

“Life is Innovation”

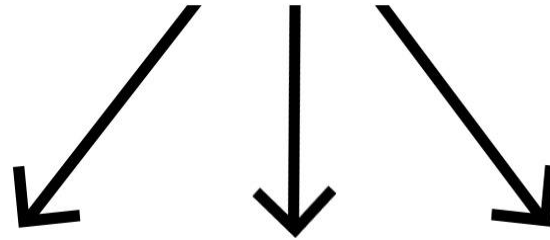


San Diego
City of Life[®]

The identifying brand setting San Diego's thematic tone and marketing messages:

San Diego

City of Life[®]



Life Incredible

Tourism – Conventions – Lifestyle

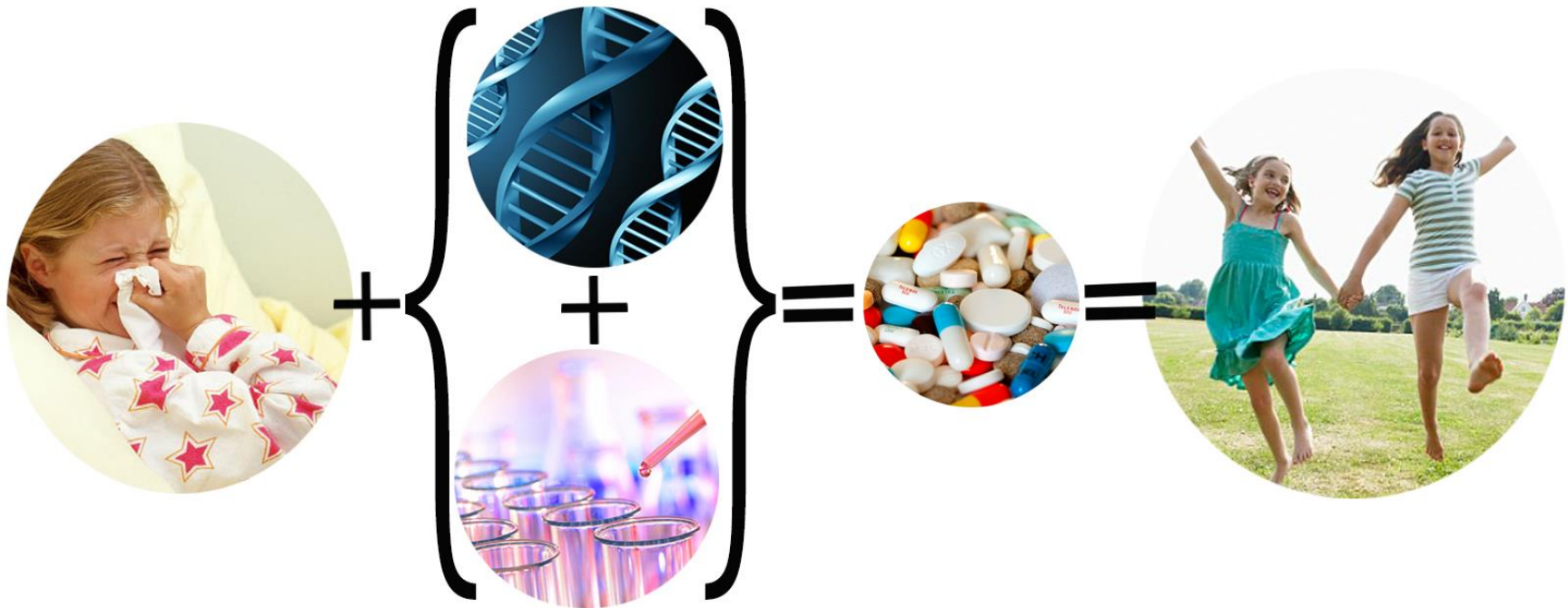
Life is Innovation

Business – Life Sciences – High Tech – Education – Green

Life Liquified

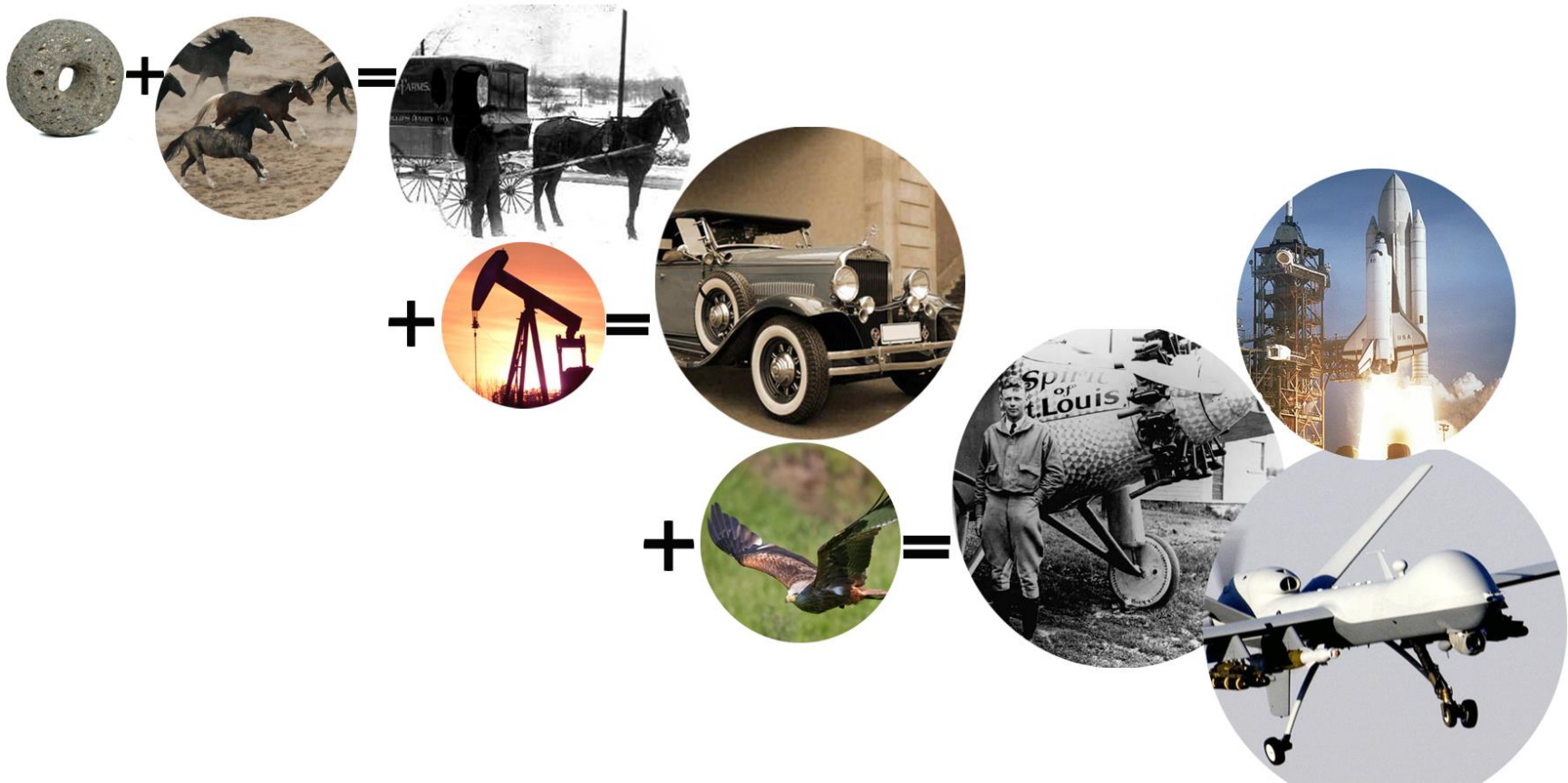
Craft Beer

“Life is Innovation”



