




**"They tried to bury us;  
they didn't know we were seeds."**

Mexican Proverb





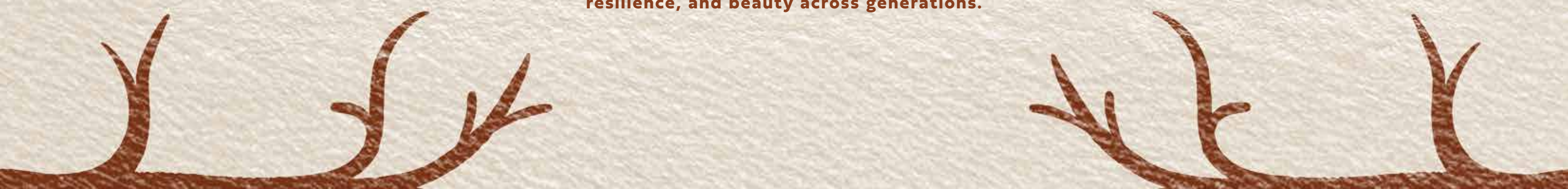
The visual identity of the NLPA 2025 Summit is rooted in a powerful and poetic metaphor: a tree blooming in the desert, its branches and leaves formed by birds in flight. This central image, which guides the logo and the entire visual system of the summit, draws inspiration from the traditional Tenango embroidery of Indigenous Mexican communities and from the cultural and natural landscape of Texas, where the summit will take place.

The tree symbolizes resilience, the core theme of this year's gathering. In the harsh, arid soil of the desert—a metaphor for the adversity faced by those who cross physical and symbolic borders—the tree not only survives but thrives. It takes root, grows, offers shelter, and bears fruit. It represents a life that insists on continuing, even when every condition suggests otherwise. The birds that form the tree's crown are rich in meaning. They reference the native birds of Texas, the deep human longing for freedom, and the movement — physical, emotional, and spiritual — experienced by migrants. Each bird represents a person: a unique story of migration, courage, loss, and reinvention. Together, they form a canopy of shared strength — a reminder that resilience is collective and healing is built through community.

The colors and patterns of Tenango embroidery are woven into this identity to honor the vibrant aesthetic and cultural heritage of Latin American peoples. These intricate, organic designs deeply connect to land, memory, and tradition. By bringing these elements into the visual language of the summit, NLPA celebrates ancestral knowledge and asserts the value of cultural identity as a vital component of mental health and wellbeing.

This year's theme — "Psychology at the Border: Resilience, Mental Health, and the Immigrant Journey" — challenges us to view migration as a physical act and an internal passage. To be an immigrant is to rebuild oneself, reprocess loss, and find belonging in a new and often unwelcoming environment. The concept of Immigrant Syndrome, which describes the psychological toll of migration, brings to light the grief, trauma, and identity fragmentation that many face. Psychology becomes a support, healing, and social justice tool in this context. Texas — a region long shaped by migration and border tensions — is a symbolic and strategic location for this gathering. The University of Texas Rio Grande Valley, deeply embedded in Latinx communities, provides the perfect setting for this vital conversation. It is a place where Latinx culture lives and breathes and where the politics of migration and identity are felt in everyday life. Mental health care is resistance here — a radical act claiming space, dignity, and future.

The NLPA 2025 visual identity is not merely decorative but emotional, political, and deeply symbolic. It represents a tree that defies the desert and continues to grow. It represents birds that borders will not confine. It represents the artistic traditions that carry memory, resilience, and beauty across generations.





