

# Canopy Grove

## Process Book



### ADVENTURE AWAITS AT THE *Basecamp Recreation Center*

Enjoy a day of relaxation, fun-filled playtime or intense workout - whatever fits your speed of life! Basecamp will be a brand-new hub of amenities perfect for all of life's events with a limited number of public membership opportunities available.

- CLUBHOUSE • EVENT BARN AND LAWN • SPARKLING POOL AND SPA
- STATE-OF-THE-ART FITNESS CENTER

Designed to pro  
lifestyle, a vari  
throughout the c

H  
in  
3 PARKS • MULTI  
PICNIC

#### *Basecamp Recreation Center*

- POOL/SPA
- FITNESS CENTER
- EVENT LAWN
- VILLAGE GREEN
- CLUBHOUSE
- EVENT BARN
- COMMUNITY BBOS
- BOCCO COURT
- HORSESHOE COURT

#### *Quinta Park*

- BEACH VOLLEYBALL COURT
- PICKLEBALL COURT
- BASKETBALL HALF COURT
- PICNIC AREA WITH BARBEQUES
- TOT LOT



JOE KUO  
MAGGIE WOLF

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## OBJECTIVE

Design a seamless user experience and brand system for Canopy Grove - a new master-planned community in Escondido, CA; centered around smart home living, resort-style amenities, and outdoor lifestyle. The goal is to connect prospective buyers with the right home quickly and meaningfully, whether online, onsite, or through self-guided exploration.

## APPROACH

- Built a visual and content system grounded in Escondido's natural beauty - sunlight, breezes, creeks, and native landscaping.
- Mapped user flows that support different buyer journeys: downsizers, families, and single-story seekers.
- Designed print and digital assets for model homes, tours, and outreach - including floorplan materials, site signage, landing pages, interactive email campaigns and microsite.
- Collaborated with marketing and product teams to integrate Lennar's Everything's Included® messaging into a clear, value-driven experience.

## GOAL

To deliver a scalable, emotion-driven brand experience that builds trust, communicates lifestyle benefits, and increases interest list sign-ups and tour appointments. The experience should make it easy for users to explore home options by layout, price, and feature set - whether online or onsite.

## OUTCOME

- Delivered user focused digital design assets across channels to support marketing, sales, and on-site signage during pandemic.
- Created a flexible framework for showcasing four distinct home collections - Reflection, Haven, Sanctuary, and Retreat; while maintaining a cohesive brand identity.
- Supported interest list growth and increased buyer confidence through visually clear, lifestyle-driven storytelling.

## MISSION + VISION

Canopy Grove is more than just a collection of homes; it's a testament to refined living, seamlessly integrated with nature and cutting-edge convenience.

### Mission

To provide homeowners with a one-of-a-kind master-planned community experience that offers modern, sustainable homes within a beautiful natural setting, fostering an active and connected lifestyle.

### Vision

To become Escondido's premier residential community, where timeless architecture, smart technology, and resort-style amenities create a space where homeowners can thrive, connect, and grow.

## VALUES

- **Harmony with Nature:** Designs reflect and preserve the beauty of Escondido's natural surroundings.
- **Smart & Sustainable:** Every home is equipped with solar energy, smart home tech, and energy-efficient systems.
- **Inclusive Living:** Homes are suited for families, retirees, and multigenerational households.
- **Convenience & Comfort:** Single-story options, open-concept layouts, and seamless indoor outdoor living provide lasting livability.
- **Community-Centered:** Parks, trails, and gathering spaces encourage neighborly connection and active lifestyles.

## FEATURES + FACILITIES

- Four single-family home collections: Reflection, Haven, Sanctuary, and Retreat
- Home sizes range from ~1,412 to 3,209 sq. ft., with 3-5 bedrooms and up to 3.5 baths
- Single-story and two-story floorplans designed for accessibility and flexibility
- Owner's suites designed with spa-like luxury
- California rooms and indoor-outdoor layouts that highlight Southern California living
- Architectural styles: farmhouse, craftsman, cottage, and Spanish
- Everything's Included® features:
  - Quartz countertops, stainless steel appliances
  - Solar panels (lease/purchase options)
  - Smart tech: Ring doorbell, Honeywell Smart Thermostat, Schlage Smart Lock, Wi-Fi CERTIFIED™ designs

## FEATURES + FACILITIES

- **Basecamp:** A central barn-style recreation hub with indoor/outdoor event spaces, a kitchen, restrooms, and office
- **Private Recreation Center:**
  - Resort-style pool and spa
  - Fitness center
  - Event lawn
  - Shower and changing facilities
- **Parks & Trails:**
  - Three themed parks with playgrounds, shade structures, and BBQ/picnic areas
  - Bocce Ball and Pickleball courts
  - Dog parks and walking paths
- **Tour Options:**
  - Self-guided, in-person, or Lennar-guided model tours
  - Virtual floorplans and renderings available online

## COMMUNITY EXPERIENCES

---

Rustic	Nostalgia	Grow
Organic	Cultivate	Blossom
Natural	Flourish	Charm
Tradition	Gather	Thoughtfully-crafted
Serene	Fresh	Enchanting
Tranquil	Thrive	Vibrant
Belong/Sense of belonging	Comfort	
Authentic	Escape	
Abundance	Nurture	

## TAGLINES

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- A hometown with heart.
- Nurture a new adventure.
- Your new playground.
- Harvesting happiness & cultivating connection.
- New adventure begins here.
- Let your active lifestyle unfold.

# ABOUT >> ESCONDIDO, CA

Escondido, California, located in the south of San Diego County, offers a blend of suburban living with significant natural and recreational amenities. Here are some of its highlights:

## Nature & Outdoor Recreation:

- **Scenic Trails & Open Spaces:** Escondido offers over 30 miles of hiking and biking trails, including the beautiful Daley Ranch and Lake Hodges trails.
- **Lush Natural Surroundings:** With rolling hills, native oaks, and coastal breezes, residents enjoy year-round access to nature parks, picnic areas, and lakes.
- **Mild Climate:** Averaging over 260 sunny days per year, Escondido is ideal for those who love spending time outdoors.

## Family-Friendly & Community Amenities:

- **Award-Winning Schools:** Served by the Escondido Union and San Marcos Unified School Districts, offering strong public education options.
- **Vibrant Cultural Scene:** Home to the California Center for the Arts, local farmers markets, and seasonal community events.
- **Parks & Playgrounds:** Dozens of parks, including Kit Carson Park with ball fields, trails, and art installations.

## Location & Convenience:

- **Central to Everything:** Located just 30 miles from downtown San Diego, with easy access to Interstate 15 and CA-78.
- **Beaches Within Reach:** A quick 30-minute drive brings you to famed coastal destinations like Carlsbad and Encinitas.
- **Retail & Essentials Nearby:** Enjoy convenient shopping, dining, and medical services just minutes away—including Westfield North County Mall, Trader Joe's, and Palomar Medical Center.

## Demographics & Economy:

- **Growing Population:** Escondido is home to over 150,000 residents, with a diverse population and a rising share of 50+ homebuyers seeking relaxed, well-connected living.
- **Workforce & Opportunity:** Major local employers include healthcare, education, biotech, and tourism, with access to job hubs in San Diego, Carlsbad, and Vista.
- **Affordable Lifestyle:** Compared to coastal cities, Escondido offers greater home value, especially for those looking for modern homes with space, amenities, and community.





Flag



Seal



Motto: "City of Choice!"



