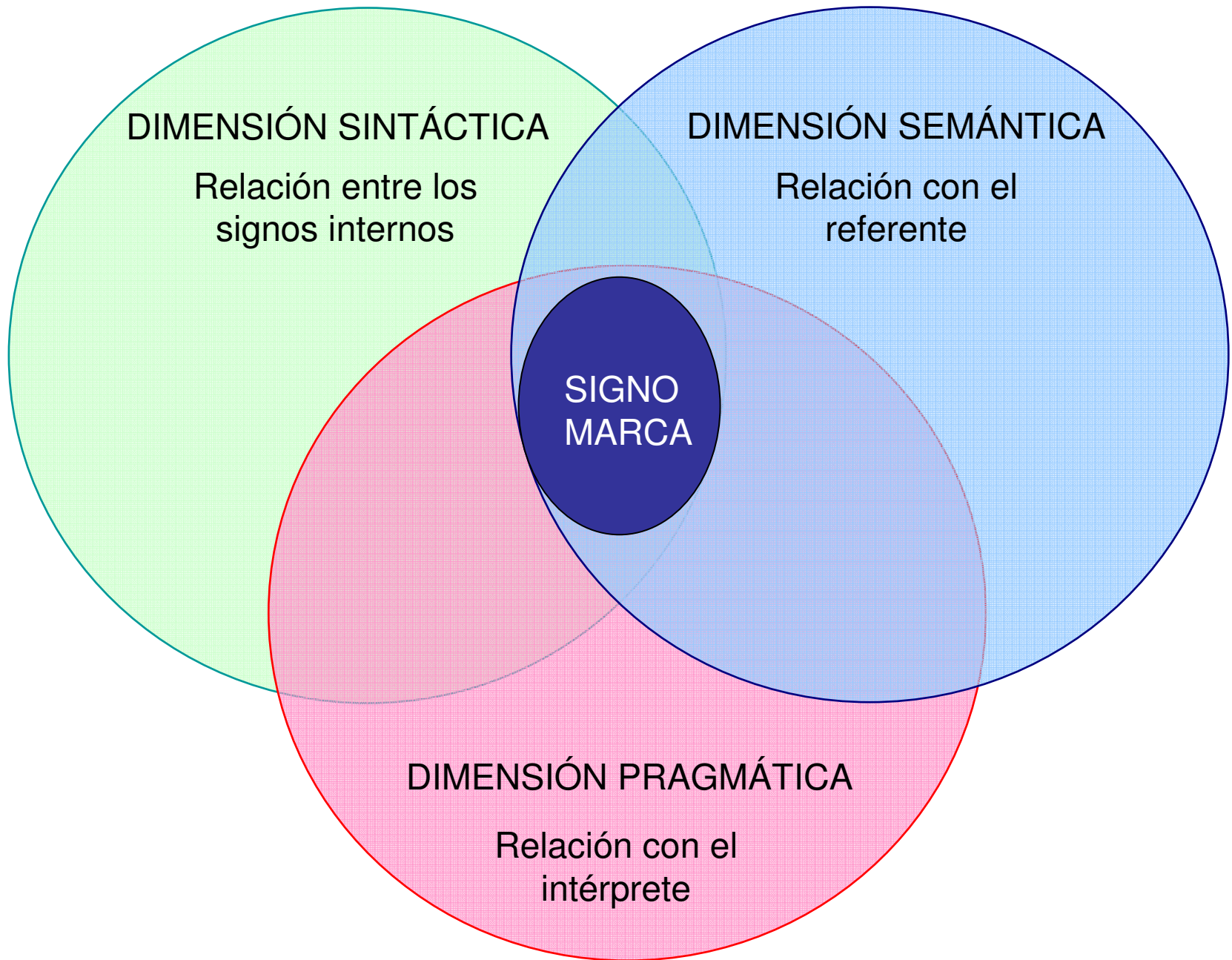


Semiótica de

LA MARCA

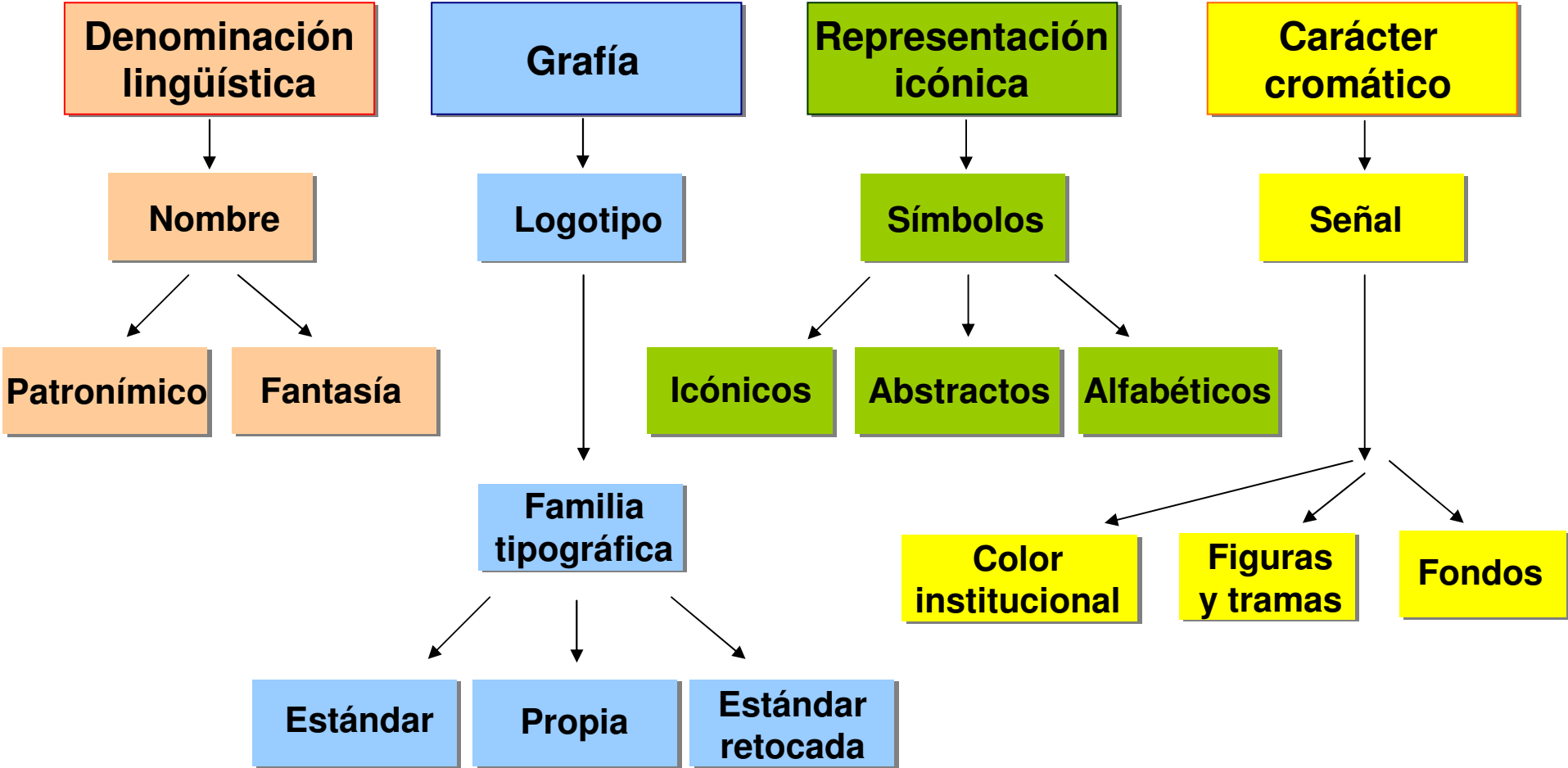


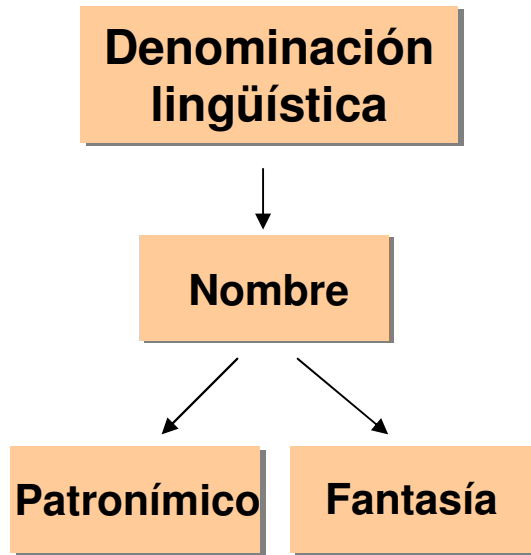
***DIMENSIÓN SINTÁCTICA DEL
SIGNO MARCA***