# Inspiration



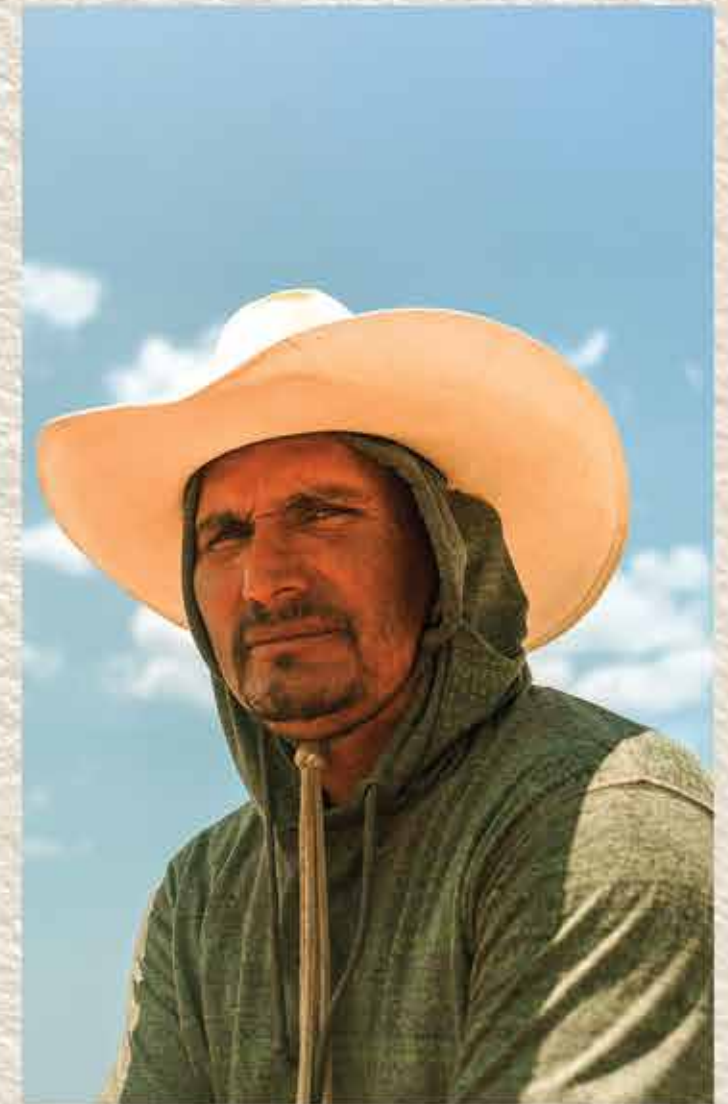
**Mexican embroidery  
Tenango**



**The lush nature of Texas**



**The bird that  
is an icon of Texas  
