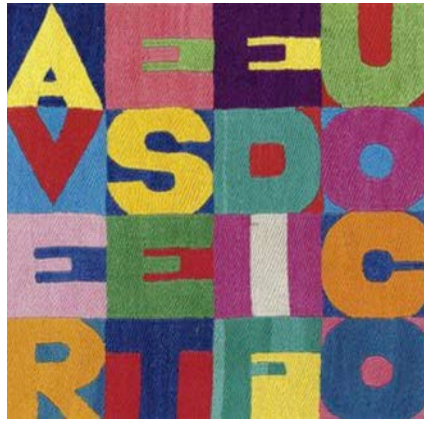


Candy Kitten: Award winning food packaging with hidden message on bottom.

Label and Message Guide: Designer and Practitioner Examples



Zoe Buckman
Every Curve. 2015



Alighiero Boetti
Embroidery on fabric. 1988



Woven Label
With Positive message.



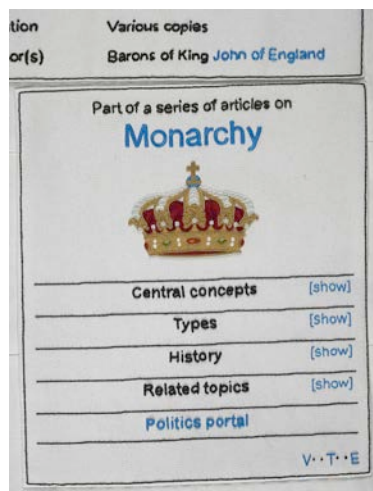
Diana Weymar
Tiny pricks political community project. 2018



Tracey Emin
Everyone I Have Ever Slept With 1963–1995 (1995) Applique to tent.



Tracey Emin
I Promise To Love You - embroidered napkin, 2012. Edition of 50



Cornelia Parker
Magna Carta embroidery. 2015

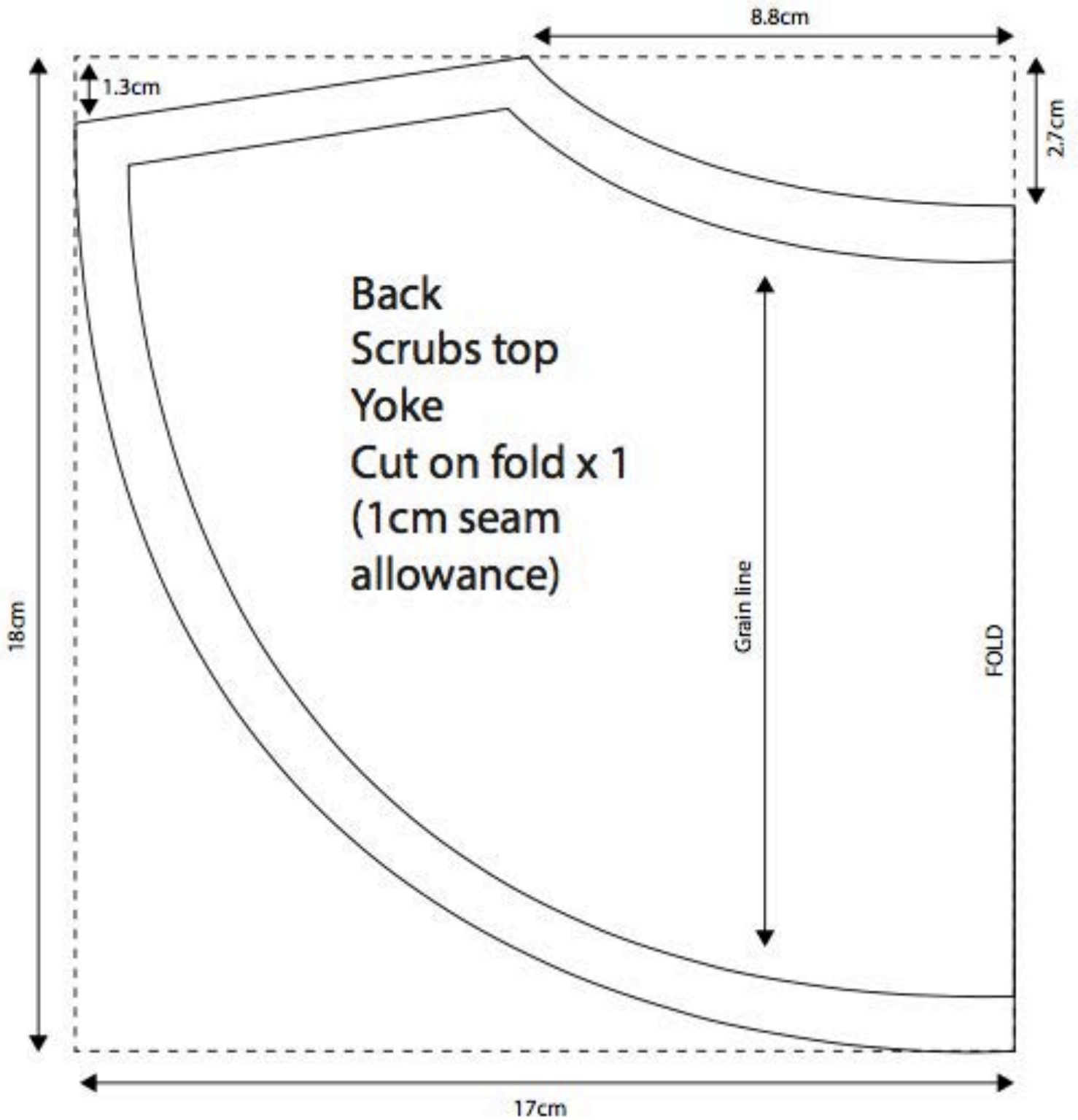


Amy Barrie CSM Graduate
Feminist embroidery. 2019



Solveigh Goett & Judith Alder
Touch and Tell exhibition. Freud Museum 2011

Pattern Making Guide: Back Scrubs Top Yoke
Cut on fold x 1 (1cm seam allowance)



* Print actual size and cut (fabric) on fold or follow measurements to recreate pattern.

