



Your Life. Animated.

Glendale is an animated place. There's an energy in the neighborhoods and districts that excites you, an excitement reflected in the faces of those you meet throughout town. It's a place where animated people create connections and opportunity. And there are even a few trophies in Glendale for animated films. That's entertainment. That's Glendale. That's animated.

SPIRALS

The spirals and arcs represent the unending activity, vitality and mesmerizing energy in Glendale, symbols of movement and advancement.

VARIETY

The diverse people and places throughout Glendale are mirrored in the colorful collection of varying sized spirals. All of the parts are unique and maintain their dynamic individuality alongside each other while creating interest for the whole of Glendale.

INVITATION

The lowercase typeface flavors Glendale as fun, approachable, comfortable, and current. It is appealing to the creative demographic that calls Glendale home.



ANIMATED

The essence of the brand in Glendale. Certainly representative of the animation giants and emerging greats in the Creative Corridor, but animated goes much further by characterizing the innovative approach to business across the city and the excitement and personality available in all of the unique parts of the city. Animation is based on quickly advancing thousands of frames for the depiction of an action. Glendale's diversity of opportunity, fun, and families is equally layered and interesting. Animated is a way of active living here, daily.

YOUR

A personal invitation to enjoy the neighborhoods, entertainment, and opportunity in Glendale and to design the signature lifestyle that best suits their personality. The individual is celebrated.

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LIFE

Quality of life is the grand motivator for most in choosing a hometown and the responsibility of a city. It is at the center of Glendale's focus. Glendale's safety, strong schools, and economic opportunities welcome a dynamic population who punctuate all areas of Glendale with a lively energy, creativity and spontaneity.

ECONOMIC DEVELOPMENT

Success is animated in Glendale. Quick, fluid, innovative, imaginative, and creative. Just a few reasons some of the world's most renowned brands call Glendale home. Perfectly positioned in Southern California for accessibility and ease, Glendale offers businesses an environment rich with talent that can ignite imaginations and ideas that advance their offering.

ARTS AND ENTERTAINMENT

Fun is animated in Glendale. Glendale is not only the center for animated entertainment production, but an ideal place to consume and enjoy arts and entertainment of all kinds. Innovative retail concepts start here. The spectacular natural setting inspires music and theater here. And the interesting neighborhood business districts offer fun experiences at every curve in the road.

COMMUNITY LIFE

Living is animated in Glendale. In the dozens of different neighborhoods of Glendale, you can witness the brand essence on the faces of the couple walking their dog or the friends strolling to their neighborhood café or just passers-by. It's an animated feeling. An expression of happiness, comfort, and content.