Northern Mockingbird**

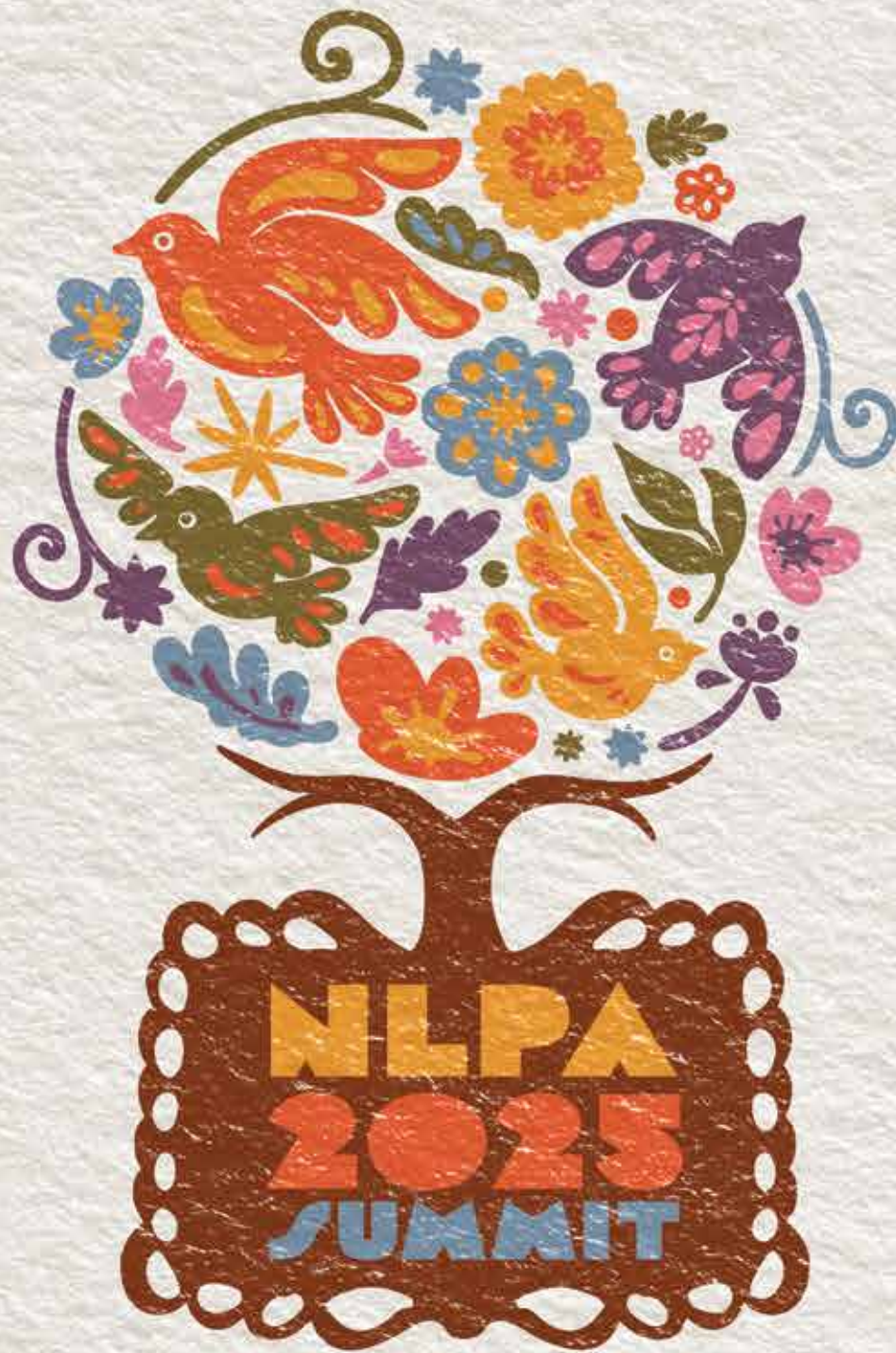


**The immigrant, a fundamental  
part of cultural and  
economic development  
