

Vertex Form of a Parabola

$$y = a(x - h)^2 + k$$

Vertex (h,k)

Two purple arrows originate from the text 'Vertex (h,k)'. One arrow points straight up to the 'h' in the equation $y = a(x - h)^2 + k$. The other arrow curves upwards and to the right to point at the '+k' term in the same equation.