

The logo is a circular emblem. Inside the circle, there are four palm trees: two on the left and two on the right, with their fronds reaching towards the top edge. In the center, a silhouette of a person is shown from the waist up, holding a surfboard under their arm. The text "SO LOVE" is positioned above "SO CAL", both in a bold, sans-serif font. A small "TM" trademark symbol is located to the right of "SO LOVE".

SO LOVETM
SO CAL

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