

The design idea is based on the logo by Insignia. By that, I mean a similar font and a similar palette.



Now I am not looking for just a copy of what they have. I have received numerous designs with ideas of symbols but nothing has really resonated with me or it turned out to be recycled designs that other companies are already using. I am looking for an original design. One idea for the symbol is to utilize the same spectrum of colors as the Insignia logo but instead of that figure, something more akin to an image of the universe. Specifically, from the perspective of a theory called the inflationary multiverse. The two images in addition to the Insignia log are illustrations of a multiverse where all the lines represent different universes in accordance with the inflationary theory. These images are from Stanford, so we cannot just copy them but hopefully serve as inspiration for coming with the ultimate design.



