

ABSTRACT

Logos represent a given brand or institution through a graphical composition that allows its identification. In the museum context, creating a brand that is able to reflect its mission through a symbol that is representative of the same, and at the same time, memorable and aesthetically appealing, translates into an effective way to stand out from the rest and at the same time, position it in the culture and leisure market. Therefore, logos have a communicative potential that results from the design of its elements, based on their fonts, colors and symbols. Through semiotic analysis it is possible to deconstruct these logos as a way to understand the meaning of the use of these elements. In the museums in this study, there is a consistency between the semiotic analysis and the opinion of the public, ie, what is concluded by the deconstruction of logos, in terms of its semiotic function, is also similar to the image that the participants of the focus group reveal about the institutions they represent. Still, what this study shows is that the creation of logos that are aesthetically less appealing confused or even dated results in its poor representation which also hinders the engagement with that image that generally represents the museum.

Keywords: culture, museum, communication, marketing, logos, semiotics