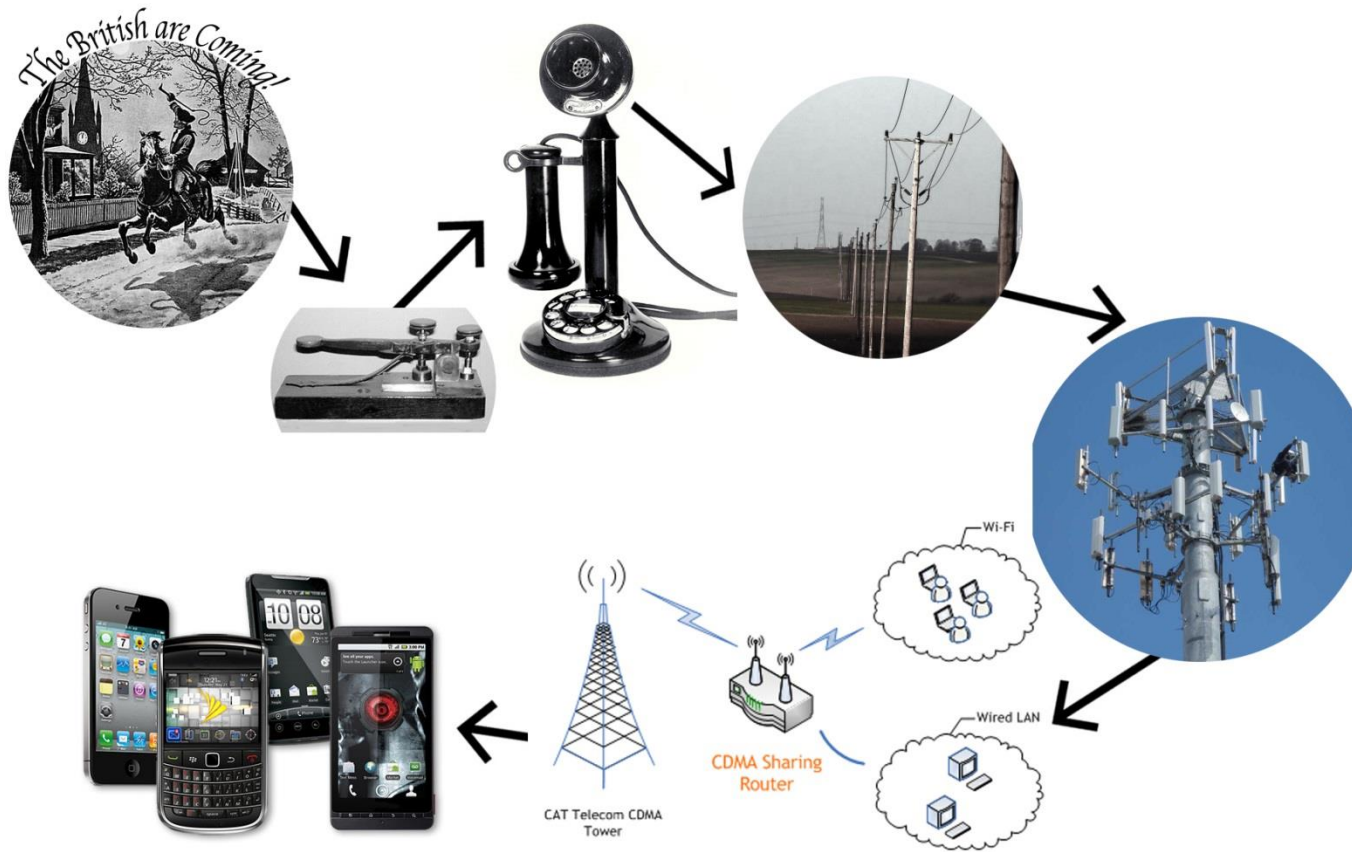
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