MAT 115R Logo Project

The logo that I have created, embodies a creative collection of symbols representing my identity, intertwined with mathematical principles. I got married last October, so I wanted to incorporate my new name and life into this project. Luckily, my initials are quite symmetrical. The design features the upper half of a butterfly, connected with vines on the bottom half, resembling the letter K for first name Kelsey, when rotated onto its side, and the letter V when it is stationary for my last name Vornberg, all while maintaining a symmetrical balance, if you don’t look too closely. The choice of vibrant yellow as the primary color reflects me, as my favorite color is yellow, adding additional symbolism to my project.

* The butterfly shape gracefully intertwines to form the letters K and V, representing my name. Its symmetrical design conveys a sense of balance and harmony, reflecting my desire for stability in life.
* The logo integrates mathematical concepts such as symmetry and geometry. Symmetry is crucial in achieving the balanced look of the butterfly, showcasing my appreciation for order and precision in both art and life.
* Yellow, as my favorite color, embodies traits such as optimism, creativity, and warmth. These qualities resonate with my personality, showcasing a positive outlook and a passion for creativity in all my endeavors. I chose colors like green, brown, orange, and pink as I felt they complimented the yellow base of the design.

Creating this logo has been a journey of self-discovery, blending artistic expression with the mathematical precision of symmetry. It symbolizes not only my name, but also my values of balance, creativity, and optimism. Through this process, I’ve deepened my understanding of how symbols, colors, and mathematical principles can intertwine to convey a rich narrative about one’s identity and aspiration.