

## Countywide Branding

The City of Vista, as an example, has been tagging itself as “*America’s Climatic Wonderland*” for decades. Ironically, most long time residents and native San Diegans have never heard this motto before. Bottom line, the county cities are essentially satellites of the City of San Diego, and as smaller entities most do NOT have the financial means, commitment, or follow thru to properly brand themselves. (The satellite cities should not be trying to differentiate themselves from the City of San Diego anyway. After all, when in New York and someone asks where we are from the vast majority of us say “San Diego”, whether we happen to be from the city proper, El Cajon, Del Mar, or Chula Vista.)

If San Diego were to embrace the *City of Life* branding, why not go to SANDAG and invite ALL the county cities to join our platform as partners? As the big kid on the block San Diego will be billed as **THE CITY OF LIFE**, while each satellite that participates will be billed as **A CITY OF LIFE**. The satellites can employ a derivative version of San Diego’s logo as well. With this plan, we will employ a unique regional effort that enables us to pool our efforts and resources for the good of the entire county. (See sample below.)

# **San Diego**

## *The City of Life*

**Chula Vista**  
*A City of Life*

**El Cajon**  
*A City of Life*

**Poway**  
*A City of Life*

**Vista**  
*A City of Life*

**Coronado**  
*A City of Life*

**Oceanside**  
*A City of Life*

**Encinitas**  
*A City of Life*

**La Mesa**  
*A City of Life*