

Mae Holton

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Math 115, Logo Project

Prof. Long

### A Balanced Logo

When coming up with a logo that represents me, I found it quite tough. There are so many parts that make me who I am and representing that with a single, simple logo was not an easy task. I spent my time brainstorming, looking through many different brand logos, and determined that I prefer something simple and symmetric. I believe that symmetry and balance are extremely important in life. If you do something wrong, you should balance that out with something good. There will be peaceful, pleasant times, and there will also be hostile, harsh times.

As I made this logo, I was particularly inspired by the concept of Yin and Yang energy and its symbol. They both balance each other out and too much of one isn't good. My logo also displays symmetry, with a rotational symmetry of 2. It can be flipped upside down and then right side up and still look the same. Yet when it's turned 90 degrees, it's now a different image, no longer the same. The balance of looking like the original image and then not and then again, is just like the Yin and Yang, or just like my belief on balance.

I also believe logos should not be overly detailed, from a design standpoint. The more detailed you get; the less people want to look at it and the muddier the overall concept gets.

When people look at my logo, I want them to see the contrast between the two colors (black and

white) and wonder what it means. They might even end up thinking it looks similar to the Yin and Yang symbol. Overall, the symmetrical balance of the logo and the contrast represent me as a person.