in the USA**

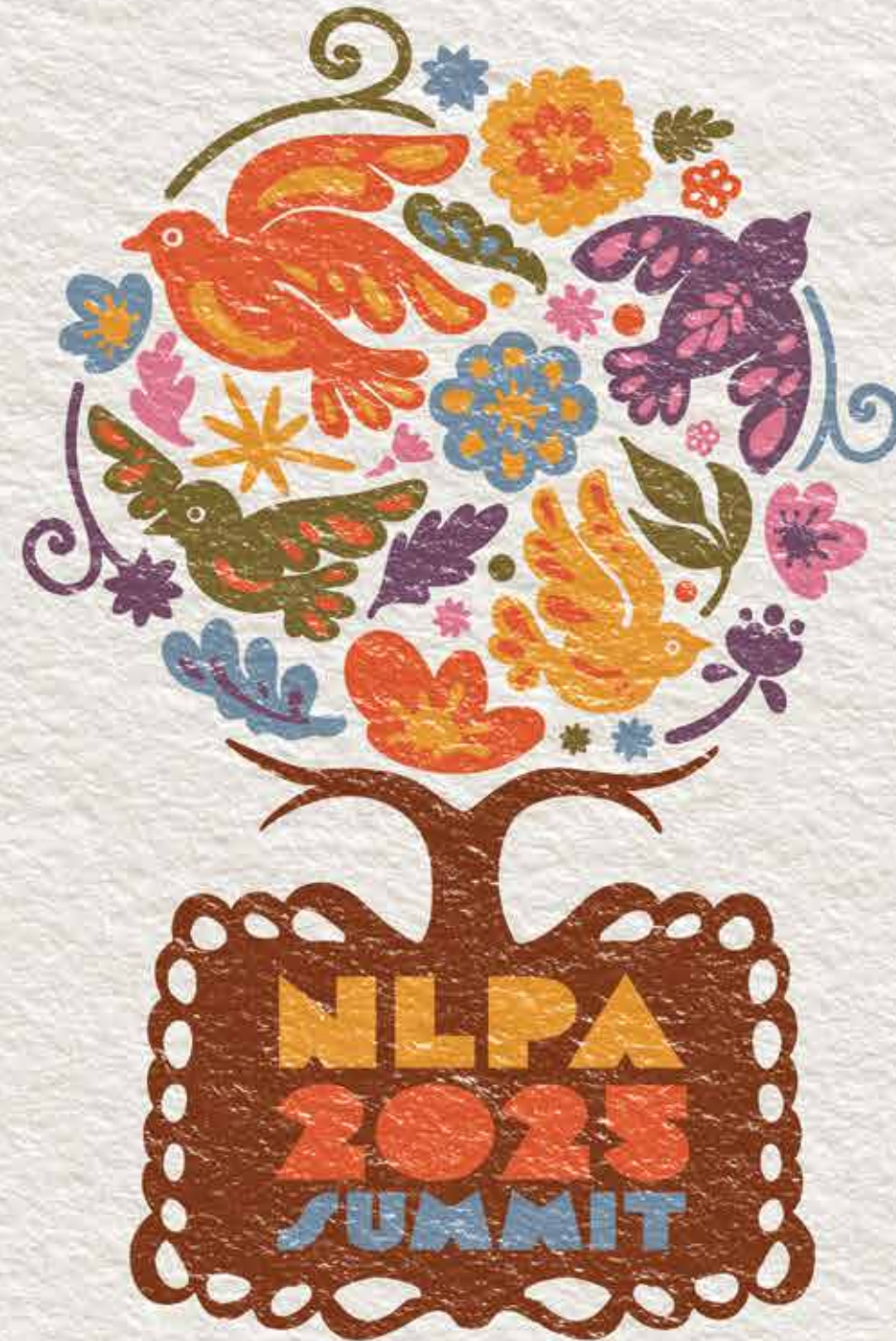








UTRGV \* TEXAS  
OCTOBER 17 & 18 \* TEXAS

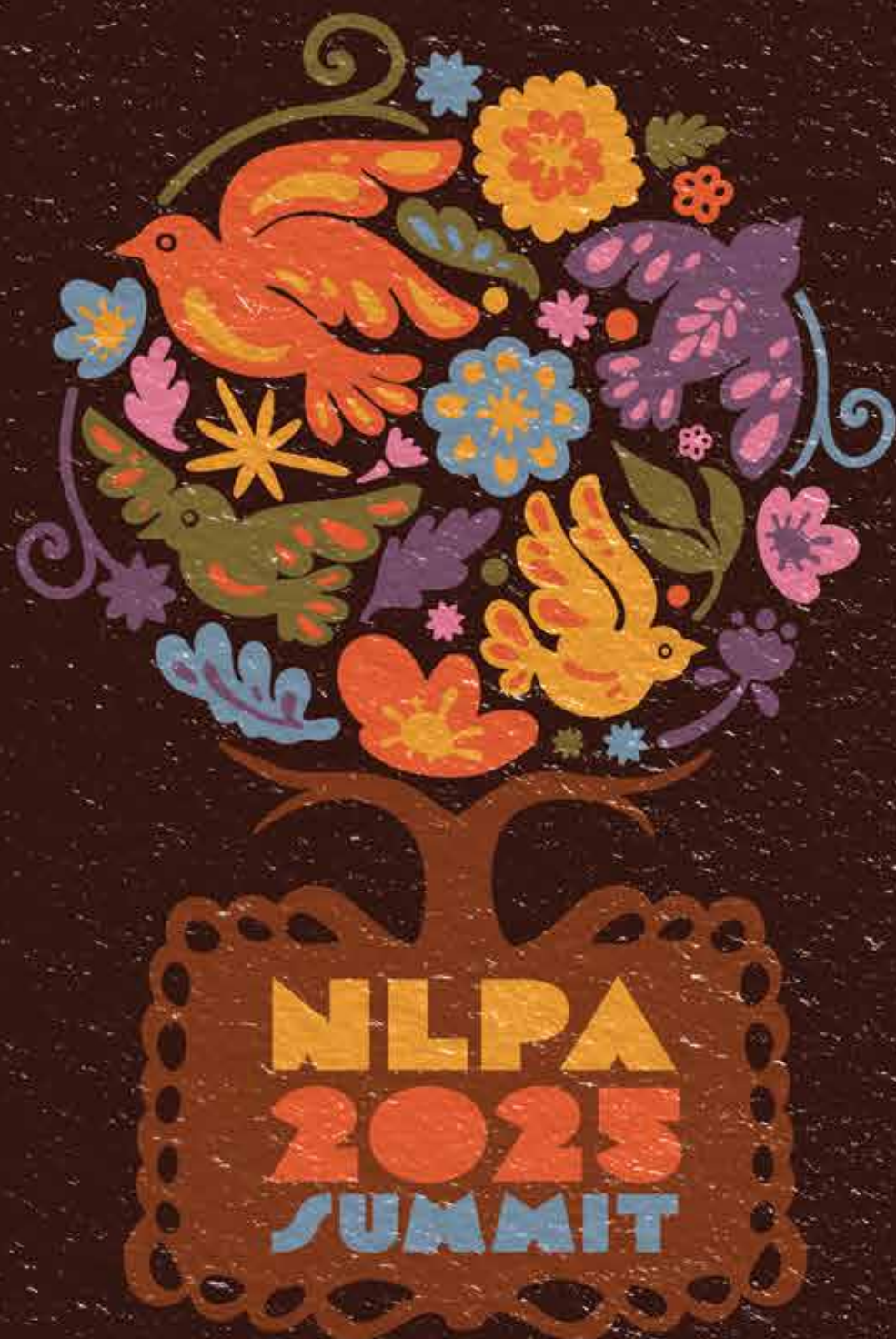