Location of Escondido in San Diego County, California

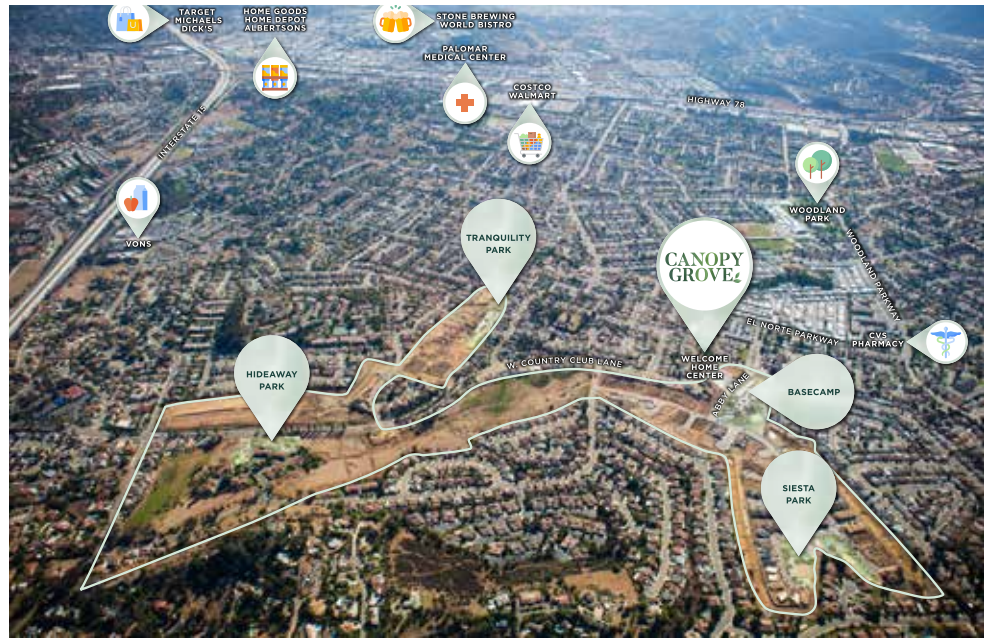


Location in the state of California  
Coordinates: 33°7'29"N 117°4'51"W

Country	United States
State	California
County	San Diego
Incorporated	October 8, 1888 <sup>[1]</sup>
<b>Government</b>	
• Type	Council-Manager
• Mayor	Dane White (R) <sup>[2]</sup>
<b>Area</b> <sup>[3]</sup>	
• Total	37.45 sq mi (97.00 km <sup>2</sup> )
• Land	37.35 sq mi (96.72 km <sup>2</sup> )
• Water	0.11 sq mi (0.28 km <sup>2</sup> ) 0.28%
<b>Elevation</b> <sup>[4]</sup>	646 ft (197 m)
<b>Population</b> (2020) <sup>[5]</sup>	
• Total	151,038
• Rank	4th in San Diego County 38th in California
• Density	4,060.12/sq mi (1,567.61/km <sup>2</sup> )
<b>Time zone</b>	UTC-8 (Pacific)
• Summer (DST)	UTC-7 (PDT)
<b>ZIP codes</b>	92025-92027, 92029
<b>Area codes</b>	442/760
<b>FIPS code</b>	06-22804 <sup>ⓘ</sup>
<b>GNIS feature IDs</b>	1652706 <sup>ⓘ</sup> , 2410455 <sup>ⓘ</sup>
<b>Website</b>	<a href="http://www.escondido.org">www.escondido.org</a> <sup>ⓘ</sup>

# ABOUT >> CANOPY GROVE

Canopy Grove is Lennar's one-of-a-kind master-planned community nestled in the heart of Escondido, California. Featuring four distinct neighborhoods—Haven, Retreat, Reflection, and Sanctuary—the community offers a variety of thoughtfully designed single-story and two-story floorplans to fit diverse lifestyles. Residents enjoy a rich array of amenities, including three parks with scenic walking paths, Pickleball and Bocce Ball courts, playgrounds, barbecue areas, dog parks, and picnic pavilions. At the heart of the community lies Basecamp, a barn-style recreation center featuring a kitchen, indoor and outdoor event spaces, restrooms, and office space. Additional features include a resort-style pool, spa, fitness center, event lawn, and shower facilities. The design concept draws inspiration from the surrounding natural beauty - lush greenery, coastal breezes, flowing creeks, and sunny skies - creating a peaceful, nature-integrated lifestyle that blends outdoor living with modern comfort.



# DESIGN PROCESS >> MOOD BOARD

The visual direction for Canopy Grove's print collateral is inspired by the natural beauty that defines Escondido and its surroundings. Drawing from the serene tones and textures of nearby oceans, lakes, and creeks, the mood board reflects a harmonious balance between nature and lifestyle. Gentle hues of sky blue, sun-warmed beige, and earthy greens echo the region's sun-soaked trails, vibrant wildflowers, and lush greenery. Elements such as dappled light through trees, the shimmer of water under clear skies, and the rhythmic flow of hiking paths inform the layout and visual rhythm. Wildlife, breezy palms, and the inviting calm of outdoor living influence typography choices, material textures, and imagery - bringing a sense of tranquility, wellness, and connectedness into every design touchpoint.



# DESIGN PROCESS >> PROJECT PLAN

We are ready to start ideate and create entire assets by the plan at below, create main logo, sub-plan logos, main color theme, collateral materials including catalog(s), posters, postcards, fence wrap, facility signs, digital assets for e-blast, landing page graphics, social media banners, animation and microsite.

## BRANDING

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- Master plan logo
- 4 community logos

## PRINT COLLATERAL

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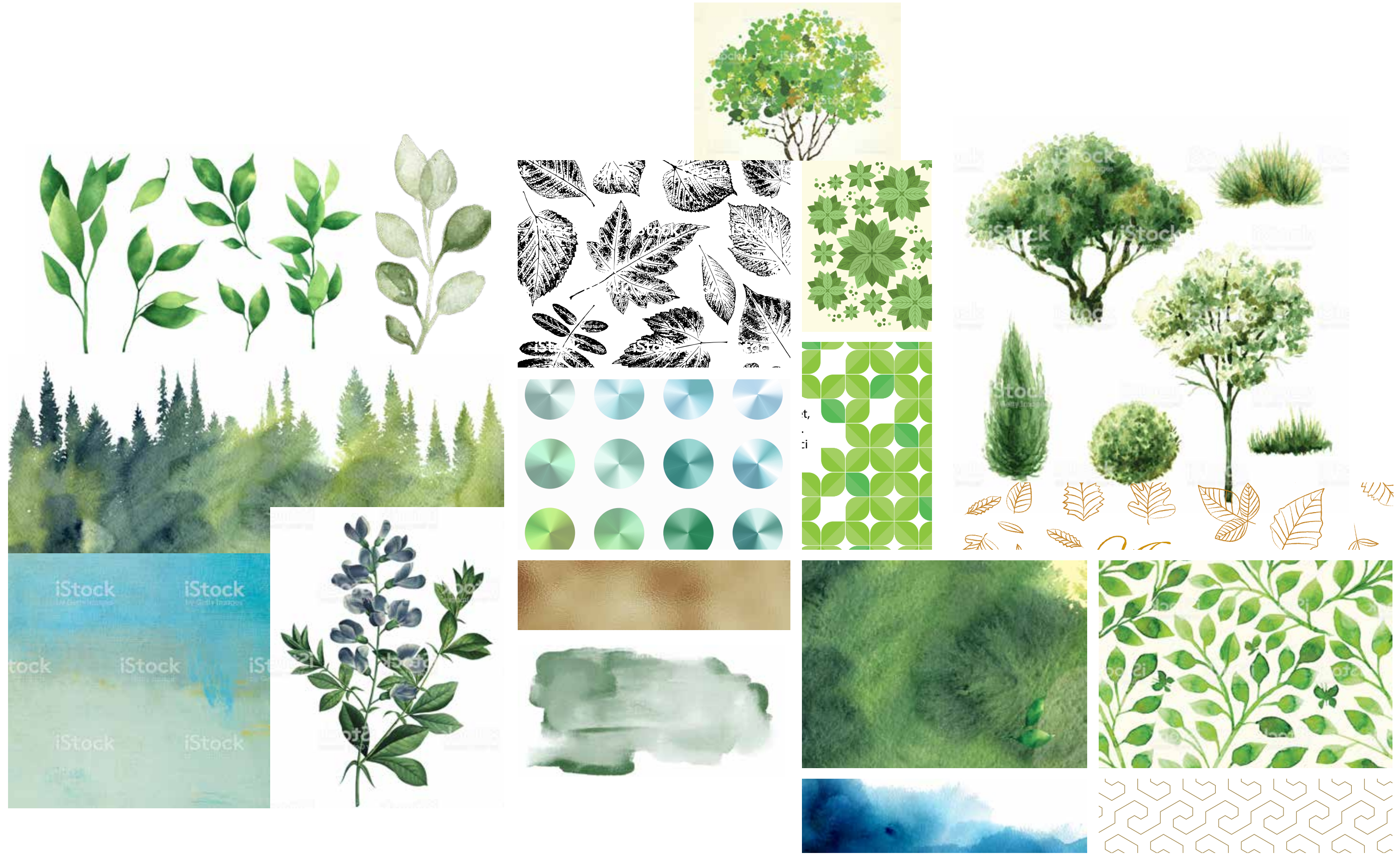
- Brochure
- Posters
  - > Welcome home center
  - > Map
  - > Everything Included®
- Postcards
- Handouts
  - > Map
- Flyers
- Facility signs
  - > Community directional
  - > Model Self tour
  - > Counter plaque
  - > Master plan flag
  - > 4 community flags
  - > 6 community signs at entrance
  - > Fence wrap

