

# Manhattan Cardiovascular Associates

## A personal approach to brand care

Designing for medical professionals presents new challenges and opportunities. Doctors are trained to examine all outcomes and after considerable review, they proceed with the best course of treatment. Designers like to experiment with different concepts and ideas and find a unique solution that fits the message and connects with a target audience. We worked together to build the foundation for a new visual brand for Manhattan Cardiovascular Associates.

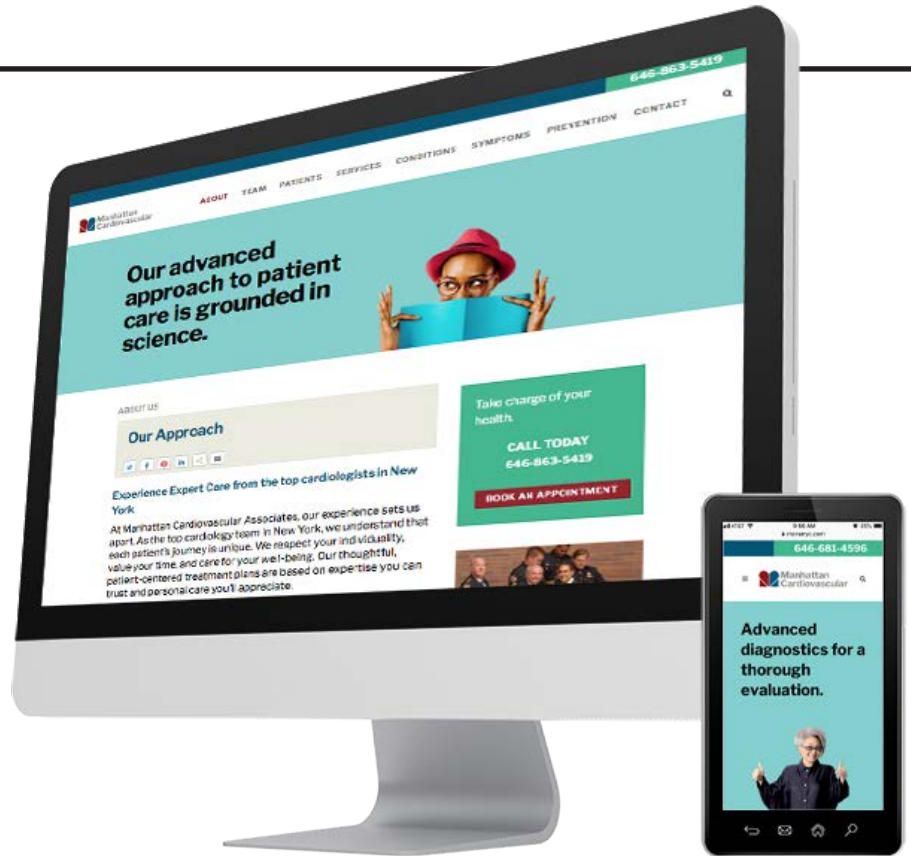
We reviewed the competitors and analyzed consumer profiles. We used this awareness to build a website that delivered key content to patients and prospects.

**“The team at Langton Creative realized we were embarking on an ambitious project that didn’t end with the creation of a website — as a result, we have a digital property that will serve as the foundation of our future growth”**

MICHAEL GHALCHI, MD  
CEO, MANHATTAN CARDIOVASCULAR ASSOCIATES

SERVICES

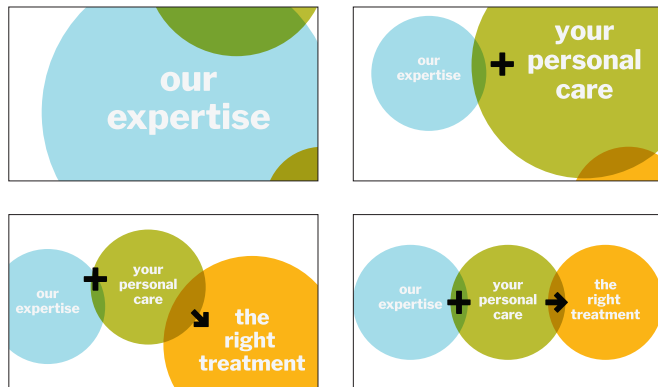
- Branding
- Campaigns
- Communication Strategy
- Corporate Identity
- Logo
- Print
- Video
- Websites



[www.mcvanyc.com](http://www.mcvanyc.com)



A heart rising from an abstract “M” reflects the personal care provided to each patient.



Video storyboard frames introducing the MCVA Messaging graphic that symbolizes the patient-centered treatment plan.