ZRS MANAGEMENT

OASIS OF MANDARIN RENTALS IN JACKSONVILLE, FL

PROPERTY REBRAND
NAME DEVELOPMENT

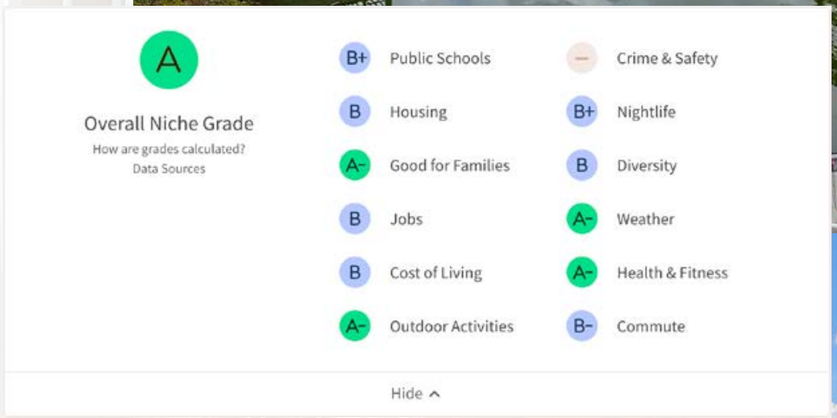
ABOUT THE PROPERTY

Oasis of Mandarin is a peaceful apartment community located at 3355 Claire Lane in Jacksonville's historic Mandarin neighborhood. Built in 1987, the 256-unit complex offers spacious one-, two-, and three-bedroom townhomes ranging from 765 to 1,265 sq ft. At its center is a scenic lake with fountains, creating a calm and inviting atmosphere. Residents enjoy amenities like two resort-style pools, a fitness center, tennis court, leash-free dog park, playground, business center, and a stylish clubhouse.

Additional features include detached garages, door-to-door valet trash service, and a car wash area.

Surrounded by natural beauty and local history, the community is near Mandarin Park, Camp Tomahawk, and the Southbank Riverwalk. With convenient access to shopping, dining, and major highways, Oasis of Mandarin offers the perfect blend of comfort, charm, and accessibility.











CURRENT LOGO

CURRENT BRANDING

The branding of Oasis of Mandarin emphasizes a relaxing and welcoming atmosphere, aligning with its name and the serene environment it offers. The property's website features imagery of the central lake, lush landscaping, and well-maintained amenities, reinforcing the theme of an "oasis" within the city. The color palette includes a prominent use of lime green, which adds a fresh, vibrant energy to the overall aesthetic, paired with neutral tones that keep the mood calm and natural. The logo is simple and modern, using clean typography without an accompanying symbol, allowing the property visuals to take center stage. The overall mood conveyed is one of comfort and community, focusing on the property's spacious layouts and convenient amenities.

TARGET AUDIENCE





AGE: PRIMARILY ADULTS AGED 30-65, INCLUDING YOUNG PROFESSIONALS, FAMILIES, AND RETIREES

LIFESTYLE: RESIDENTS VALUE TRANQUILITY, ACCESSIBILITY, AND COMMUNITY. THEY ENJOY NATURE AND TAKING ADVANTAGE OF LOCAL SHOPPING AND DINING. MANY RESIDENTS ARE LIKELY PET OWNERS.