## DIGITAL MATERIALS

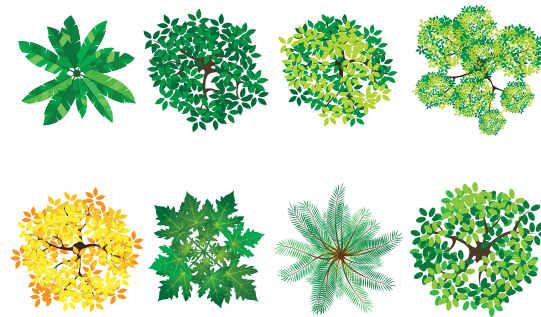
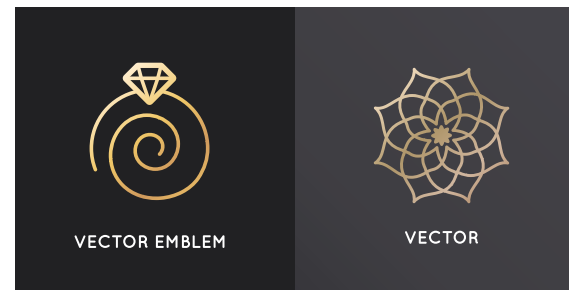
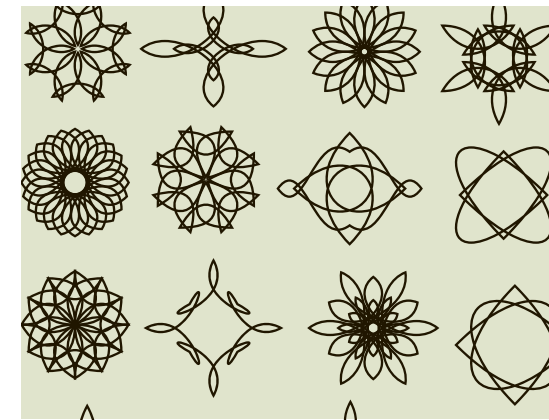
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- Microsite
- Landing page graphics
- E-blast graphics
- Social media banners
- Animations

# IDENTITY >> VISUAL INSPIRATION #1



# IDENTITY >> VISUAL INSPIRATION #2



# IDENTITY >> DIGITAL LOGO EXPLORATIONS #1



IDENTITY >> DIGITAL LOGO EXPLORATIONS #2



# IDENTITY >> FINAL LOGO / Black + White

After the initial ideation phase, we successfully narrowed down the logo concepts to a focused type and style. Guided by the core theme of "nature," upper management selected a strong, rustic logo direction that reflects the community's organic character and timeless appeal.

## Butler

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ;:<>/

ABCDEFGHIJKLMNOPQRSTUVWXYZ

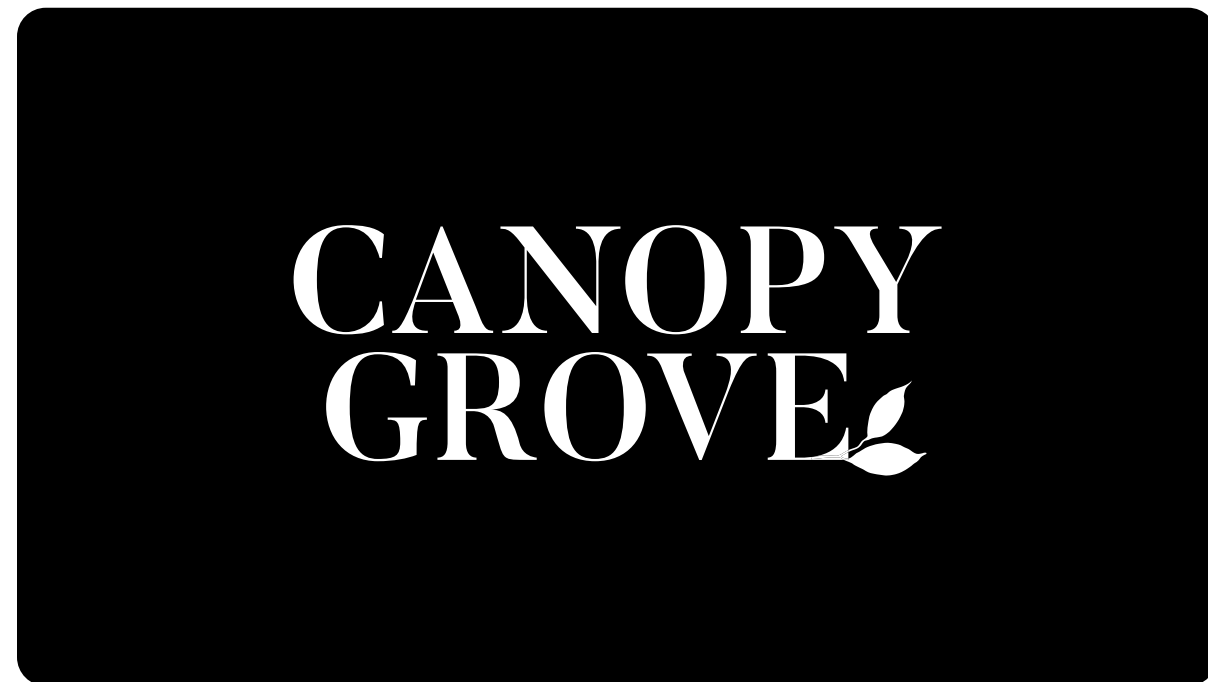
abcdefghijklmnopqrstuvwxyz

1234567890 ;:<>/

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ;:<>/



CANOPY  
GROVE 



CANOPY  
GROVE 



HAVEN  
AT CANOPY GROVE



REFLECTION  
AT CANOPY GROVE



RETREAT  
AT CANOPY GROVE



SANCTUARY  
AT CANOPY GROVE



## BUTLER

Butler is the primary typeface for Canopy Grove, used in the masterplan logotype and headlines. Its timeless serif style brings strength and elegance to the brand identity.

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ;:<>/

### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ;:<>/

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ;:<>/

## RED VEVET

Red Vevet serves as the secondary typeface, used sparingly for subheadlines. Its refined character adds a touch of sophistication, complementing Butler with subtle contrast.

### Regular

ABCDEFGHIJKLMN O PQRSTU

VWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ;:<>/

## GOTHAM

Gotham is the chosen body copy font, offering clarity and readability to support the more decorative primary and secondary fonts. It ensures a smooth reading experience across all print and digital applications.

### Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

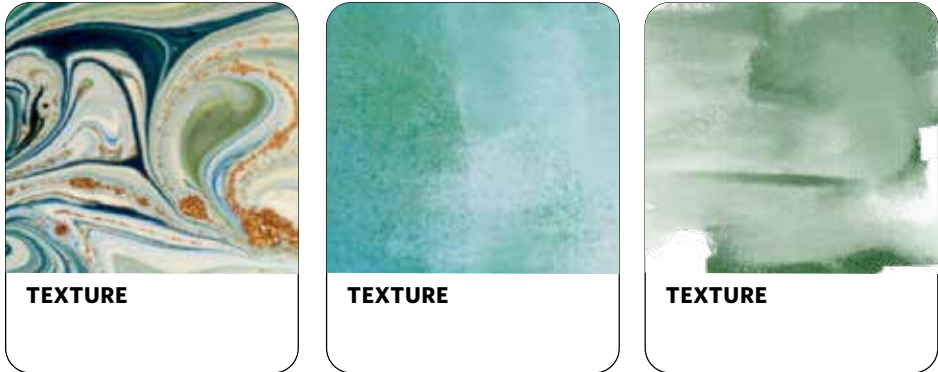
VWXYZ

abcdefghijklmnopqrstuvwxyz

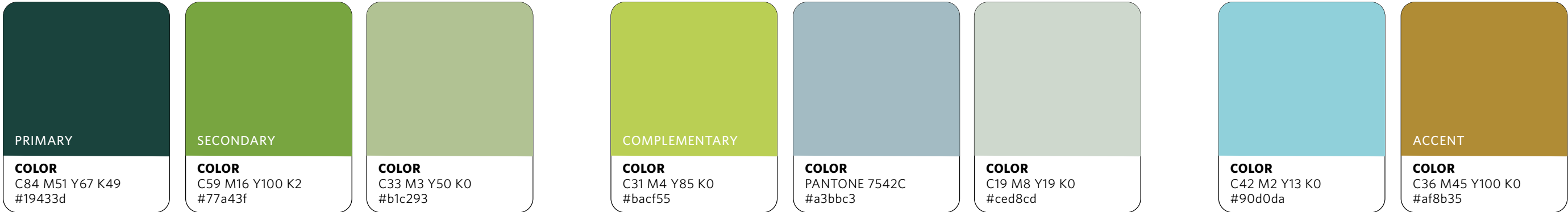
1234567890 ;:<>/

# PRINT COLLATERAL >> COLOR PALETTE / TEXTURE

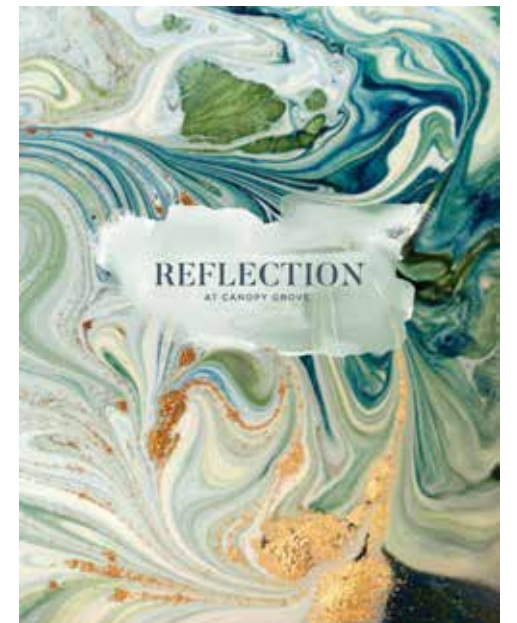
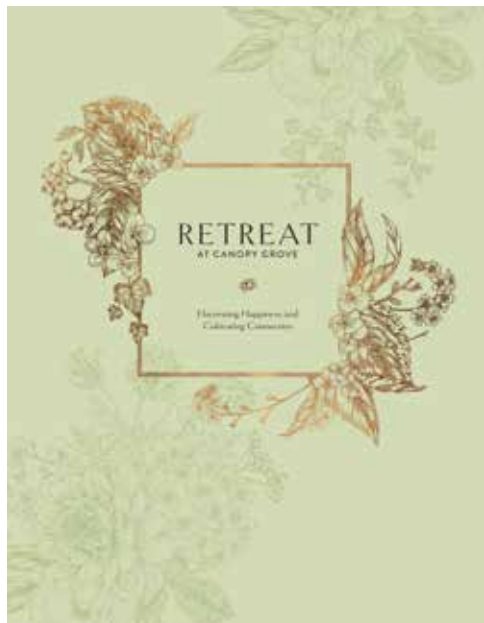
## TEXTURE PALETTE



## COLOR PALETTE for PRINT + WEB



# PRINT COLLATERAL >> BROCHURE IDEATION



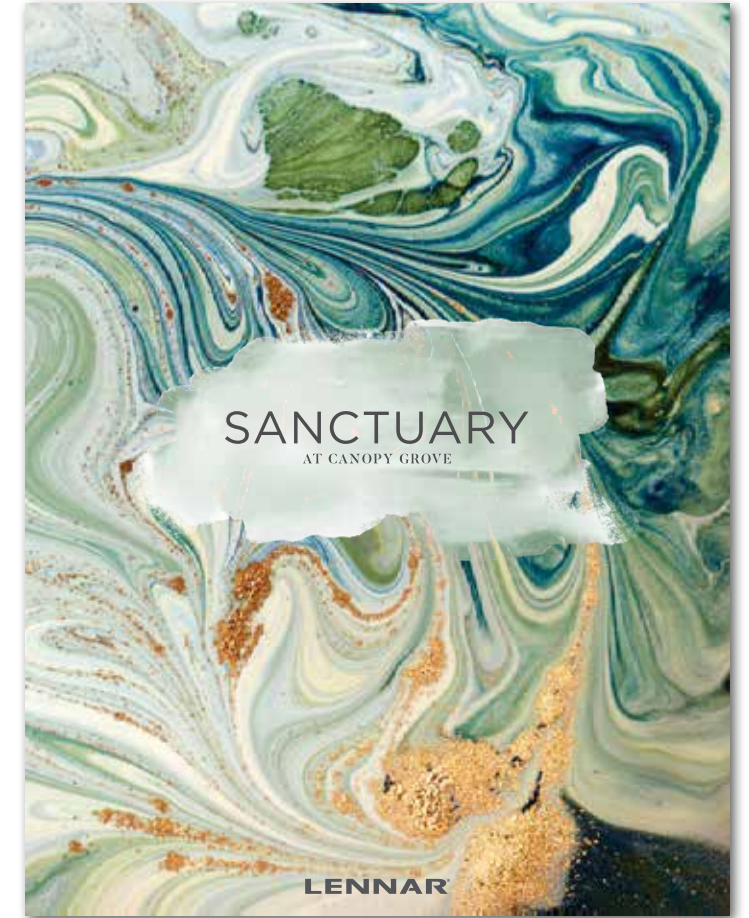
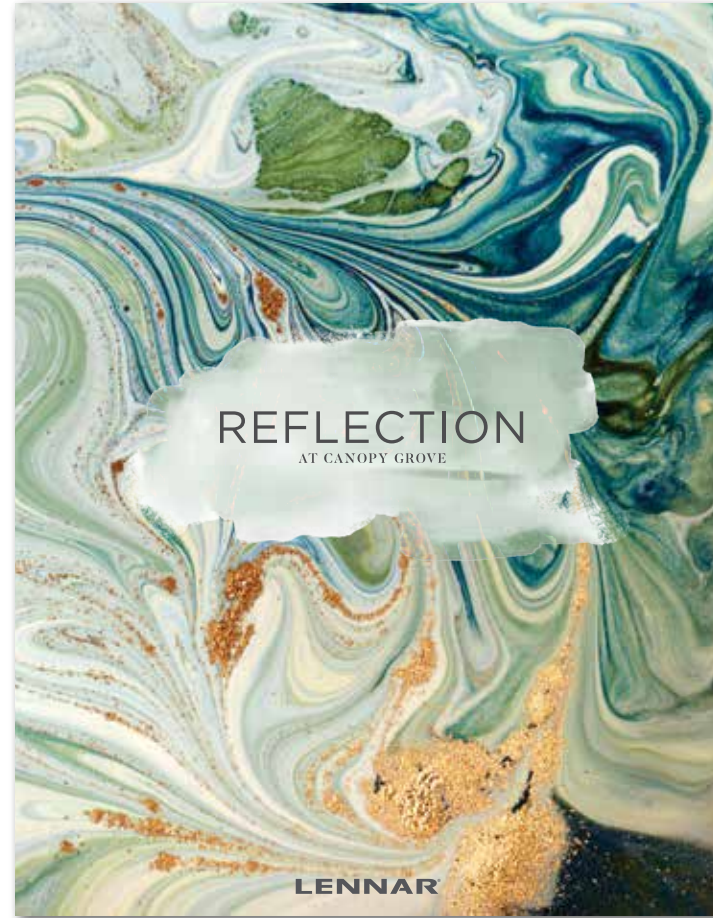
# PRINT COLLATERAL >> FINAL BROCHURE

FINAL | 8.5x11 (inch) . Saddle Stitches



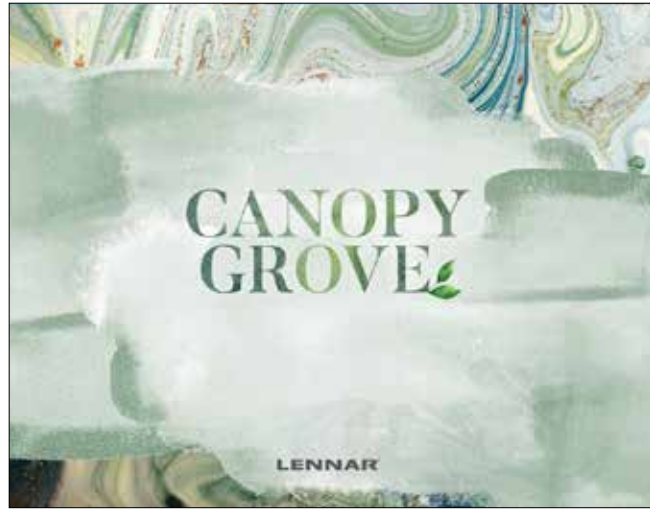
# PRINT COLLATERAL >> FINAL COMMUNITY BROCHURE

FINAL | 8.5x11 (inch) . Saddle Stitches





# PRINT COLLATERAL >> HANDOUTS - AMENITY MAP


Amenities Map | Folded Size : 11x8.5 (inch)



Postcard | 8.5x11 (inch)

**CANOPY GROVE**  
*Now Selling*  
**NEW ONE & TWO-STORY HOMES  
IN ESCONDIDO**



**LENNAR**

Visit [Lennar.com/SD](http://Lennar.com/SD) for  
3 Ways to Tour!  
760-313-0613

Welcome Home Center  
Open by Appointment Only  
Monday - Sunday  
10:00 a.m. to 5:30 p.m.



**REFLECTION**  
Single-Family Homes - Approx. 1,412-1,681 sq. ft.  
Two-Story - 3 Bedrooms - 2.5 Bathrooms  
From upper \$500,000s



**RETREAT**  
Single-Family Homes - Approx. 1,535-1,986 sq. ft.  
One & Two-Story - 3-4 Bedrooms - 2-3 Bathrooms  
From low \$600,000s



**HAVEN**  
Single-Family Homes - Approx. 1,525-2,592 sq. ft.  
One & Two-Story - 3-4 Bedrooms + Lofts  
2-3 Bathrooms - From upper \$600,000s



**SANCTUARY**  
Single-Family Homes - Approx. 1,994-3,209 sq. ft.  
One & Two-Story - 3-5 Bedrooms + Bonus Rooms  
2.5-3.5 Bathrooms - From mid \$700,000s

**MODELS OPEN & NOW SELLING!**

Discover a great selection of new homes for sale at Canopy Grove. With a variety of designs available, including single and two-story plans, there's a home for every family type. Set in the heart of Escondido, Canopy Grove will offer great amenities with Basecamp, a recreation hub, three parks, trails and location close to major freeways, schools and shopping centers.

