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**  

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**Cornelia Parker**  
Magna Carta embroidery. 2015

**Amy Barrie CSM Graduate**  
Feminist embroidery. 2019

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

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We would love to see your work so please share it with us and on social media. #CSMlovesNHS
**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.
We would love to see your work so please share it with us and on social media.

#CSMlovesNHS

Front Pocket
Cut x 2
(1cm seam allowance)