My MAT 115 Logo Project

Ash Still

 For this logo project, I wanted to do something fun, visually pleasing, and mathematical in interesting ways. I wasn’t really sure what to do for a symbol or design, so I decided to just use my name as the core of the logo.

 For the mathematics of this project, I chose to focus on rotational symmetry, knots and tricolorability, and fractals. When I decided for my name as the logo, I was struck with an idea. I could implement rotational symmetry by making my name an ambigram, a name or word that can be read the same even after being flipped 180 degrees. This gives the logo R2 rotational symmetry.

 Additionally to symmetry, I made the logo resemble a knot or link, though it’s actually just an un-knot wrapping around 4 sticks. While making the logo I discovered that it was actually tricolorable, with every intersection having either 3 different colors crossing or all the same color.

 After I made this part of the logo, the background felt empty. To fill the space, I added two Sierpinski triangles bottom to bottom, creating a “Sierpinski diamond.” I made it a diamond to keep the rotational symmetry. I felt that the sharp angles of the Sierpinski triangle were a nice compliment to the sharp geometric style of the text in the logo.

 Overall, It was fun coming up with a design that was both nice to look at and mathematical.