Psychology at the Border, Resilience,  
Mental Health, and the Immigrant Journey

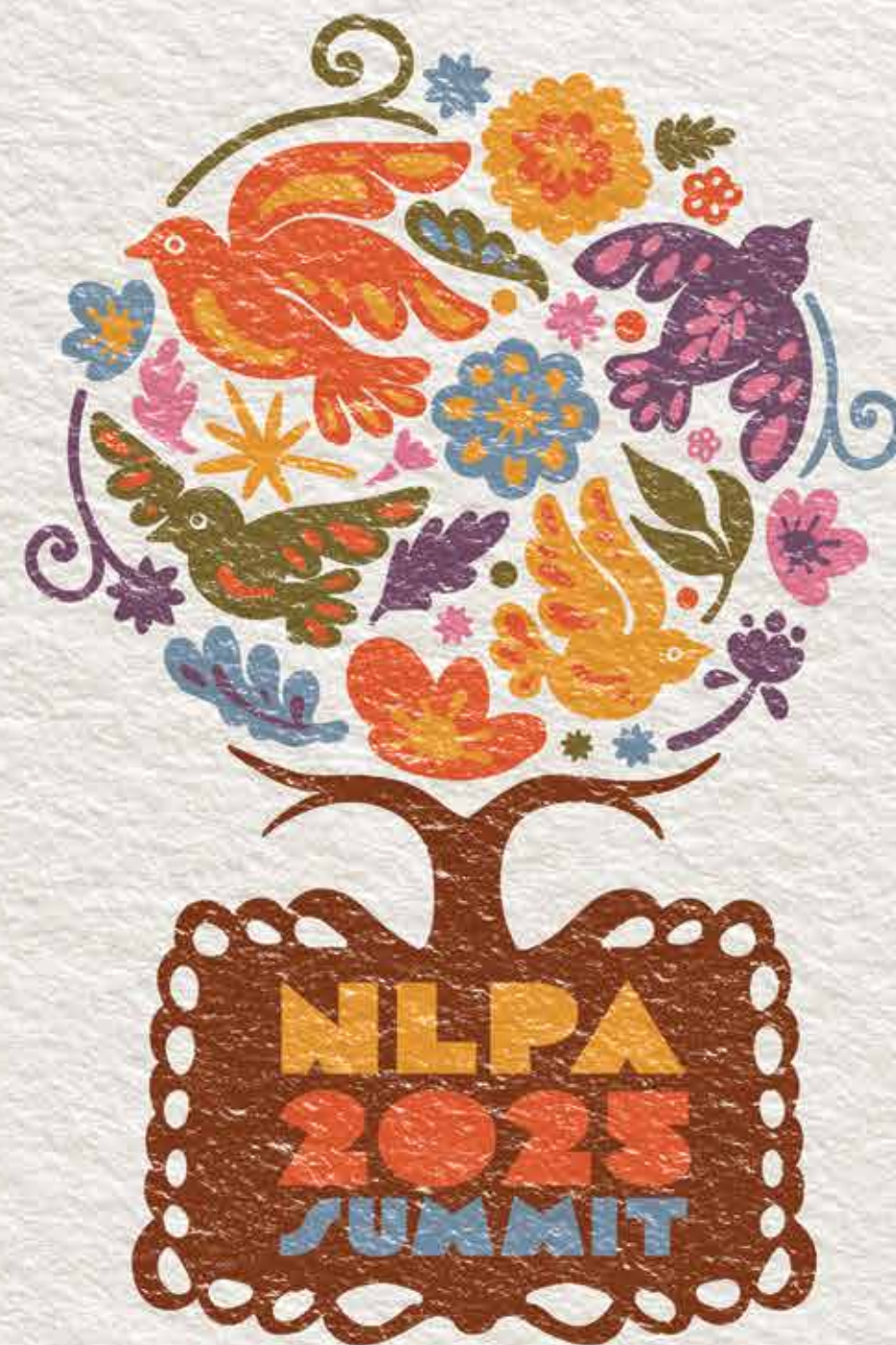
UTRGV \* TEXAS  
OCTOBER 17 & 18 \* TEXAS