Bring this postcard in to receive \$2,500 toward design center or closing costs on homes purchased by 1/31/21 and closed by 2/28/21. Requires financing through Lennar Mortgage.\*



**LENNAR**

\*Offer available on select inventory homes at Canopy Grove if buyer signs and delivers a purchase agreement between 11/01/20 and 01/31/21 and closes and fully funds on or before 02/28/21. At closing, Lennar will provide buyer a credit in an amount not to exceed \$2,500 as determined on your Loan Estimate, excluding proceeds, offers, incentives and seller contributions are subject to certain terms, conditions and restrictions. Certain incentives could affect the loan amount. Lennar reserves the right to change or withdraw any offer at any time. Offer requires financing through seller's affiliate Lennar Mortgage. See Affiliated Business Arrangement Disclosure - <https://pub.37.avaxtarget.com/40mmg270wa>, but use of Lennar Mortgage is not required to purchase a home. Lennar Mortgage, LLC - NMLS # 1058. Licensed by the Department of Business Oversight under the California Residential Mortgage Lending Act, RMLA # 4100443. Prices do not include closing costs and other fees to be paid by buyer and are subject to change without notice. Features, amenities, floor plans, elevations, and designs vary and are subject to changes or substitution without notice. Items shown are artist's renderings and may contain options that are not standard on all models or not included in the purchase price. Availability may vary. Sq. ft. is estimated; actual sq. ft. will differ. Lot size may vary from home to home and may not accommodate all vehicles. Maps are not to scale and are for relative location purposes only. Plans to build out this neighborhood as proposed are subject to change without notice. Model/lifestyle photos do not reflect racial or ethnic preference. Please contact the school district for the most current information about specific schools. Please see your New Home Consultant and home purchase agreement for actual features designated as an Everything's Included feature. Self-guided tours scheduled through third party service provider. Buyer is not required to use this service as a condition for purchasing a Lennar home. This is not an offer in states where prior registration is required. Void where prohibited by law. Copyright © 2020 Lennar Corporation and Lennar Mortgage, LLC. Lennar, the Lennar logo, Everything's Included, the Everything's Included logo, Lennar Mortgage and the Lennar Mortgage logo are U.S. registered service marks or service marks of Lennar Corporation and/or its subsidiaries. CalAtlantic Group, Inc., CA DRE Broker #02056246 (Responsible Broker: Joanna Duke), Lennar Sales Corp., CA DRE Broker #02022733 (Responsible Broker: Joanna Duke), EPR Construction, Inc., CA CSLB #830995, CalAtlantic Group, Inc., CA CSLB #830995, CalAtlantic Group, Inc., CA CSLB #830995, Lennar Homes of California, Inc., CA CSLB #728102, 11/20

Hideaway Park #1 | 8.5x11 (inch)

**LEGEND**

1 Recreational Area	7 Dog Run Fountain
2 Tot Lot Playground	8 Dog Agility Equipment
3 Dog Run Surface	9 BBQ
4 Turf Dog Run Areas	10 Tables And Chairs
5 Dog Park Fence And Gate	11 Bike Racks
6 Dog Run Bench	12 Picnic Table

Welcome Home Center:  
1846 Abby Lane, Escondido, CA 92029 | 760-313-0613 | Lennar.com

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Siesta Park #2

**LEGEND**

1 Recreational Area	6 Bike Racks
2 BBQ	7 Game Area
3 Tot Lot Playground	8 Picnic Table
4 Basketball Half Court	9 Beach Volleyball Court
5 Pickleball Court	

Welcome Home Center:  
1846 Abby Lane, Escondido, CA 92029 | 760-313-0613 | Lennar.com

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Tranquility Park #3

**LEGEND**

1 Recreational Area	5 Tables And Chairs
2 Pocket Park Square	6 Bike Racks
3 Tot Lot Playground Equipment	7 Picnic Tables
4 BBQ	

Welcome Home Center:  
1846 Abby Lane, Escondido, CA 92029 | 760-313-0613 | Lennar.com

**LENNAR**

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60x48 (inch)



Map | 36x24 (inch)



Poster | 36x48 (inch)

**LENNAR®**

America's largest homebuilder, providing better solutions for better home experiences.

Since 1954, Lennar® has had the privilege of helping over one million families across America move into the next stage of life with a new home. We build in some of the nation's most desirable cities and offer innovative solutions to make your home-shopping, -buying, and -owning experiences the best they can be. From our Everything's Included® approach to homebuilding, to a streamlined digital mortgage process, to the ability to trade in your home online, Lennar is dedicated to providing you with better solutions for better home experiences.

**Building your dreams on a foundation of Quality, Value, and Integrity.**

ARIZONA CALIFORNIA COLORADO DELAWARE FLORIDA GEORGIA ILLINOIS INDIANA MARYLAND MINNESOTA NEVADA NEW JERSEY NORTH CAROLINA OREGON PENNSYLVANIA SOUTH CAROLINA TENNESSEE TEXAS UTAH VIRGINIA WASHINGTON

**EVERYTHING'S INCLUDED®**

Everything's Included® in your new dream home.

Everything's Included - Our signature solution for homebuilding simplifies your home purchase experience by taking the guesswork out of new home design. By including the options, extras, and features you want at no additional cost, Lennar® builds a home with your wants and needs in mind. Features can include stylish kitchen countertops and islands, high-quality cabinetry and flooring, home automation technology, and several energy-efficient choices that may lower utility use. Our Everything's Included program not only gives you better home experiences, but adds tremendous value to your new dream home.

PRINT COLLATERAL >> FACILITY SIGNAGE #1



Billboard Sign | 144x96 (inch)



PRINT COLLATERAL >> FACILITY SIGNAGE #2

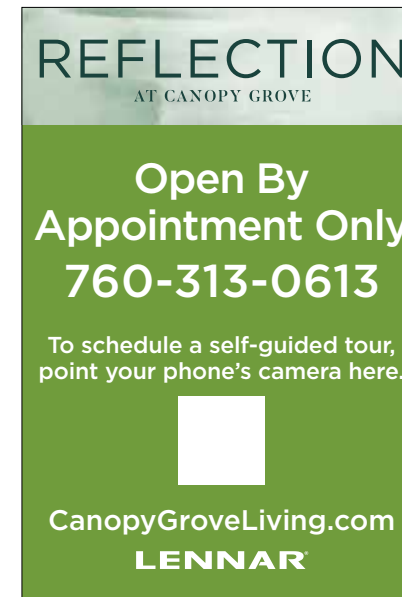
Burma Shaves | 36x36 (inch)



Model ID | 18x22 (inch)



Self Tour | 24x36 (inch)



PRINT COLLATERAL >> FACILITY SIGNAGE #3



Community Sign | 24x36 (inch)



# DIGITAL ASSETS >> LANDING PAGE GRAPHIC

1200x628 (px)



320x395 (px)

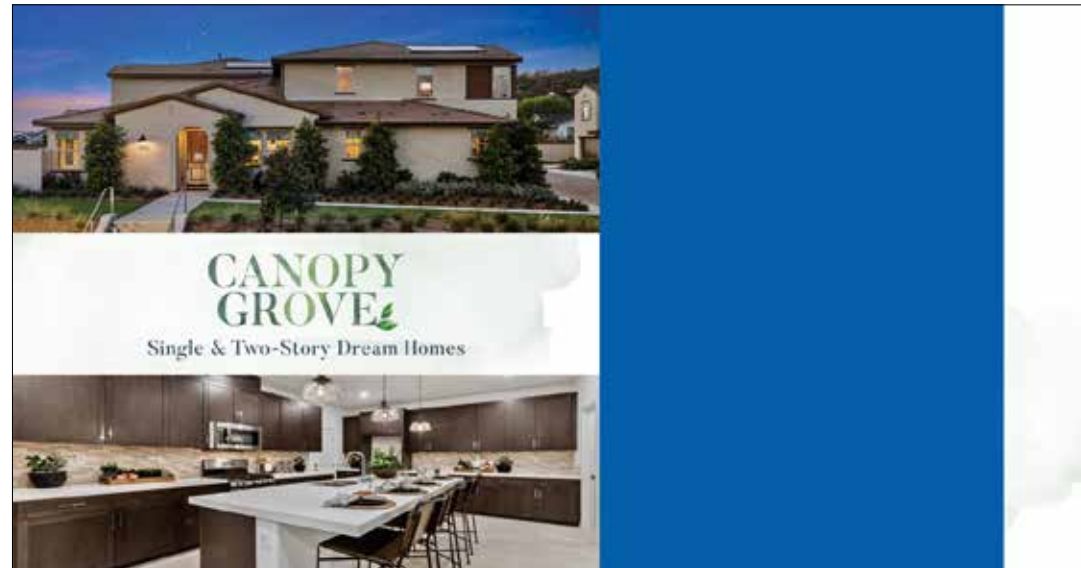


768x320 (px)