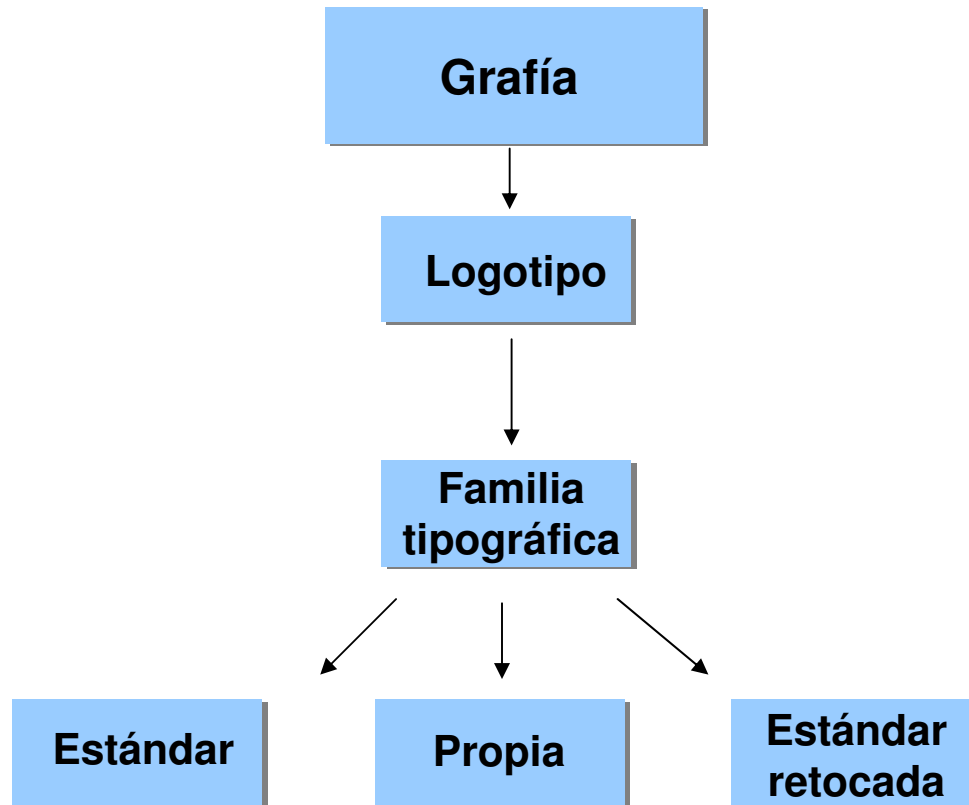
Mapa semiótico de la marca

MARCA

Signo







Panasonic

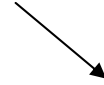
TIMES **ONLINE**



**Representación
icónica**



Símbolos

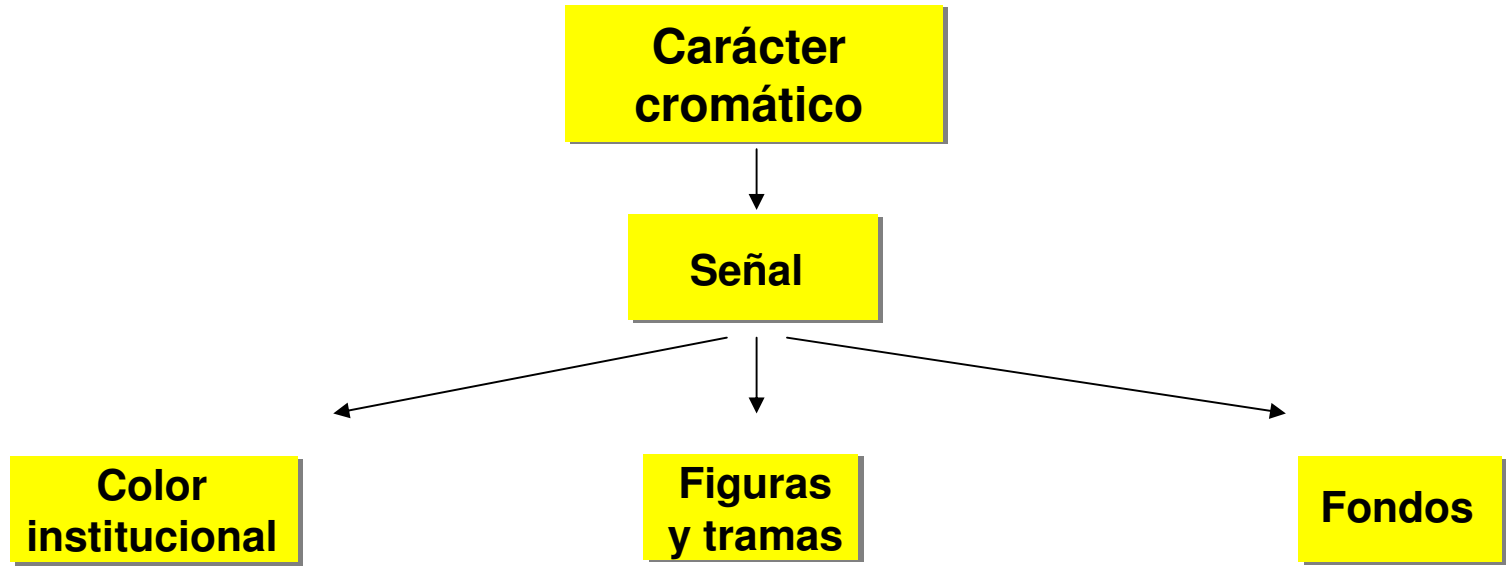


Icónicos

Abstractos

Alfabéticos





Clasificación universal de las marcas

Marcas descriptivas



Marcas toponímicas



Marcas patronímicas



Agiary

The logo for Agiary is a highly stylized, cursive script. The letters are interconnected, with a prominent 'A' and 'G' at the beginning, and a long, sweeping tail on the 'y'.



Christian Dior
PARIS

The logo for Christian Dior is a black rectangular box with the text 'Christian Dior' in a white, serif font. Below it, the word 'PARIS' is written in a smaller, all-caps, sans-serif font.

