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## **Calare Properties unveils new logo and website**

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Calare Properties, a private, Massachusetts-based investment firm with a focus on industrial real estate, recently revealed their rebranding campaign as part of their ongoing growth strategy. The campaign incorporates a newly designed website, logo, color scheme, and features the addition of social media platforms.

With the help of Stephen Labuda, founder of Agency 3.0, a Boston-based web design and development company, the firm has achieved a recognizable and distinguished look to further identify itself as a leader in the real estate industry.

Calare's updated website features a sleek look, easy navigation, and has been optimized for mobile devices. Additionally, their new logo offers a better representation of the firm's mission, goals, and overall focus towards the real estate industry. The rebranding campaign signifies the firm's collective growth over the past decade and further solidifies it as a developer of market-leading investment strategies and unique insight in the industry.

"As the largest owner of industrial space in the greater Boston market, we were determined to create a brand that does the firm justice and gives testament to our forward-thinking mindset," said Bryan Blake, president and executive director of Calare. "Agency 3.0 worked tirelessly with us to ensure we had a finished product that we could be proud of. We look forward to further establishing ourselves in the Northeast and beyond, and are excited to see our newly designed marketing collateral displayed throughout the region, as well as across digital platforms."

For more information about Calare and to see their updated look, visit: [www.calare.com](http://www.calare.com).

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