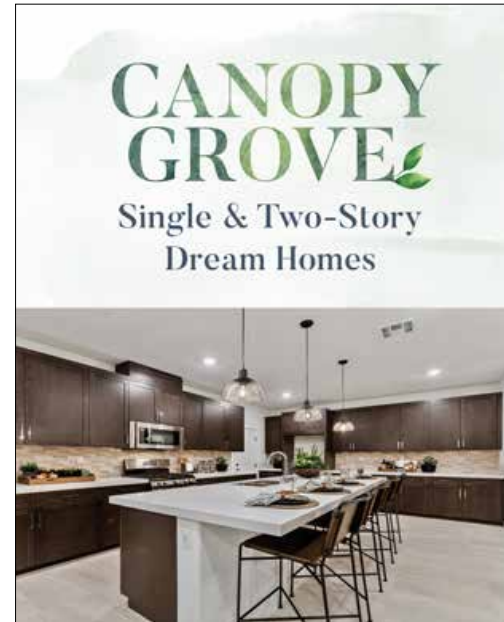


# DIGITAL ASSETS >> LANDING PAGE GRAPHIC

1200x628 (px)



320x395 (px)



768x320 (px)

# DIGITAL ASSETS >> SOCIAL MEDIA

GIF 1200x1200 (px)



# DIGITAL ASSETS >> E-BLAST

Serrano Summit by Lennar  
949-234-7880

Static JPG, carousel JPGs or animated GIF

## H1 Title lorem ipsum

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe.

CTA

### Featured Communities

**Community #1**  
At vero eos et accusamus et dignissimos ducimus qui deleniti atque corrupti quos molestias excepturi cillis

CTA

**Community #2**  
At vero eos et accusamus et dignissimos ducimus qui deleniti atque corrupti quos molestias excepturi cillis

CTA

### Community Map

Community Map

Sales Contact Info CTA

Social Media Icons

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque rerum rem hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

LENNAR  
Canopy Grove  
Lennar San Diego  
760-383-0683

## CANOPY GROVE Now Selling

NEW HOMES RELEASED AT RETREAT & REFLECTION

Find your dream home at **Canopy Grove**, a new masterplan set in the heart of Escondido that offers four beautiful collections of new homes that are now selling. With both **single-story** and **two-story home designs** to choose from, **Canopy Grove** offers a great location close to local schools, freeways and comes with amenities woven throughout each neighborhood, including Basecamp, a swimming pool, clubhouse, sports fields, trails and so much more!

Models are open with Lennar-guided and self-guided tours available. Schedule an appointment today!

View Masterplan Community

### Featured Communities

**REFLECTION**  
Single-Family Homes  
Approx. 1,412 - 1,681 sq. ft.  
Two-Story  
3 Bedrooms | 2.5 Bathrooms  
Priced from the Low-Mid \$600,000's

View Community  
Self-Guided Tour

**RETREAT**  
Single-Family Homes  
Approx. 1,535-1,986 sq. ft.  
3 - 4 Bedrooms  
2 - 3 Bathrooms  
Priced from Low-Mid \$600,000's

View Community  
Self-Guided Tour

**HAVEN**  
Single-Family Homes  
Approx. 1,525 - 2,592 sq. ft.  
Single & Two-Story  
3 - 4 Bedrooms + Lefts  
2 - 3 Bathrooms  
Priced from Low-Upper \$700,000's

View Community  
Self-Guided Tour

**SANCTUARY**  
Single-Family Homes  
Approx. 1,994 - 3,209 sq. ft.  
Single & Two-Story  
3 - 5 Bedrooms + Bonus Rooms  
2.5 - 3.5 Bathrooms  
Priced from High \$700,000's-Upper \$800,000's

View Community  
Self-Guided Tour

Community Map [Get Directions](#)

Location for this community:  
**CANOPY GROVE**  
Welcome Home Center  
Corner of W. Country Club Lane & Golden Circle Drive  
Escondido, CA 92026  
760-383-0683

LENNAR  
Canopy Grove  
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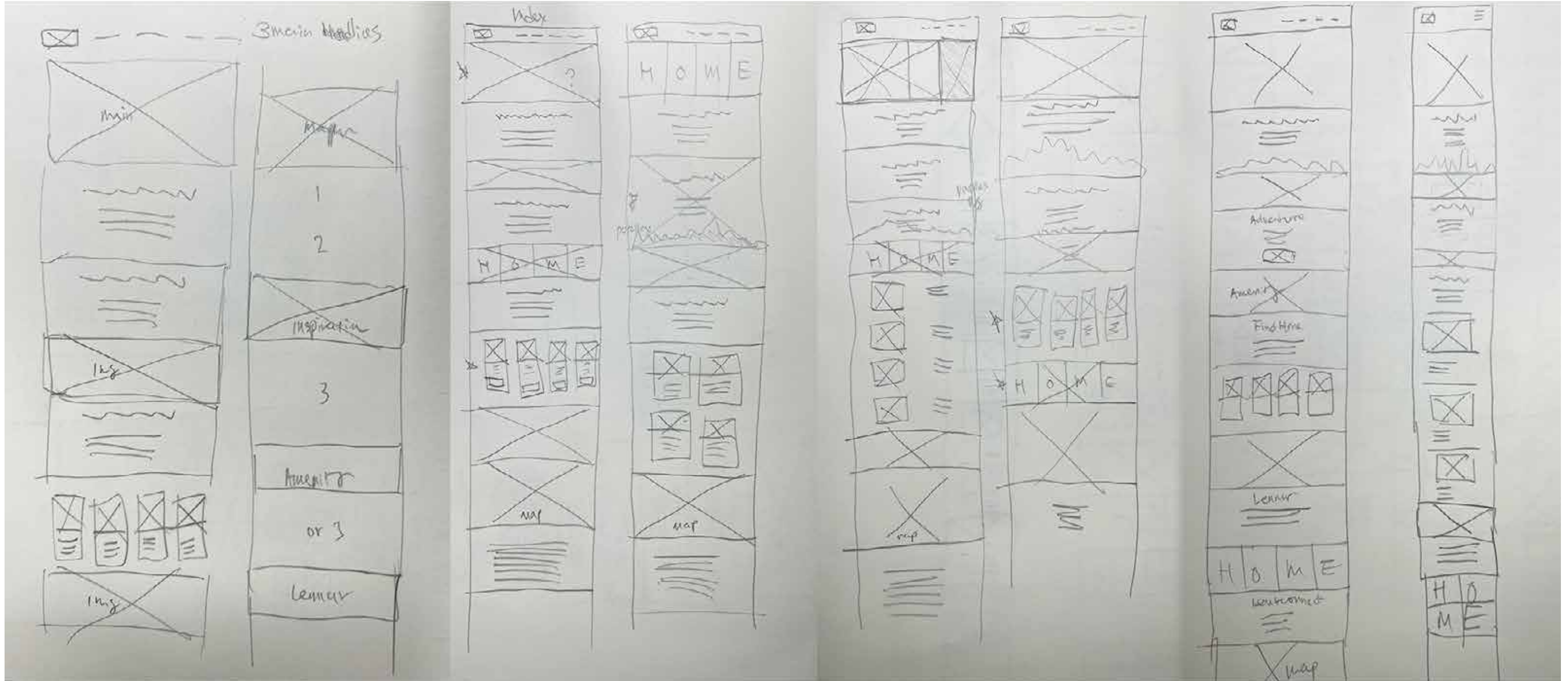
600W (px)