Marcas de contracción



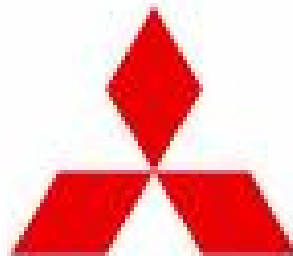
Marcas simbólicas



Composición del signo marca

EL COLOR

Coca-Cola

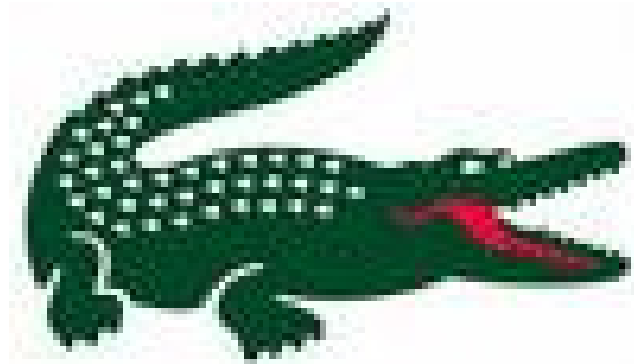


**MITSUBISHI
MOTORS**

El color y los productos



Signos identificatorios primarios fuertes



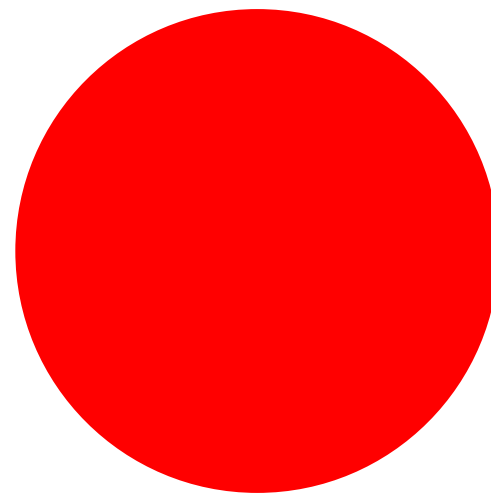
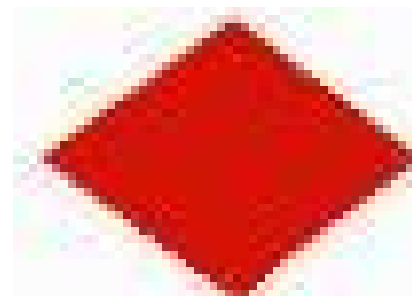
Signos identificatorios primarios débiles





Signos identificatorios secundarios

AGFA



Clasificación morfológica del signo marca

Logotipos tipográficos

Estándar

Panasonic

Exclusivo

TIMES **ONLINE**

Retocado



Iconizado



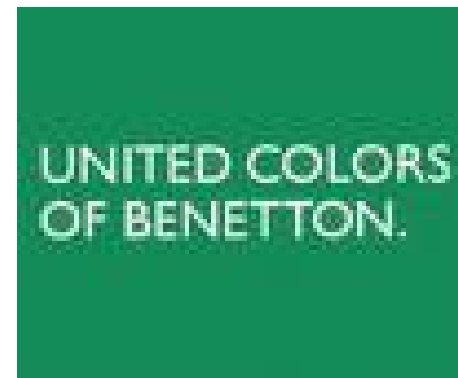
Singular



Con accesorio estable



Con fondo o base estables

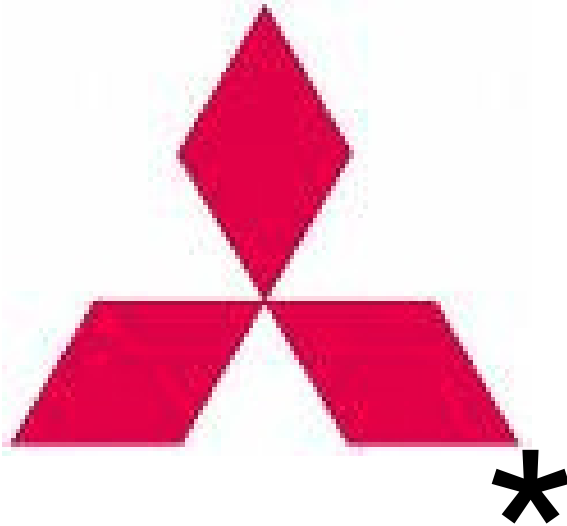


Símbolos

Iconizados



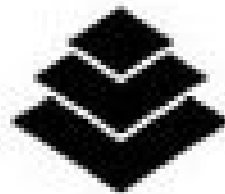
Abstractos



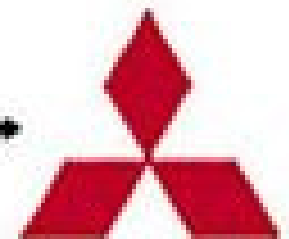
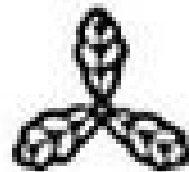
Abstractos