UTRGV \* TEXAS  
OCTOBER 17 & 18 \* TEXAS



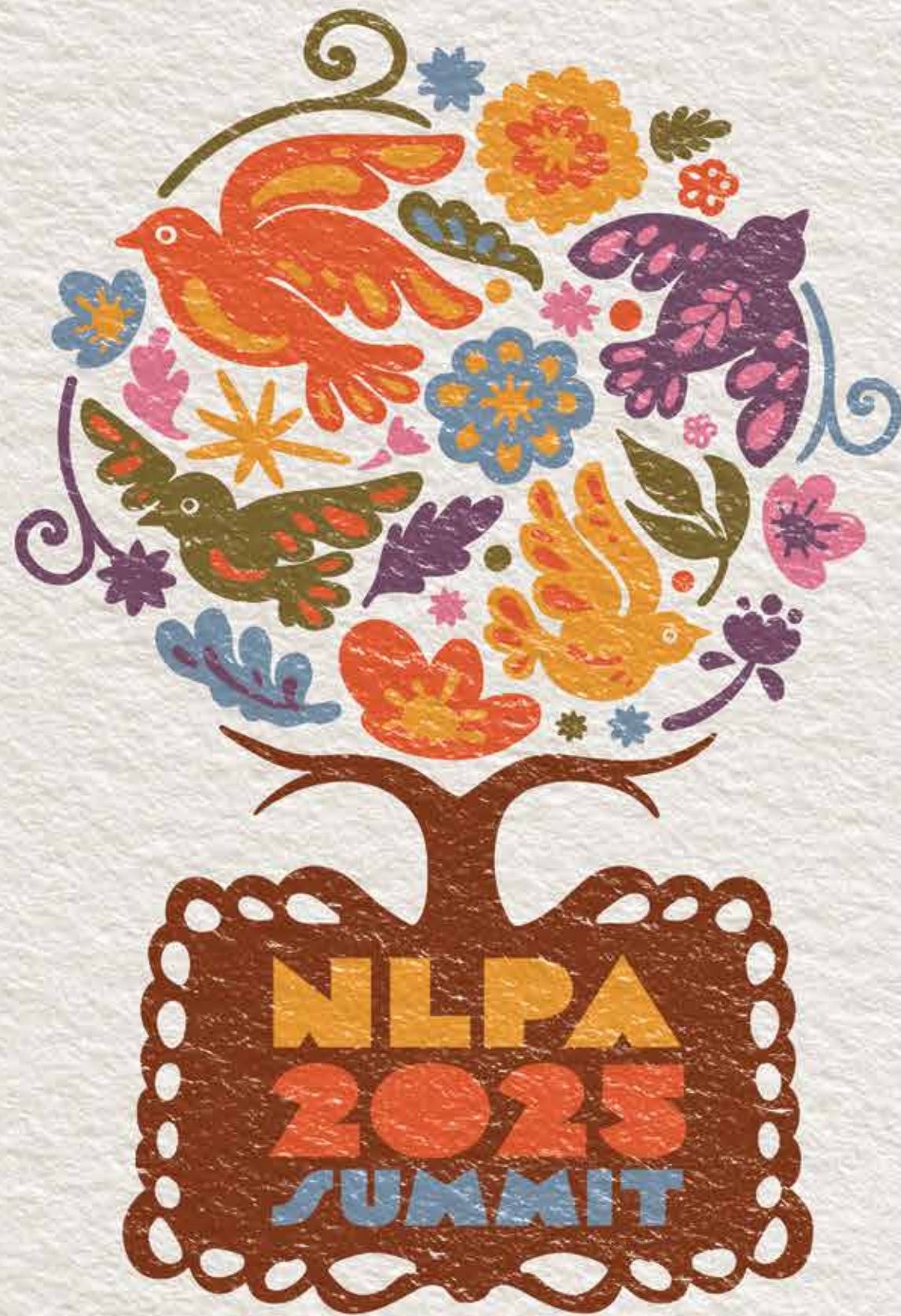




NLPA  
2025  
SUMMIT  
UTRGV \* TEXAS

NLPA 2025 SUMMIT  
The University of Texas Rio Grande Valley  
OCTOBER 17 & 18 - TEXAS





UTRGV \* TEXAS



The University of Texas Rio Grande Valley





**Thanks**