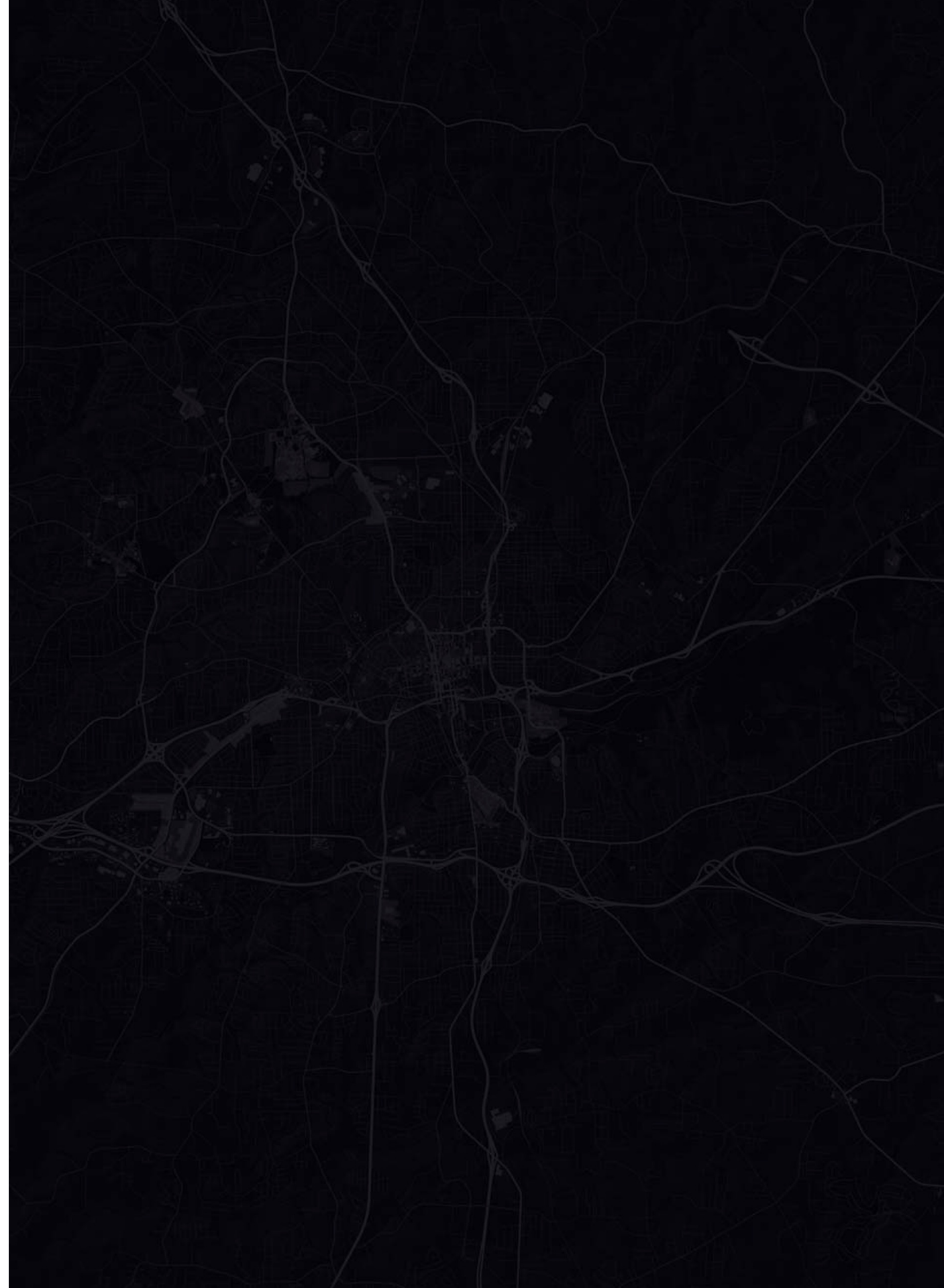


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MERCED YOSEMITE REGIONAL AIRPORT
Logo Concepts - Revisions







The logo's representation is three-fold, designed to give a nod to the agricultural industry that anchors the region of and surrounding Merced, the connection to Yosemite and its unique, distinguishable shape, and the airport, showcasing a plane cascading into the sky. Through these elements, a balance between the literal and symbolic is formed - creating a meaningful representation of MYRA as a regional airport that connects locals to travel, travelers to local, and community to the beauty and potential that surrounds.



MERCED YOSEMITE
REGIONAL AIRPORT



MYRA





MERCED YOSEMITE REGIONAL AIRPORT

Located in California's Central Valley, Merced Yosemite Regional Airport offers a travel experience that is private and convenient. With the advantage of size, location, and complimentary parking we create an efficient and hassle-free process perfect for travelers looking to explore Merced's up and coming community, Yosemite National Park, or an easy trip to Las Vegas or Los Angeles. Deeply connected to our growing community and the tourists who visit, we provide a friendly and professional experience to help you get where you need to go.

For aviation enthusiasts, Merced Yosemite Regional Airport offers hangars for lease, or corporate hangars built to suit. Our fixed Based Operator is available to help with airplane maintenance and offers concierge services. Additionally, the airport provides a self-fueling station, and is home to a National Weather Service station, two air ambulance services and a fire station.

This elevator pitch encompasses all of the specified information regarding the airport that was detailed in the feedback. The goal of this elevator pitch is to explain the many different amenities, benefits, and features of MYRA - covering the ground of potential tourists, Merced travelers, as well as aviation enthusiasts who use MYRA hangars and facilities.



MERCED YOSEMITE REGIONAL AIRPORT

Your community. Your airport. Your ticket to adventure.

This was written with the goal of connecting the community to the airport, and the adventurous aspects of traveling to or from Merced. "Your ticket to adventure," works for travelers who are visiting Merced (nodding to the adventures that await in the region) as well as those who are traveling away from Merced (nodding to the adventures that are inherent to traveling/taking a trip).



MERCED YOSEMITE REGIONAL AIRPORT

Privacy, adventure, and the love of flight.

Because the nature of this target audience is rooted in a shared interest, we utilized keywords (passion, aviation, and adventure) to convey the excitement of flight and pay homage to the dedicated specialty of owning and flying your own plane.

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