**Cresta de la familia Iwasaki
(Tres rombuses apilados)**



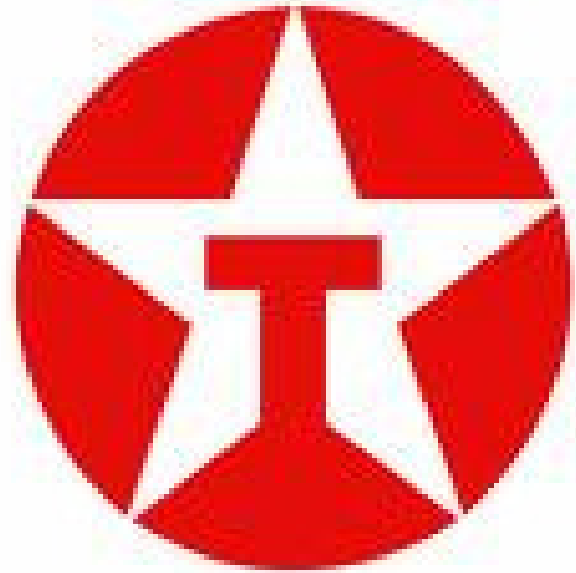
**Cresta de las tres hojas
del Clan Tosa**



Alfabéticos



MOTOROLA



TEXACO

***Catorce parámetros de pertinencia del
signo marca.***

CALIDAD GRÁFICA GENERICA



1903



1909



1912



1912



1927



1957



1976

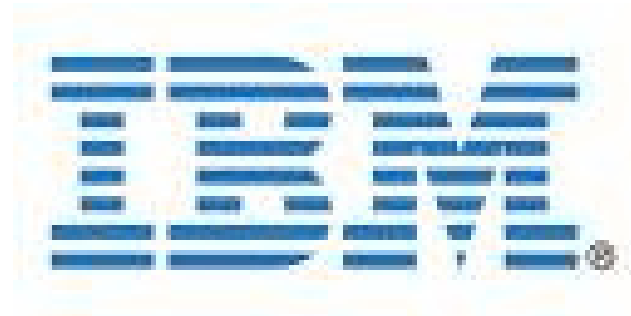


2003

SIEMENS



AJUSTE TIPOLÓGICO



COMPAQ

