

## Aqua Logo Design 2013 Decomposition and Meanings

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**Abstract :** This article presents decomposition on Aqua logo design 2013 as well as exploration on the meanings denoting marketing resolution. In the analysis, it is described decomposition details on Aqua logo design 2013, a semiotics implementation on marketing enterprise. 2013's design is different in parts from its first establishment in 1973. Upon that, design elements such as pictures and colors are examined in semiotic theories of sign utilized as directives to the meaning constructed. Each part of the design is analyzed based on its significations that generate denotation and connotation as well as myth. At the end will be concluded the converses of Aqua logo design 2013 in reflection to its initiated marketing creativity; what pictures and colors do in it.

**Keywords :** design, aqua, semiotics, signification

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