

## CASE STUDY HEALTH & WELLNESS

### ACP

#### American College of Physicians

##### Creating order from chaos

ACP, the second-largest physician group in the United States, offers hundred of programs, services, and events to members across the nation. Sporadic messaging caused confusion and diminished the power of the overall brand identity, with many physicians unaware that well-regarded brands, such as MKSAP and Annals of Internal Medicine, were part of ACP.

Langton Creative Group developed an organized naming convention and then standardized the way typography, color palette and iconography are linked to ACP. Now MKSAP, *Annals of Internal Medicine*, and hundreds of offerings are part of a well-coordinated brand identity and communication system.

"The ACP logo system has been well received and brought much needed order, visually and otherwise, to our communications."

WAYNE H. BYLSMA, PHD, CAE  
CHIEF OPERATING OFFICER  
AMERICAN COLLEGE OF PHYSICIANS

Corporate Identity  
Branding Guidebook

## BEFORE



## AFTER



## SERVICES

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