EPSON®

CORRECCIÓN ESTILÍSTICA



CORRECCIÓN ESTILÍSTICA



COMPATIBILIDAD SEMÁNTICA



SUFICIENCIA

Panasonic®



SONY



VERSATILIDAD



VIGENCIA



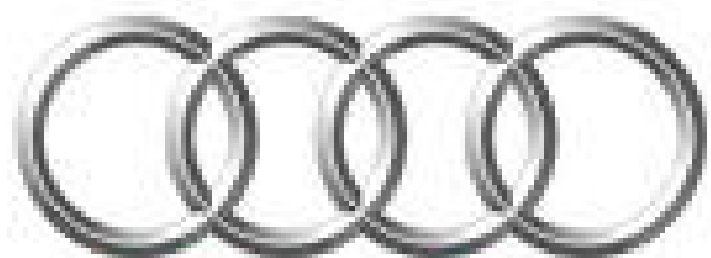
LEGIBILIDAD



INTELIGIBILIDAD



PREGNANCIA



Audi



VOCATIVIDAD



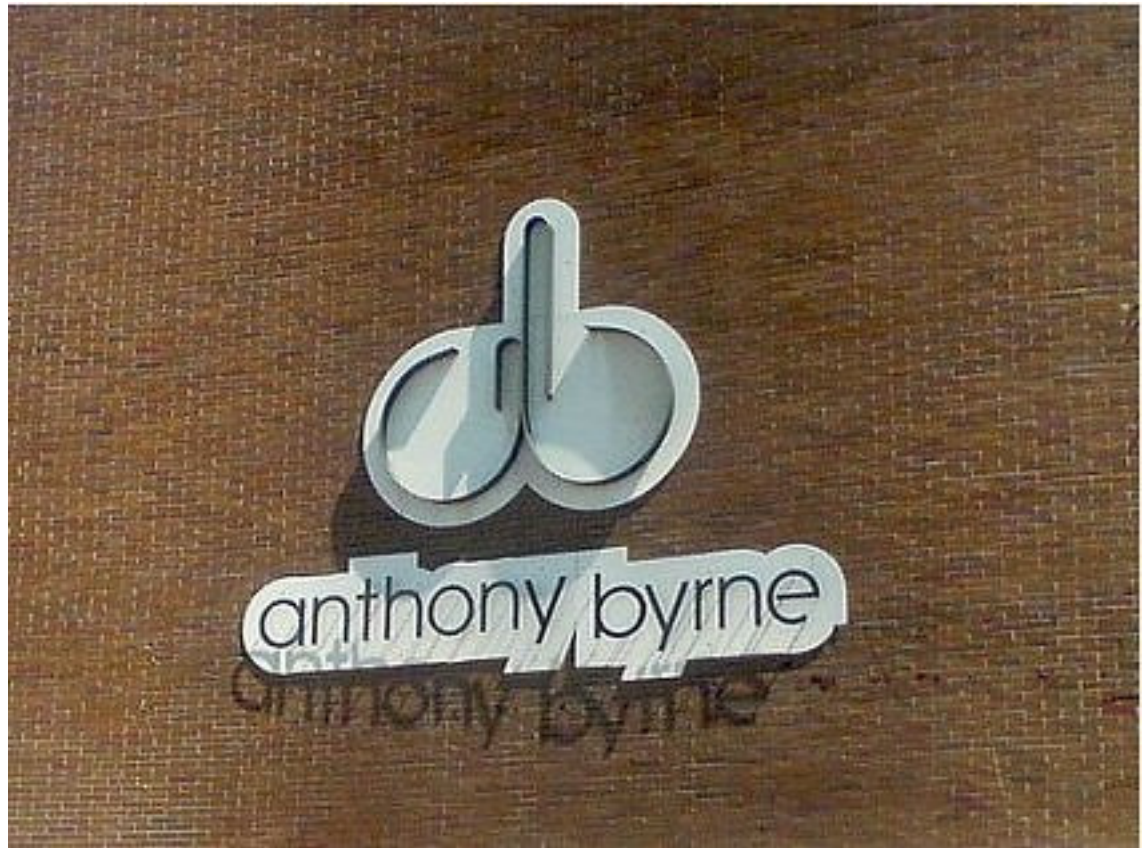
SINGULARIDAD



DECLINABILIDAD



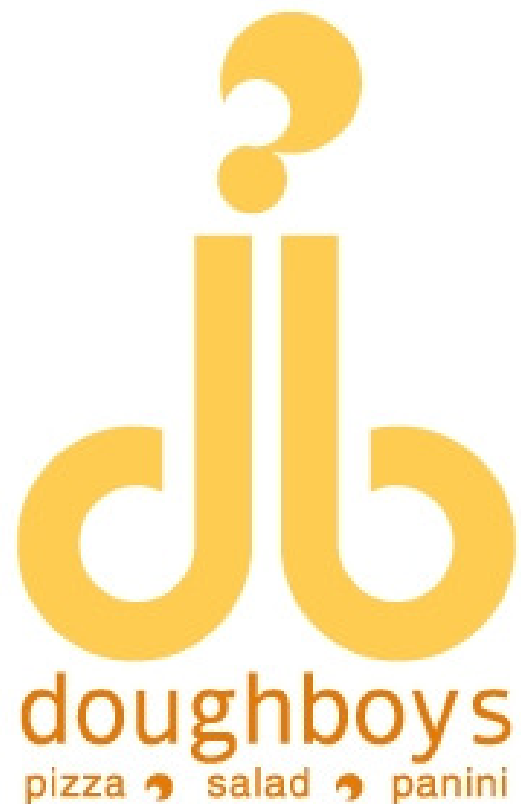
Y ahora... ¡los matamarcas!







