

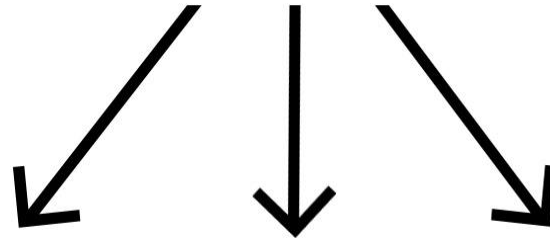
*“Life is Innovation”*



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

**San Diego**  
*City of Life*<sup>®</sup>



***Life Incredible***

Tourism – Conventions – Lifestyle

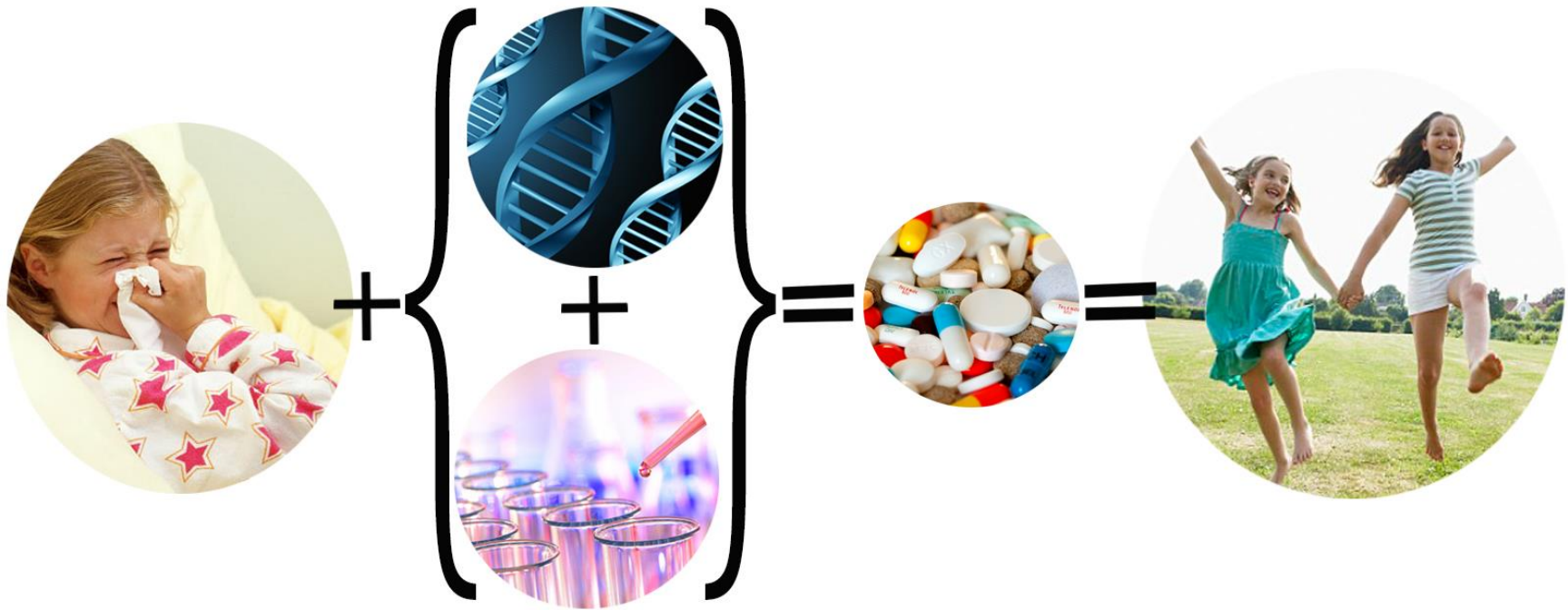
***Life is Innovation***

Business – Life Sciences – High Tech – Education – Green