LOCAL COMPETITORS

LEIGH MEADOWS APARTMENTS

CAMRI GREEN APARTMENTS

PICKWICK FLATS Rental Homes

The View at Mandarin

MAA

TIMBERWALK AT MANDARIN

The Waterford at Mandarin

ARCONA GROVE APARTMENT HOMES

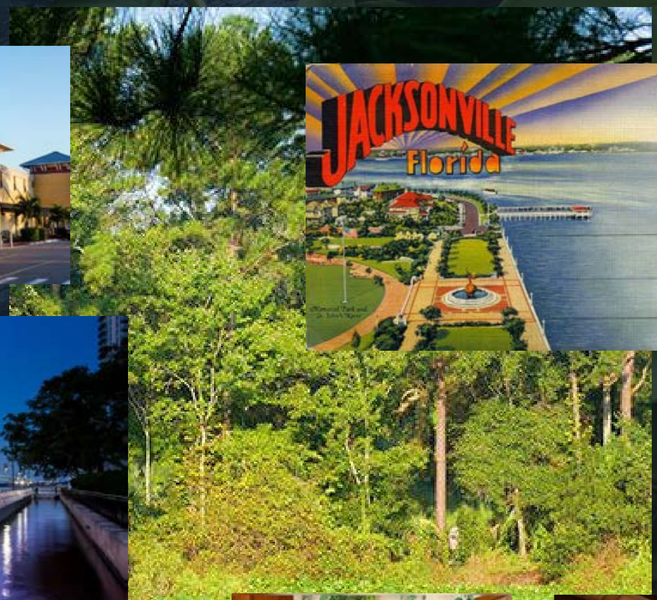
RISE JULINGTON





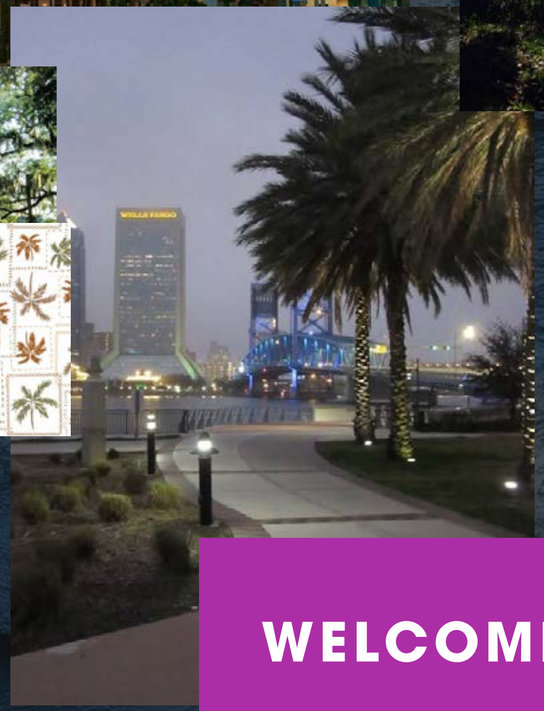


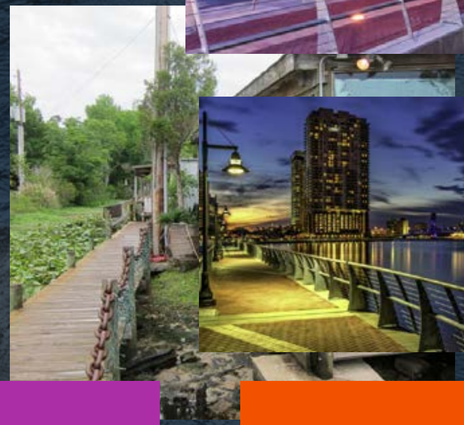


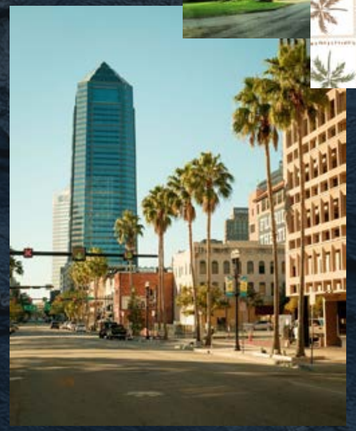
















WELCOMING

CONVENIENT

TRANQUIL

NAME CONCEPTS

NATURE-INSPIRED & TRANQUIL

"Verdant" means green and lush, while "Pointe" adds a touch of sophistication, appealing to upscale sensibilities

Personal and picturesque as it points out the property's natural curves and waterside ambiance, while remaining highly unique and visually evocative

A poetic, nature-rich name that is sophisticated without being showy and conjures feelings of openness — great for the spacious layouts

Feeling upscale and grounded in location, it references Jacksonville's riverfront charm, while "Grove" credits Mandarin's lush, green character

NAME CONCEPTS

SOPHISTICATED & UPSCALE

Sounds upscale and soft with a lyrical tone, appealing to professionals and retirees seeking peace and comfort

Evoking strength and nature, this is a solid, upscale, and clean name — works well for a modern, established apartment brand

Combines the property's street name with "Reserve," suggesting exclusivity and a connection to nature

"Azure" represents images of clear blue skies and water, aligning with the property's serene lake and fountains

NAME CONCEPTS

MODERN & CREATIVE

A clean, modern, and brandable made-up word that blends “east” (Florida’s coast) and “line” or “land”

Blends natural elegance with strength — “Blue” reflects the tranquil lake and sky elements of the property, while “Stone” adds a grounded, enduring feel

Peaceful, refined, and subtly ties to the street name (Claire Lane) and the small lake/pond nearby (“mere” = body of water)

Blending “marsh” and “wood,” this name feels rooted in nature, without going too rustic, while evoking a peaceful, upscale Florida lifestyle with a professional tone

Please Note: The names presented will be researched for availability and competitive conflicts, but do not include copyright or registration. Customer is advised to consult trademark counsel to assure compliance with local, state and federal laws prior to purchasing branding materials. Any names provided found to be confusingly similar to other local communities will not count against any limits to community naming options.

Proposed Property Name	Google Hit
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THANK YOU

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