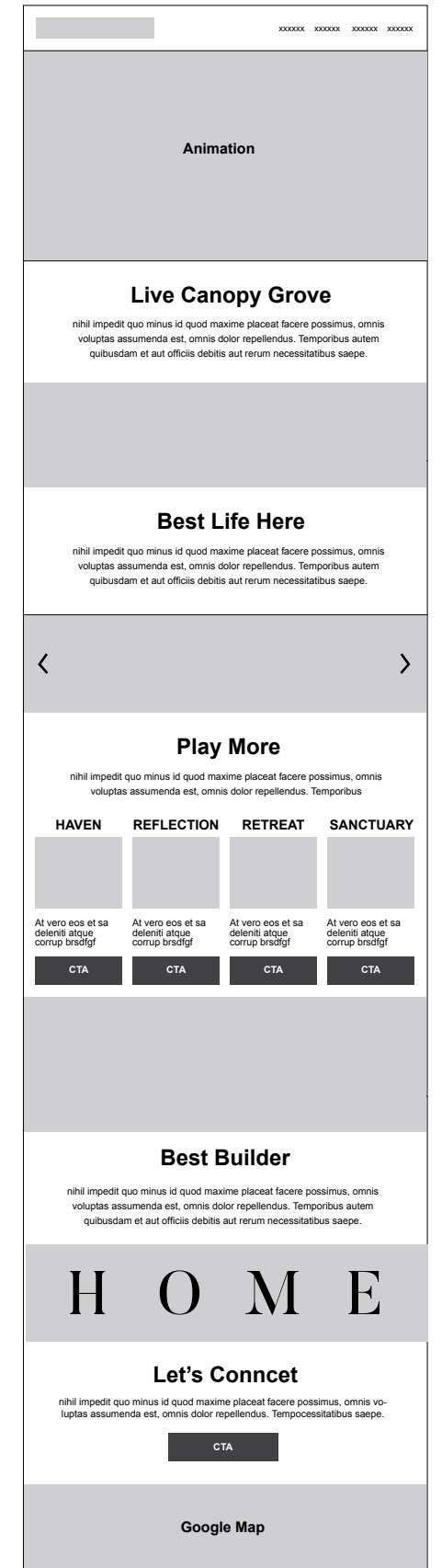
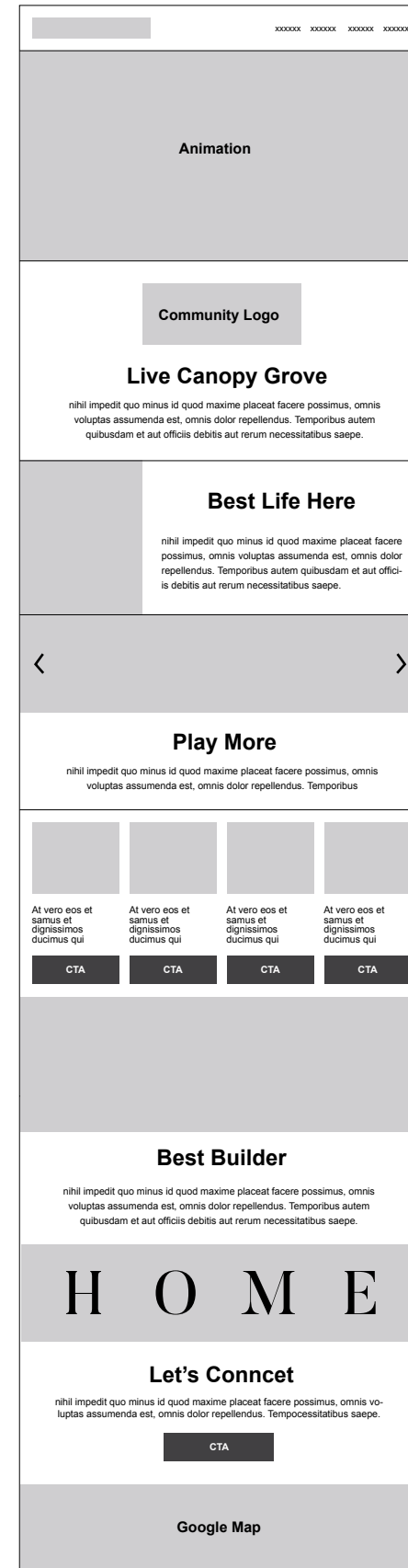
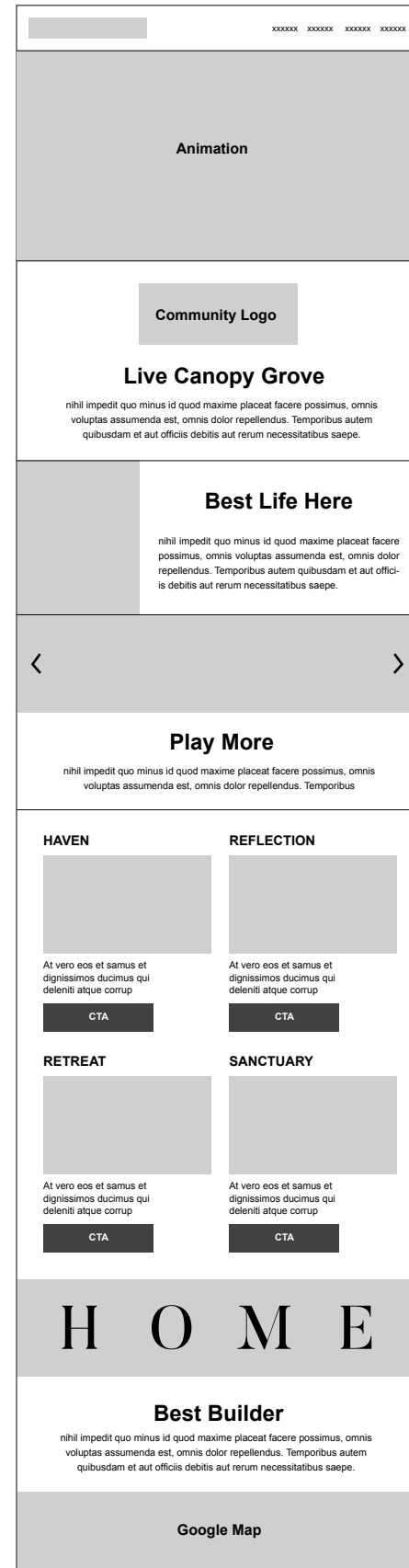
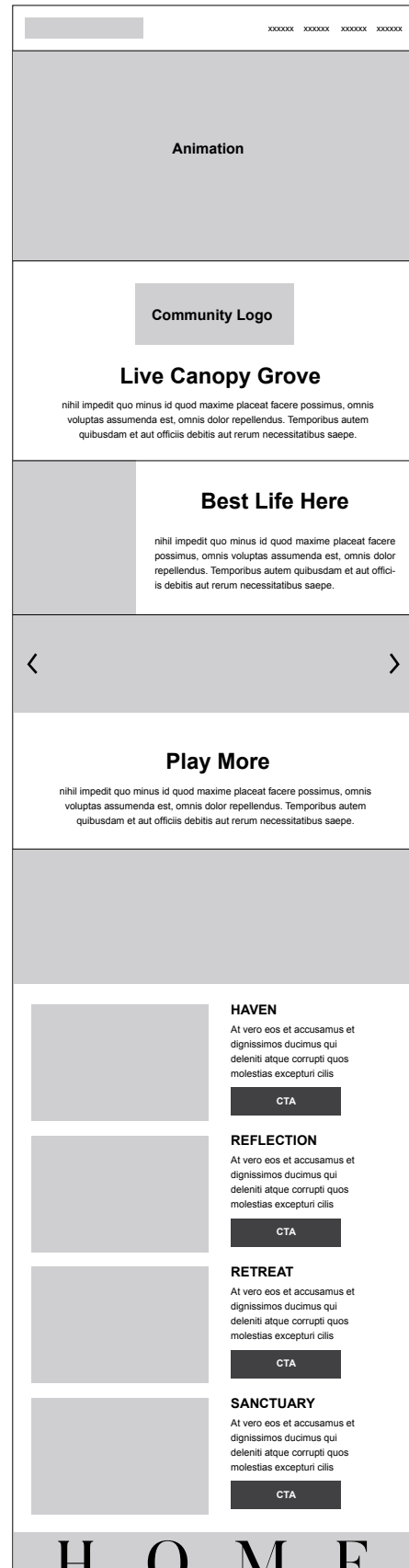
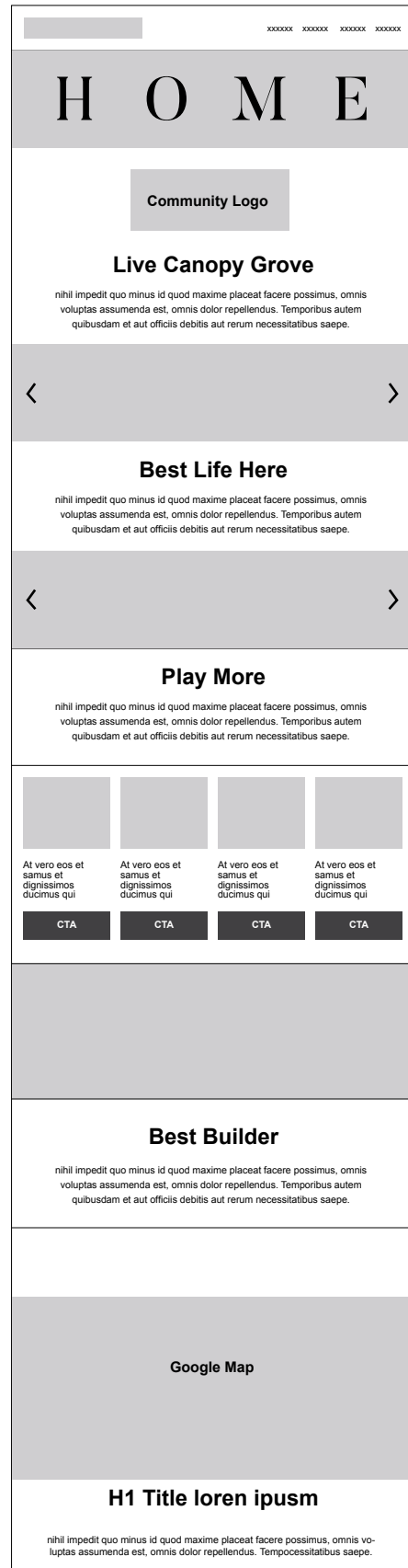
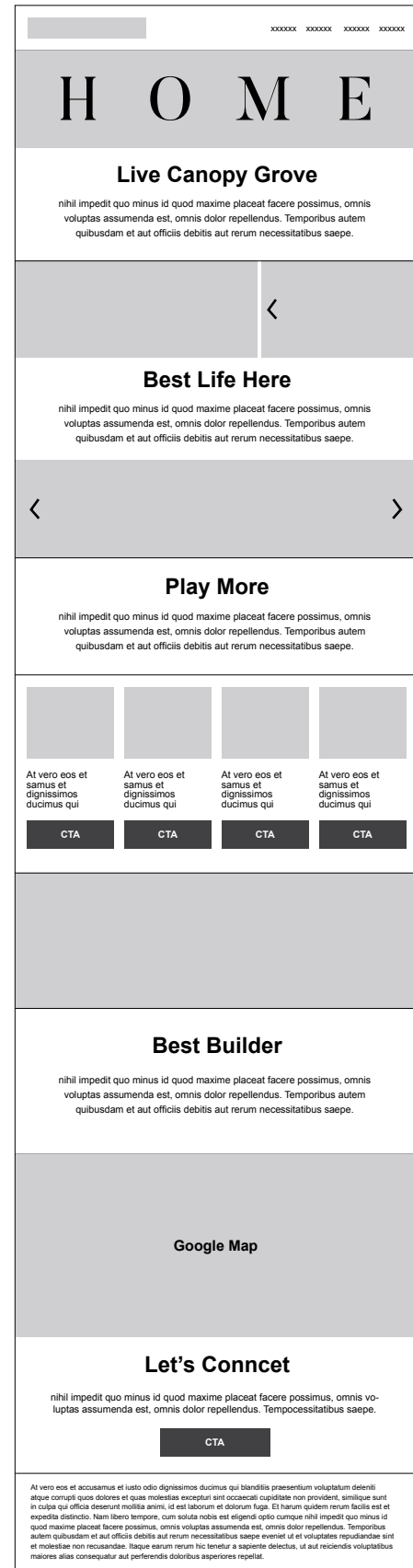
GIF Animated 600W (px)



