

CHAPTER 5

CONCLUSION

This research has explored the Evian brand logo through the lens of Roland Barthes' semiotic theory, focusing on the denotative and connotative meanings conveyed by its visual elements. Through a qualitative approach and content analysis, the study has revealed how the visual components of the Evian logo—such as typography, color, and imagery—serve as powerful signs that construct meaning and shape brand perception. (Aiello)

Denotatively, the logo consists of lowercase red letters spelling "Evian," three stylized mountain peaks, and a minimalist design. These elements literally depict the brand name and its origin in the Alps. Connotatively, the mountains symbolize purity, natural origin, and freshness; the color red evokes vitality and confidence; while the sans-serif typography reflects modernity and simplicity. These connotative aspects align with Barthes' second-order signification, where signs evoke cultural and emotional interpretations beyond their literal meanings.

The study finds that Evian's branding is not only a reflection of the product's physical attributes but also a carefully constructed image that communicates luxury, wellness, and environmental consciousness. The logo acts as a semiotic tool that appeals to consumers' social aspirations, cultural associations with health and nature, and increasing global awareness of sustainability.

In terms of social and cultural context, the Evian logo positions the brand as both elite and accessible—representing a healthy, high-end lifestyle while also embracing modern values such as simplicity and ecological responsibility. The identity of the brand is reinforced through consistent visual messaging that resonates with diverse audiences across international markets.

In conclusion, the Evian logo is a successful example of semiotic branding. Through its thoughtful use of signs, it not only identifies the product but also builds a narrative of purity, prestige, and sustainability. This analysis demonstrates how semiotics can uncover the deeper meanings behind visual communication and

highlight the strategic role of branding in influencing consumer perception and behavior.

