



BRAND IDENTITY



MESSAGING PLATFORM

Personality

Modern

Rustic

Balanced

Timeless

Connected

Restorative

Welcoming



## Vision & Mission Statement

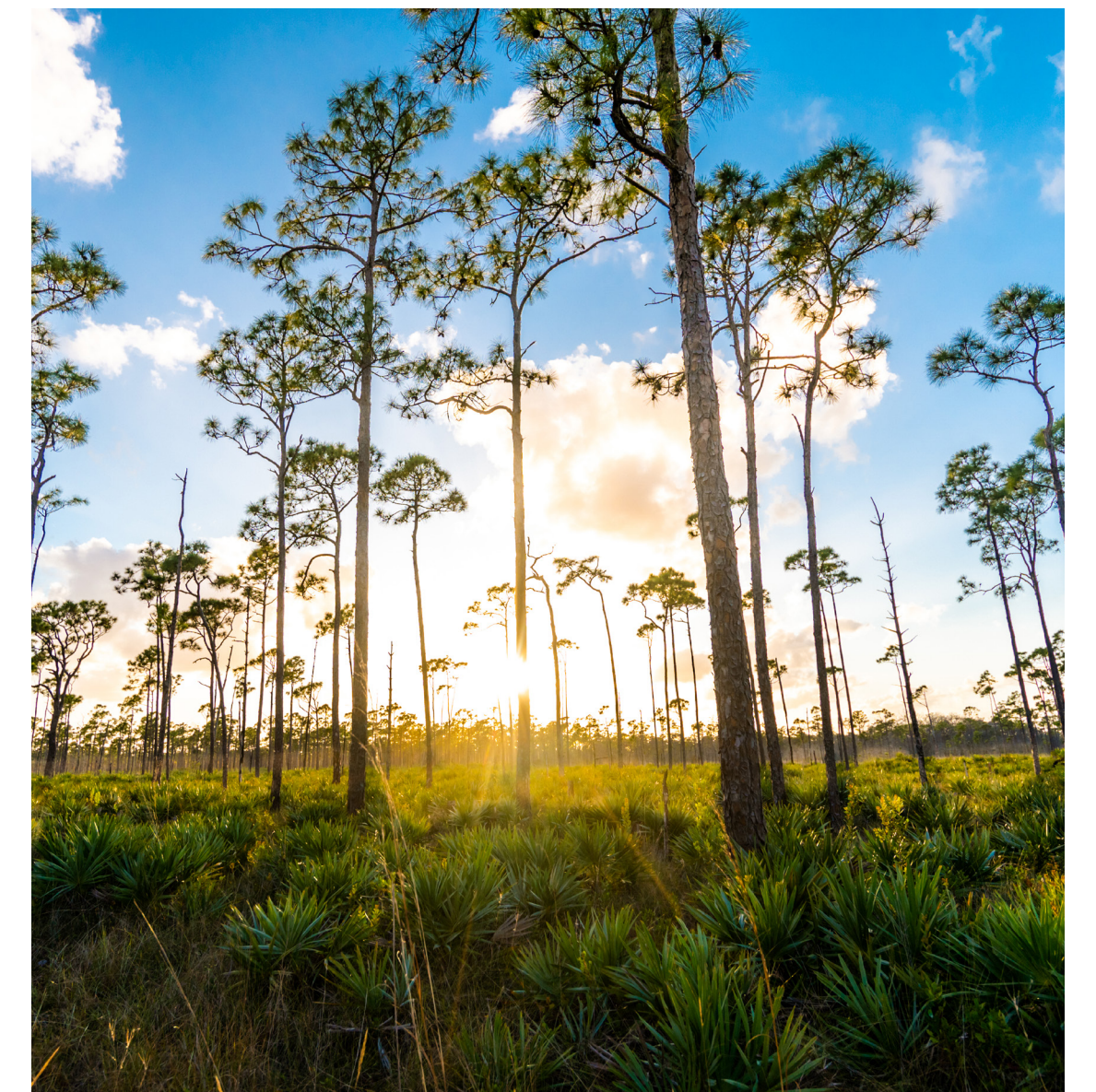
### Vision

EverRange envisions a lifestyle that balances modern convenience with Old Florida charm.

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### Mission

Our mission is to enrich daily life at EverRange by fostering connections, embracing the surrounding landscape and offering a more meaningful way of living.





## Positioning Statement

For homebuyers seeking a refined rustic lifestyle, EverRange offers more than a community—it's a sanctuary from life's demands, embracing the perfect balance of convenience, comfort and connection to nature and neighbors.





## Elevator Pitch Short

EverRange is Northeast Florida's master-planned community focused on intentional living, offering a restorative lifestyle rooted in the balance between nature and design, convenience and connection—and the energy of today amid the charm of Old Florida.





## Elevator Pitch Long

EverRange is a master-planned community where Old Florida charm meets modern comfort, offering a sophisticated rustic lifestyle rooted in nature, connection and convenience. Designed to honor the landscape, EverRange embraces eco-friendly living, providing residents with scenic trails, spaces to unwind and beautifully-maintained parks. Thoughtfully planned amenities create a perfect balance of relaxation and recreation, while seamless access to the community town center ensures dining, shopping and entertainment are always within reach. At EverRange, life moves at a more balanced pace—where community thrives and everyday moments feel timeless.





## Core Values

- **Balance by design.** From tree-lined trails to thoughtfully designed green spaces, community pools and family-friendly spaces, EverRange is designed with harmony in mind. Homes are nestled within nature, offering scenic views and peaceful retreats, while modern amenities provide comfort and convenience.
- **Sustainability is second nature.** EverRange is designed to honor the land, preserving 50% of its natural surroundings so residents can enjoy shaded trails, lush green spaces and the beauty of untouched Florida landscapes for generations to come.
- **Space to connect.** Whether it's gathering with neighbors, exploring nature trails, or simply unwinding in a serene corner of the community, EverRange is designed to foster meaningful connections with people and place.
- **Everyday ease, timeless living.** With thoughtful design and modern conveniences, EverRange creates a seamless living experience—close to the things you need. From well-planned amenities to effortless access to nearby shopping, dining and entertainment, every detail is designed to simplify daily routines. Here, residents can spend more time on what truly matters.



MESSAGING PLATFORM

Tagline

Ever Connected. Ever Inspired. EverRange.





ever | RANGE