



OCTOBER 2008

## NEW ADDITIONS TO THE MODERN CREATIVE CLIENT FAMILY

*At Modern Creative, we strive to provide each client we serve with the individual attention and creative energy they deserve. We are thrilled to have been chosen for marketing services by the following organizations and we look forward to a long and successful relationship with each of them.*

### Ballclub.com

Baseball is America's favorite pastime and Ballclub.com, home of The Baseball of the Month Club, gives both baseball lovers themselves and people looking for the perfect gift for the baseball lover in their life, a one-stop-online-shop for baseball related products. From nostalgic items to the latest in team logo items and club memberships, to unique corporate gifts, Ballclub.com offers a wide variety of choices and also provides history and fun facts on the game that inspired it all. *Modern Creative has "stepped up to the plate" and designed an eye catching new e-commerce website for Ballclub.com which will go live in November at [www.ballclub.com](http://www.ballclub.com).*

### Core Investments, Inc.

Core Investments, Inc., of Boston, is an experienced and successful real estate investment and development company operating principally in the New England market for more than 20 years. Core's principals have been active in this market and have consistently recognized and realized opportunities for value creation in real estate. The company's past projects have included residential, commercial, light industrial space, marinas, residential subdivisions and land development. *Core has invested their trust in MC for a logo facelift and design of an identity package and a new website at [www.coreinvestmentsinc.com](http://www.coreinvestmentsinc.com).*

### Lear Development Corp

Specializing in general contracting and construction management, Lear Development Corporation, based in North Reading, MA, has skillfully delivered a wide variety of high profile commercial projects for clients throughout New England for more than 2 decades. From \$30 million office parks to luxury marinas to multiple locations for retail and restaurant chains, Lear's portfolio of exceptional projects demonstrates the company's versatility, attention to detail and expertise. *Here's a new development: MC has been chosen by Lear Development Corp to design their new logo and identity pieces, brochure and website at [www.leardevelopmentcorp.com](http://www.leardevelopmentcorp.com).*

### Natick Armory Castle, LLC

Backed with an exemplary track record of experience and expertise combined with a reputation for attention to detail, Natick Armory Castle, LLC has recognized an exceptional real estate opportunity and delivered excellence in Castle Courtyard in Natick. Castle Courtyard distinctively offers 23 new construction condominium units featuring a spectacular central courtyard, balcony and patio views, upscale finishes, the unique architectural details of its preserved castle-like façade and much more. *Modern Creative was chosen by The Natick Armory Castle, LLC to give "the royal treatment" to Castle Courtyard's branding process, sales packet, brochure and website at [www.castlecourtyard.com](http://www.castlecourtyard.com)*



## **Patti Bros. Lighting, Inc.**

Located in Sudbury, MA, Patti Bros. Lighting is a family owned business that has been skillfully producing custom, individually handcrafted lighting fixtures for three generations - building a reputation as New England's finest lighting craftsmen for more than 50 years. In their expansive Sudbury showroom, Patti Bros. also offers an exceptional collection of both interior and exterior lighting fixtures plus the finest in handcrafted eighteenth century reproduction furniture. *Patti Bros. has chosen Modern Creative to shine new light on their direct mail campaign, advertisements and a complete website redesign for their site at [www.pattibros.com](http://www.pattibros.com). Look for the new site to go live later this year.*

## **S&R CORPORATION UNVEILS THEIR NEW BRANDING PROGRAM**

After more than 20 successful years in business, S & R Corporation of Lowell, MA - one of New England's leading single-source construction, demolition and environmental contractors, thought it was time for a "new look." They contracted with Modern Creative to deliver an entirely new branding program including a logo, identity package, brochure, website and more. With the August launch of the website at [www.sandrcorp.com](http://www.sandrcorp.com), the entire program has now been unveiled to rave reviews. According to Steven Ploof, Owner and Treasurer of S & R, "This fresh look gives us a new way to connect with our customers. It's another tool we can use for building a better company image."

## **WEBSITE LAUNCHES FOR MC Clients**

Modern Creative is proud to announce the recent launches of some of our clients' new websites, designed and developed by MC:

*[www.sandrcorp.com](http://www.sandrcorp.com)*

*[www.initiativeforaneweconomy.com](http://www.initiativeforaneweconomy.com)*