

Princeton Longevity Center

The Princeton Longevity Center provides the most advanced medical technology and research available for improving and sustaining health and longevity.

Intelligence

The Princeton Longevity Center has a team of physicians and specialists who use the latest diagnostic screening and imaging technologies to assess the state-of-health of each patient. The combination of technology and medical attentiveness is unprecedented.

Inspiration

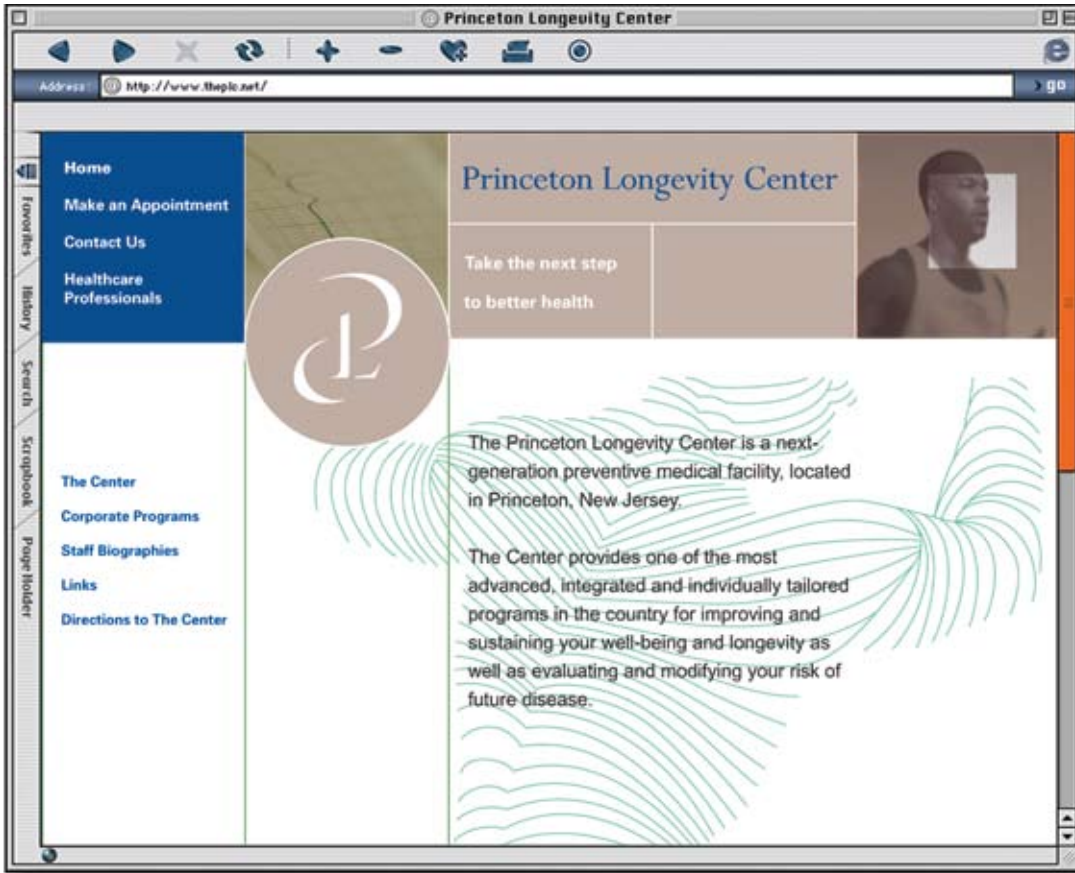
Langton Cherubino Group created a new identity based on a high-end health spa or upscale resort that is in keeping with PLC's target audience of senior-level executives. We combined the imagery of technology and active healthy lifestyles and selected a platinum color palette to emphasize the premium value of the center. The Web site we designed generates a dozen new referrals each month. Princeton Longevity Center has been featured in The Wall Street Journal and on ABC World News Tonight.

Langton Cherubino Group

Design Intelligence / Design Inspiration
212.533.2585 www.langtoncherubino.com



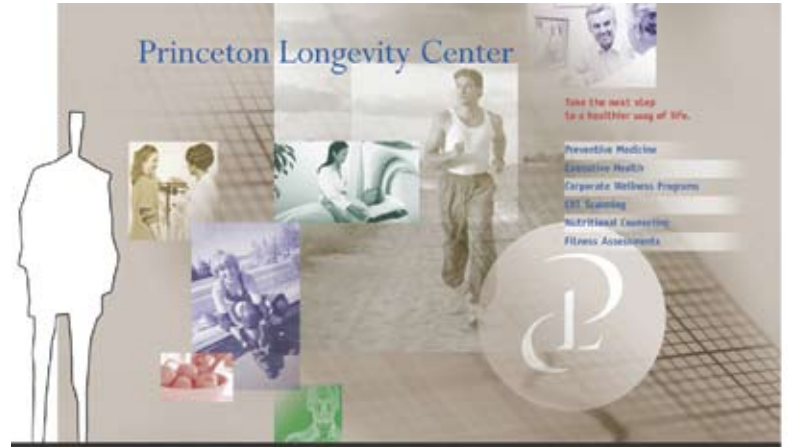
Web site



Capabilities brochures



Tradeshow exhibition



Stationery system