***Life Liquified***

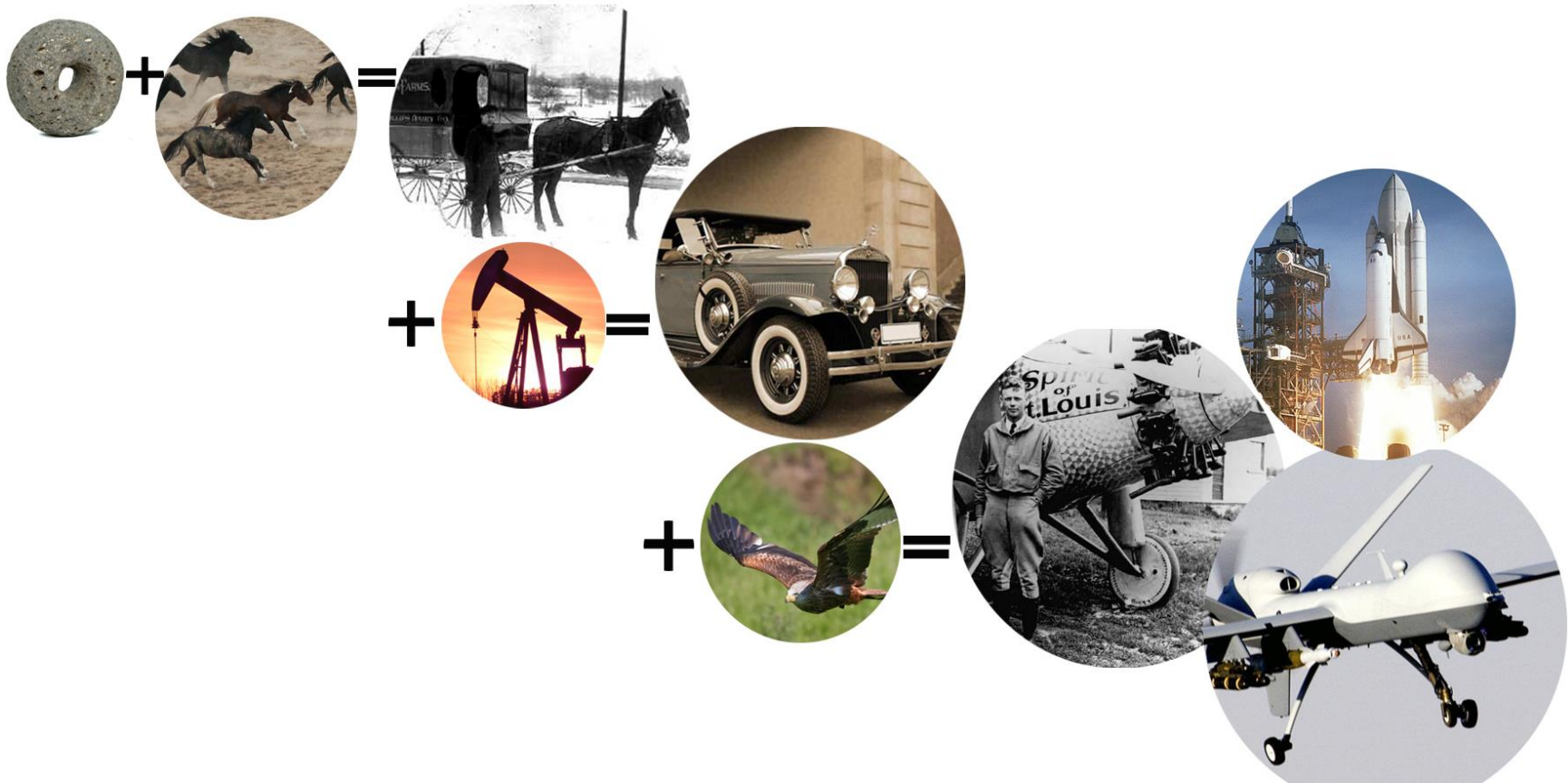
Craft Beer

# *“Life is Innovation”*



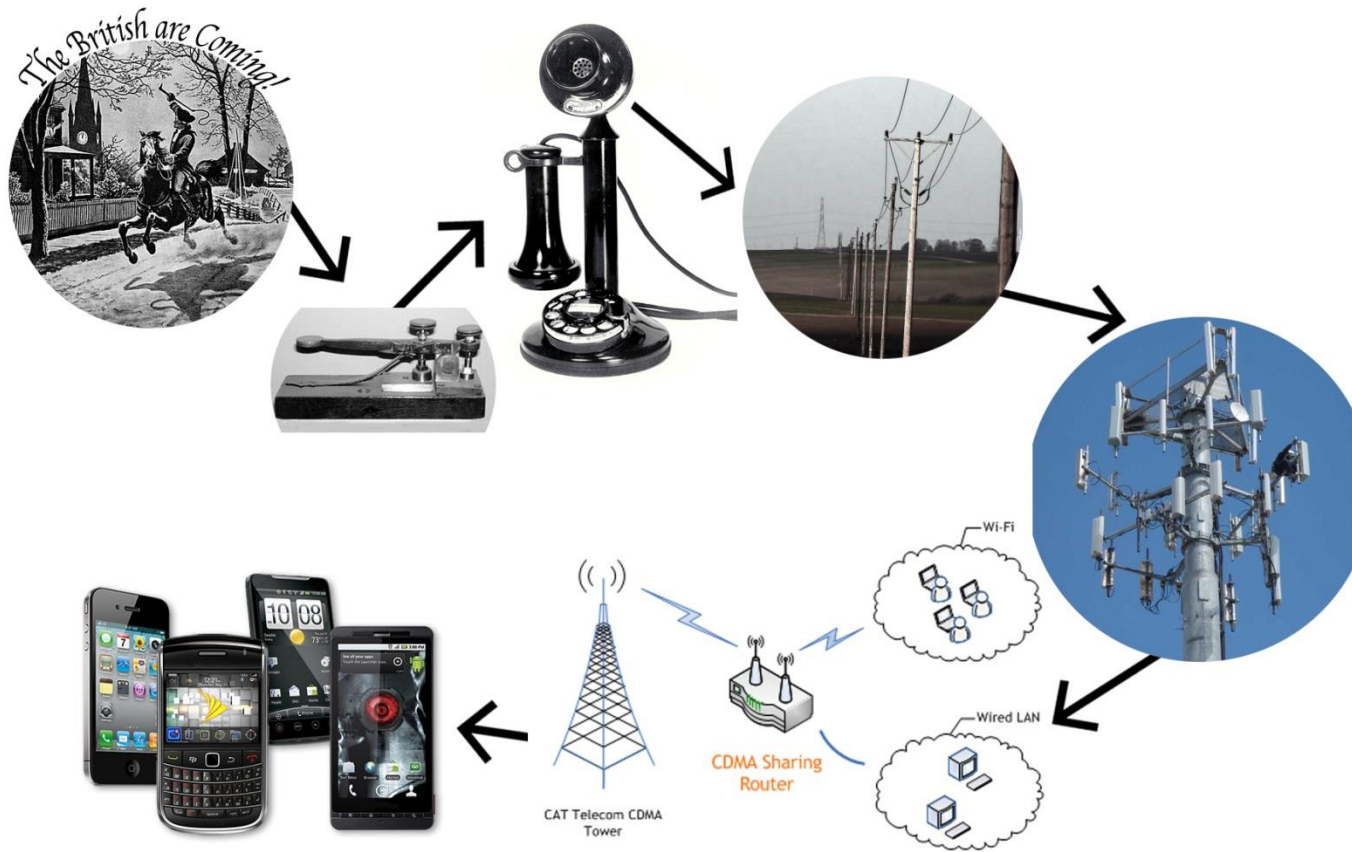
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