# DIGITAL ASSETS >> MICROSITE SKETCH



# DIGITAL ASSETS >> MICROSITE WIREFRAME





# DIGITAL ASSETS >> FINAL MICROSITE

Parallax Background

Carousel Images



**LENNAR** AMENITIES FIND YOUR HOME ABOUT LENNAR CONTACT US REGISTER NOW

## CANOPY GROVE

### HARVESTING HAPPINESS

Canopy Grove is a vibrant new masterplan nesting its way into the heart of Escondido. Comprised of four charming villages and adventurous amenities, tight-knit neighborhoods and tree-lined streets create an ideal landscape. A place for family get-togethers in the park and lively gathering spaces where neighbors quickly become friends.

### ADVENTURE AWAITS

Enjoy all the tools you need to prosper an active, social and outdoor lifestyle. The Basecamp will be an exciting hub of activity with a large barn-style gathering area. Three parks will provide plenty of sun-filled space with playgrounds, trails and more. A private recreation center with a limited number of public membership options will feature a pool, spa, fitness center and event lawn.

### FIND YOUR HOME

Canopy Grove offers the perfect fusion of charming architecture, tight-knit community and the relaxed Southern California lifestyle. Each village presents a variety of single-family homes with options for families at every stage of life.

From single-story floorplans, low maintenance designs and spacious luxury homes, every home showcases our signature Everything's Included® program for added value and style, providing upgrades such as stainless steel appliances, integrated home automation and Wi-Fi CERTIFIED™ designs at no additional cost.

REFLECTION AT CANOPY GROVE	HAVEN AT CANOPY GROVE	SANCTUARY AT CANOPY GROVE	RETREAT AT CANOPY GROVE
<b>FPO</b>	<b>FPO</b>	<b>FPO</b>	<b>FPO</b>
COMING SOON 1933 Pascal Court Escondido, CA 92026 760-313-0613 Approx. 1,412 - 1,681 sq. ft. Single Family Solar*	COMING SOON 1933 Pascal Court Escondido, CA 92026 760-313-0613 Approx. 1,525 - 2,592 sq. ft. Single Family Solar*	COMING SOON 1933 Pascal Court Escondido, CA 92026 760-313-0613 Approx. 1,535 - 1,986 sq. ft. Single Family Solar*	COMING SOON 1933 Pascal Court Escondido, CA 92026 760-313-0613 Approx. 1,994 - 3,209 sq. ft. Single Family Solar*

[VIEW SITEPLANS](#)

MP4 animation

### AMERICA'S LARGEST HOMEBUILDER

Since 1954, we've had the privilege of helping over one million families across America move into the next stage of their lives with a new home. We build homes in some of the most desirable cities in the nation and for all stages of your life: first home, move-up home, or a multigenerational home to accommodate your changing family needs.

# H O M E

### LET'S CONNECT

Follow us on social media and register with Lennar to be notified on future events, announcements and sales releases.

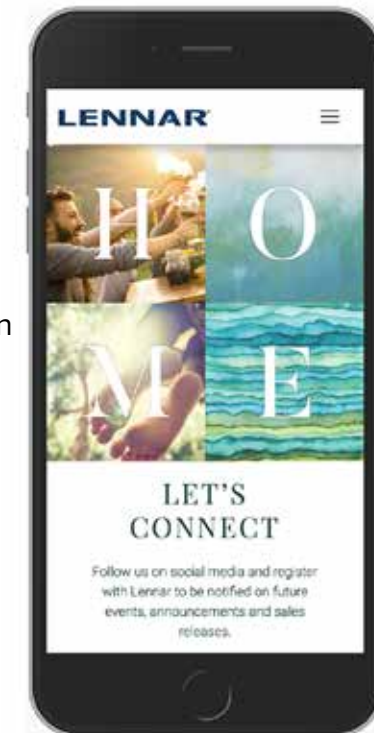
760-313-0613 CANOPYGROVE@LENNAR.COM  
1933 PASCAL COURT, ESCONDIDO, CA 92026

[T](#) [F](#) [P](#) [I](#) [C](#)

[REGISTER](#)

**LENNAR**

MP4 animation



# TAKEAWAYS

## IMPACT

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During the challenging COVID period, with Lennar shifting its focus from print to digital promotions for the Canopy Grove community, my role was pivotal in establishing a strong online presence. Collaborating with Camilla (art director) and Maggie (graphic designer) on initial design styles, I then personally drove the digital execution, translating the established theme (colors, elements, typefaces, and photos) into an engaging user experience.

Here's how my contributions created significant visual and UX impact:

- **Microsite Development:** I meticulously hand-coded the entire microsite from scratch, ensuring proper conversion of high-resolution print images for web use, maintaining optimal visual quality.
- **Enhanced User Engagement:** To maximize visual impact, I integrated animations and dynamic photo carousels. I focused on creating a seamless, single-page experience with intuitive anchor navigation (e.g., "Amenities," "Find Your Home"), allowing users to access desired sections with a single click, eliminating frustrating page reloads.
- **Refined Animation & Responsiveness:** I precisely timed a captivating "HOME" animation for correct spelling sequence and ensured a responsive design that stacks elements 2x2 for an optimal mobile viewing experience.
- **Immersive Scrolling:** I incorporated a parallax effect, where foreground images move playfully over background mountains during scrolling, adding an extra layer of fun and immersion as users explore the new community.
- **Themed E-blasts:** I custom-crafted the e-blasts, ensuring they perfectly matched the microsite's design theme, providing a consistent and polished brand experience.

My work helped elevate Canopy Grove's digital presence, delivering an informative, visually captivating, and user-friendly experience crucial for engaging potential homebuyers in a digitally-focused market.

## WHAT I LEARNED

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Working on the Canopy Grove project during the pandemic offered critical insights into evolving sales strategies and customer needs. As in-person interactions were limited, Lennar's focus shifted dramatically, emphasizing privacy and safety for both employees and customers.

This period underscored the effectiveness of:

- One-on-one, by-appointment tours and self-guided options, providing a secure and personalized experience.
- The pivotal role of comprehensive online information, which proved incredibly effective in driving sales, contributing to the community's rapid sell-out.

This experience highlighted the power of adapting sales approaches to prioritize safety and digital accessibility, directly impacting customer confidence and project success.

