

USD Branding

If San Diego were to embrace the *City of Life* branding, why not spread our branding wings by inviting USD and a few other high profile local entities to participate as well? By doing so, we all benefit by pooling our resources and rowing in the same direction. With respect to USD, two complimentary branding ideas quickly come to mind: the first says “University of San Diego” with a clean hill graphic and cross...and below in italics “*a.k.a. University of Life*”. The second says “*Life on the Hill*” in italics with graphic...and below “USD”. (See rough sketches below.)



Adrian
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