**CLINICA
DENTAL**



^{www}gestianium.org!





KARMA

0396

Arinya

ARINYA ACCESSORIES

0398

IC+

0400

O+V

0397

OMVIVO

0399

REALGO
wear®

SWET
&
SUD

A highly decorative and intricate typographic design. The word 'SWET' is in a bold, blocky font at the top. Below it, '&' is written in a smaller, elegant script. The word 'SUD' is the largest, rendered in a bold, rounded font with a complex internal pattern of fine lines. The entire composition is surrounded by decorative elements: a circle with a dot, a star, and various geometric shapes.

0462

BeGZ LEBUS
ARSE

Two lines of text in a decorative, calligraphic font. The first line reads 'BeGZ LEBUS' and the second line reads 'ARSE'. The letters are highly stylized with sharp points and intricate details.

0464

Jet
Couture

The word 'Jet' is written in a large, elegant serif font. A horizontal line with decorative flourishes at both ends passes through the middle of the letters. Below 'Jet', the word 'Couture' is written in a smaller, simpler serif font.

0463

JEAN.
everywear

The word 'JEAN.' is written in a very large, bold, blocky font. Below it, the word 'everywear' is written in a smaller, lowercase, sans-serif font.

0465

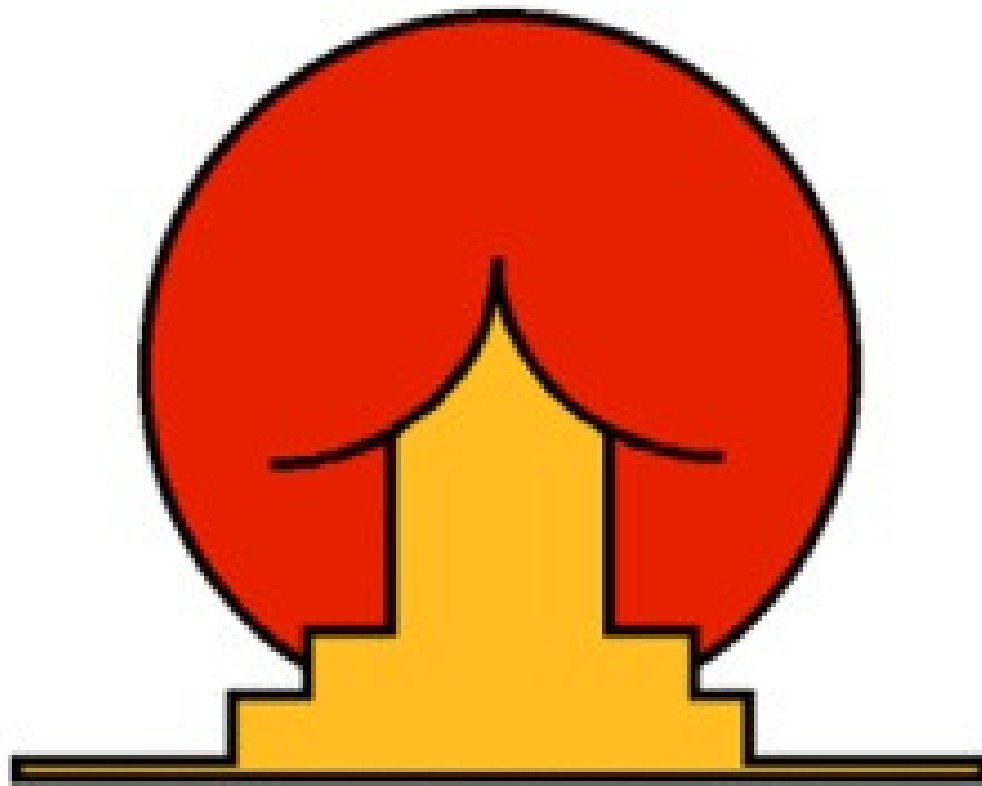
OGC

OGC

OGC

OGC

Y el ganador es...



Instituto de estudios orientais