

## Longevity Scripts | Brand Launch

As the in-house pharmacy of Westminster Communities of Florida, the Westminster Pharmacy Services brand was intended primarily to service the needs of residents of the organization's Life Plan Communities and affordable housing communities. However, with a planned expansion of the institutional pharmacy business to other senior living organizations in the Southeast, there was a clear need for an identity that established a unique position in the field specializing in serving only older adults.



*The original brand identity for Westminster Pharmacy Services was never fully developed, leading to inconsistent results. For the new identity, our team collaborated to produce a full system of usages to match both the launch and long-term use of the Longevity Scripts brand.*



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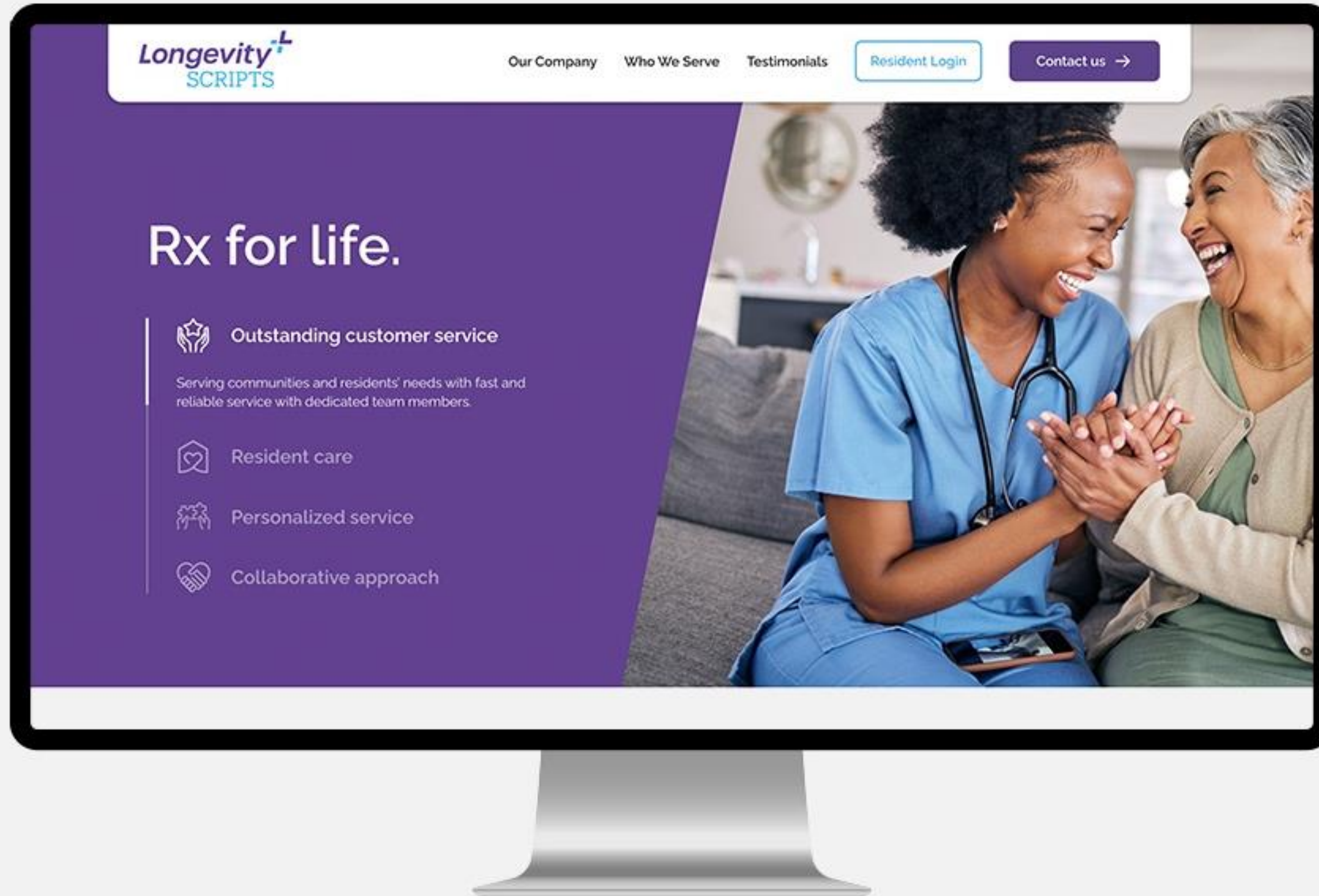
Enter Longevity Scripts! Inspired by our mission, Founding Principles and Board-approved initiatives, the new identity for Westminster's pharmacy brings to life our Mission Statement: "We serve from the heart and inspire older adults to enjoy healthy, happy and purposeful lives."

We worked together to develop a new identity for Longevity Scripts that articulates this purpose. It had to clearly communicate the purpose of the business and the emphasis on helping clients live longer and healthier lives.





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This identity had to also cross multiple media. It must be usable for a new website, building signage, tradeshow materials, business cards, stickers for medication bottles, and a whole lot more. Lastly it had to be accessible to the general public. The old identity as Westminster Pharmacy Services with the Celtic cross logo implied that it only served residents of our communities; that its entire business was prescription medications; and that its services were exclusive to religious clients. None of these statements are true.

The new Longevity Scripts brand identity is a modern take on a regional pharmacy brand that serves older adults emphasizing personal well-being and longevity.

**Longevity<sup>+</sup> SCRIPTS**

**Personalized Care**  
Tailoring our services to meet the unique needs of each community we serve.

**Resident Care**  
Prioritizing resident health and well-being through optimal medication management.

**Collaborative Care**  
Working in partnership with providers, families and your team to insure a comprehensive approach.

**Stellar Customer Service**  
Serving communities and residents' needs with fast and reliable service with dedicated team members.

**(877) 244-9270**  
[longevityscripts.org](http://longevityscripts.org)

**Longevity<sup>+</sup> SCRIPTS**

**RX for Life.**

**Are you a resident in search of a reliable pharmacy?**

- On-time, accurate deliveries
- Coordinating with insurance for the right prescription
- Local vaccination clinics
- Expert personalized health consultations

**Contact us today for more information!**

**(877) 244-9270 | [longevityscripts.org](http://longevityscripts.org)**