

## BIBLIOGRAPHY

Aaker, *Building Strong Brand*. 1996

Aaker, David. A. *Brand Leadership*. 1999

Aaker, David. A. and Joachimstahler, Erich. *Building Brands without Mass Media*. Harvard Business Review. January - February. 1997

Blackett, Tom. *What is a Brand ?* 2003. Clifton, Rita. *The Future of Brands*. Simmons, John. Allen, Tony. *Visual and Verbal Identity*. Brands and Branding. 2003.

Biricik, Ash. *The Role of Logo Design in Creating Brand Emotion: A Semiotic Comparison of The Apple and IBM Logos*. 2006

Bradley, Stevens. *The Meaning of Shapes: Developing Visual Grammar*  
<https://vanseodesign.com/web-design/visual-grammar-shapes/>.(04:02:00; 01/01/16)

Chandler, Daniel. *Semiotics: The Basics*. 2002

Chandler, Daniel. *Semiotics for Beginners*. 2014  
<http://visual-memory.co.uk/daniel/Documents/S4B/>

Cowin, Erica. 2008. *The Evolution of U.S. Corporate Logos: A Semiotic Analysis*. Florida State University

Duffy, Neil. Hooper, Jo. *Passion and Branding*. 2003

Fiske, J. *Reading the Popular*. 1989

Ranjan, G.D. DharmaKeerthi Sri. 2010. *Science of Semiotic Usage in Advertisements and Consumer's Perception*. Faculty of Mass Media University of Colombo. *Journal of American science* 2010;6(2):6-11

Richter, Klaus. *ART; From Impressionism to the Internet*. Prestel Sightlines. Munich. London. New York. 1997

Schirato, Tony. And Webb, Jen. *Understanding the Visual*. 2004

Taviera, Tomas. *The traditional Transfigured as Pop ?* Fisher, Mark. *Some Thoughts on Pop and Permanent Architecture*. Pop Architecture. Architectural Design Profile No.98. 1992.

Website source:

[www.bussinesdictionary.com](http://www.bussinesdictionary.com)

[www.coca-cola.co.uk](http://www.coca-cola.co.uk)

*C.S.Pierce's Evolutionary Sign: an Analysis of Depth and Complexity within Peircean Sign Types and Peircean Evolution Theory.* Thellefsen, Torkild Leo. (2001). Retrieved July 24, 2016,  
from

<http://Thellefsen.pdf>

[www.famouslogo.net](http://www.famouslogo.net)

[www.hongkiat.com](http://www.hongkiat.com)

[http://jbptunikompp-gdl-ekasuciand-26486-7-unikom\\_e-v.pdf](http://jbptunikompp-gdl-ekasuciand-26486-7-unikom_e-v.pdf)

[http://logos\\_now.pdf](http://logos_now.pdf)  
from Siegel+Gale.com

<http://www.mcwade.com/>

[www.pixel77.com](http://www.pixel77.com)

<http://www.popwebdesign.net/logo-design-novisad.html>

[http://\\_Simple Logos are the Best\\_ - Logo Lessons from Siegel+Gale.com](http://_Simple Logos are the Best_ - Logo Lessons from Siegel+Gale.com)

<https://www.smashingmagazine.com/2010/01/12-modern-art-movements-to-inspire-your-logo-design>

*Starbucks Coffee Company Profile.* (2011). Retrieved March 6, 2011,

from <http://assets.starbucks.com/assets/aboutuscompanyprofileq12011final13111.pdf>

[http://The\\_Curse\\_of\\_Literal\\_in\\_Logo\\_Design.html](http://The_Curse_of_Literal_in_Logo_Design.html)

*The Evolution of U.S. Corporate Logos: A Semiotic Analysis.* Erica, Cowin. (2008). Retrieved March 18, 2016,

from

[http://Cowin\\_Erica\\_M\\_201105\\_MA.pdf](http://Cowin_Erica_M_201105_MA.pdf)

[www.TheVisuaElementsofArt.html](http://www.TheVisuaElementsofArt.html)

[www.uprinting.com](http://www.uprinting.com)