

Abstract

This thesis focus on semiological analysis of selected corporate logo. Logos are part of the corporate identity and they are surrounding us all the time. Our society is overloaded with logos and that is main reason why logo has to be well remembered, easily recognized and connected with the brand. Logo is a conjunction of graphic design and marketing strategies. From the semiological point of view, this thesis is based on Roland Barthes's theories, although incorporating marketing basics and marketing semiotics take on this problem. Within the practical part the logo analyzed using denotation, connotation and myth. 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.

Keywords

logo, semiology, marketing semiotics, graphic design, corporate identity, myth, conotation, denotation