The Diploma thesis is focused on marketing and semiotics and the use of these two fields combined. In the course of the thesis, we will deal with the analysis of single visual marketing modes and the overall impact on perception of the brand and also its building by linking these elements. In the thesis, we will focus on the Gunter Kress’ theory of multimodality and, in this context, we will focus on the contents of the Brand manual, which is the key to brand building. Attention will be paid to semiotic analysis of logos, utilization of images and photos, colors and fonts and other components important for creating a visual marketing strategy. In the empirical section, two similar brands will be introduced, on which the single modes will be demonstrated and analyzed. Although the two brands are similar to each other, one has a clearly recognizable brand identity, while the other brand is failing. Also, the second brand obviously does not follow the Brand manual. By analyzing and comparing the visual content of these two brands, we will be able to detect errors that may be critical to brand building and may have a negative impact on the perception of the potential clients with the result of brand extinction. In the result of the thesis, we should be able to confirm the importance of using semiotic techniques in marketing communication.