Brand Platform
Brand Platform
Foundation

#1 / Destination
#2 / Experience
#3 / Leadership
Gateway to the City
San Francisco starts here. As a global destination and anchor for our city we welcome the world.
- Global Recognition
- Tourism / Conventions
- Economic Impact

Hub of Mobility
From here, anything is possible. By foot, by transit or cable car, Union Square is an urban center connecting neighbors and neighborhoods.
- Accessibility / Central Path of Transportation
- Adjacent Neighborhoods and Attractions

Source of Pride
What would San Francisco be without Union Square?
- Local Pride & Ownership
- Icon of the City
- Value of Public Space
Experience —

Something for Everyone

Diversity, Sites, Events

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**Shop, Dine, Stay**

From elegance to essentials, luxuries to late night haunts, Union Square is the quintessential San Francisco experience, with surprises around every corner.

- Diversity of Retail Offerings / Shop Owners
- Diversity of Dining Options / Chefs
- Diversity of Hotels / Hospitality

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**Dance, Play, Shine**

Where tourists come to play local and locals come to play tourist, the diverse spirit of San Francisco comes to life at the Square.

- Outdoor Events Calendar
- One-of-a-kind Theater District
- Music Venues
- Annual Conventions

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**Watch, Look, See**

From people watching to window shopping, from streetscapes to street art, Union Square is a treasure of hidden gems and timeless classics.

- Murals / Street Art / Pop-Up Events
- Holiday Activations
- Architectural Landmarks
Leadership —

Looking Forward

Civic Value, Stewardship, Vision

Honor & Own
As a timeless icon of our city, we stand proudly for San Francisco. We will always be a common ground for people to gather and celebrate.

- History / Design / Intent
- Legacy as Gathering Place for Social Movements
- Civic Value / Public Space

Adapt & Curate
As stewards of our district, we activate our streetscapes and support our local economy. Through trials or triumphs, we advocate and inspire.

- Business Advocacy
- Cleaning + Safety / Union Square Cares Program
- Record of Resilience
- Creative placemaking

Invested & United
As a creative and resilient community, we are invested in designing the future of our district with pride, optimism, and collective vision.

- Process, Planning and Preparation
- Diversity and Inclusion
- Responsibility and Reliability
The New Union

Destination
Heart of San Francisco
— Gateway to the City
— Hub of Mobility
— Source of Pride

Experience
Something for Everyone
— Shop, Dine, Stay
— Watch, Look, See
— Dance, Shine, Play

Leadership
Looking Forward
— Honor & Own
— Adapt & Curate
— Invested & United
Manifesto

Created on the foundation of civic values we are the proud gateway to the San Francisco experience.

And with resilience, since 1850, we have earned our fame as a global destination. We are a mecca for shopping, we are a wonder of performing arts, and we are the joy of celebration.

Here tourists play local and locals play tourist.

We are surrounded by the diversity of city life, the surprise of hidden gems and the magic of timeless classics.

We were born to stand for the spirit of San Francisco. As the center we connect our neighborhoods. As a creative community we welcome the world.

Over many years we have enjoyed the good times and navigated the challenges. We embrace our role as an anchor for our city with deep commitment.

Again, we must adapt.

To hold on to all that is dear, and rethink what must be changed. We look forward once again with experience, pride and optimism as our community at Union Square becomes...

The New Union.