

Phase V

A subsidiary of Grey Health Care specializing in medical education. Phase V produces educational seminars and materials for doctors and medical professionals.

Intelligence

Langton Cherubino Group creates a theme graphic to promote seminars and provide a unified identity for on-site meeting materials. The seminars offer educational credits for doctors and are often underwritten by pharmaceutical companies.

Inspiration

Even though the topics are serious, the seminars need to be inviting. (After all, the doctors don't have the diseases or conditions, they just treat them.) Our favorite assignment: "The topic is 'depression' but make it upbeat." We examine the topics and create a theme graphic that captures the essence of the healing treatment or the successful prognosis.



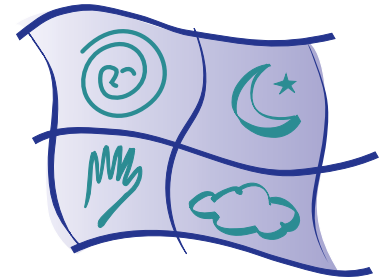
Langton Cherubino Group

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