

Abstract

This thesis focus on semiological analysis of selected corporate logo. Logo is visual identity of brand. Visual identity is a part of corporate identity. Logo is a conjunction of graphic design and marketing strategies. This thesis is based on semiotics theories, although incorporating marketing basics and marketing semiotics take on this problem. Within the practical part the logo analyzed using denotation and connotation. Researched brand is US coffee chain Starbucks, which is one of the most successful coffee companies worldwide. Their corporate logo went through a long development and its strikingly successful.