

What is a logo?

signs

denotation
literal meaning

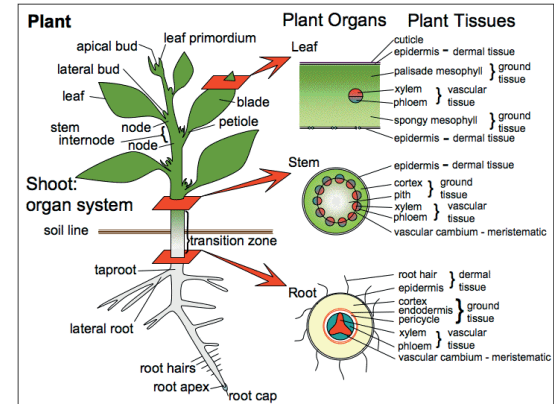
connotation
cultural or emotional
association



flower



symbol for love



„One cannot not communicate.“

Paul Watzlawick

**Austrian-American
communication theorist**

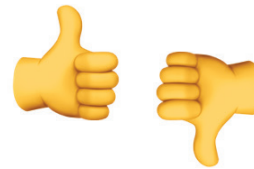
form:



colour:



direction:



meaning:



simplification:

