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## **Proverb and Procopio welcome residents to Caldwell in Lynn, Mass.**

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Lynn, MA Proverb, a multidisciplinary branding agency in Boston, has completed branding and marketing assignments for Caldwell, a unique luxury living space that will be open later in the fall and is currently open for tours, according to Proverb's managing director, Daren Bascome.

Working with Procopio's vice president of development Michael Procopio, Proverb was tasked with the branding and creative development for Caldwell including creating the overarching brand strategy, name development, and the visual identity of the logo and brand system. Proverb also took on the design and development of the each phase of the property, website, onsite stationery, custom photography, the property brochure and site signage.

Caldwell was built using high quality building materials, has unparalleled sustainability features, and will have Platinum status - the highest certification awarded by the U.S. Green Building Council.

Procopio said, "Caldwell sits on the site of what was once a world-shifting shoe factory that changed the world. We wanted to take that story of innovation and grit and create a building that spoke to those same attributes in Lynn today."

Proverb's managing partner, director of client services Christine Needham said, "Lynn may have shifted from crafting shoes and airplane parts to painting murals and curating public art, but one thing remains constant – the people of Lynn build boldly. Forged with the same passion that has characterized this city for centuries."

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