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VISUAL SEMIOTIC ANALYSIS OF BEVERAGE ADVERTISEMENTS: COMPARATIVE STUDY OF POCARI SWEAT AND MINUTE MAID

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ABSTRACT

This study employs visual semiotic theory to analyze the meaning-making process in beverage advertisements, specifically focusing on Peirce's triadic model of sign (representamen, object, and interpretant). The method used in this study was a qualitative method using document analysis instrument. The aim of this research are to reveal what are the visual semiotic elements found in Pocari Sweat and Minute Maid beverage advertisement, and to describe how do the visual semiotic elements in Pocari Sweat advertisements differ from those in Minute Maid in representing brand identity and consumer appeal. Data were collected from official advertisements published on the youtube account of both products. The results shows five recurring elements categories: logo, colour, typography, composition, and metaphor. Pocari Sweat employs a geometric blue-and-white logo, monochromatic backgrounds, sans-serif type, and symmetrical framing; together these signs iconically and indexically foreground scientific precision, clinical purity, and athletic discipline. Metaphors such as droplets on a chilled bottle and a sunrise workout visually equate the drink with electrolyte restoration and spiritual renewal. Minute Maid, by contrast, features a curved black-and-green logo, saturated citrus hues, playful handwriting fonts, and diagonal compositions. These choices index orchard freshness and family spontaneity, while metaphors of splashing juice and smiling parents symbolise sensory pleasure and intergenerational vitality. Comparative analysis reveals that Pocari Sweat cues a competence brand persona, whereas Minute Maid projects excitement and warmth.

Keywords: *Visual Semiotics, Peirce Triadic Model, Brand Identity, Advertisement.*

INTRODUCTION

In today's advertising landscape, the use of visual elements plays a crucial role in delivering messages to audiences. Advertisements no longer rely solely on verbal or textual content; instead, they combine images, colors, layouts, and visual

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symbols to attract attention and convey meaning quickly and effectively. Visuals in advertisements serve not only as decorative elements but also as signs that carry specific meanings. For this reason, it is essential to understand how visual elements work in communicating messages through a scientific approach such as semiotics (Heriwati, 2018).

In order to understand how visual elements function in advertisements, it is necessary to go beyond simple description and adopt a more structured analytical approach. These visual features are not merely decorative, they carry meanings that are influenced by cultural backgrounds and interpreted based on specific contexts (Li & Choe, 2023). Therefore, a theoretical and methodological framework is needed to examine how these visuals convey and construct meaning. Semiotics serves as an effective tool in this regard, as it provides insight into how signs produce and communicate meaning. By applying this framework, researchers can analyze visual advertisements to uncover both their explicit messages and the deeper cultural or ideological values they reflect (Helmie & Syafrudin, 2019).

Through the lens of semiotics, visual elements are understood not merely as aesthetic components, but as sign systems that contribute to the construction and interpretation of meaning. It is widely used to analyze advertisements, as it helps interpret the visual cues embedded in the media (Helmie, Jauhar; Aisah Aisah; Kurniawati, 2026). Charles Sanders Peirce, one of the key figures in semiotics, categorized signs into three types: icons, indexes, and symbols (Peirce, 1931-1958 as cited in Oktaviani et al., 2022). His framework enables authors to explore how visuals in advertisements function as signs that guide viewers to specific interpretations. Besides Peirce (1991), Ferdinand de Saussure (1916-1983) also contributed significantly to the development of semiotics. Saussure introduced the concept of the signifier (the form of a sign) and the signified (the concept it represents), emphasizing the arbitrary relationship between them (Saussure). Building upon Saussure's ideas, Barthes (1972) explored how signs operate within cultural contexts and introduced the notions of denotation and connotation (Helmie & Sumitra, 2024). Barthes viewed advertisements as mythologies systems of signs that shape collective meanings beyond the literal. These scholars collectively laid the foundation for understanding how visuals in advertising can be interpreted on multiple levels (Rabaté, 2019).

According to Peirce (1991), elements such as the depiction of fruits to represent fruit flavored beverages function by drawing a direct resemblance to the product they signify. This resemblance facilitates immediate recognition and strengthens the connection between the visual representation and the product's perceived qualities. According to Harbeck (2011), certain visual cues such as the presence of sweat suggest a physical or causal relationship with the concept being represented, such as exertion or high temperature. These elements guide viewers to infer specific meanings based on observable associations rooted in real-world experiences. Moreover, Lotman (2019) stated that on the other hand within the realm of advertising, certain visual elements such as brand logos derive their communicative power from socially constructed meanings that emerge through consistent exposure



and cultural reinforcement. These elements function as integral components in the construction of persuasive visual messages, as they evoke recognition and associations that have been collectively internalized by the target audience (Helmie et al., 2025).

The layout of visual elements in advertisements also plays a major role in meaning construction. Yilmaz & Kır (2025) revealed that the arrangement of visual components influences audience interpretation. For example, a minimalist and balanced layout often suggests modernity and professionalism, whereas a colorful and dense design may convey richness, diversity, or excitement. This means that not only the individual elements matter, but also how they are spatially organized to create an intended visual narrative.

Color and typography are other important components in visual semiotic analysis. Colors carry strong symbolic associations: blue is often linked to trust and purity, while orange is associated with enthusiasm and energy (Labrecque & Milne, 2013). Typography also functions symbolically classic serif fonts tend to communicate elegance and tradition, whereas sans-serif fonts may suggest modernity and informality (Poon, 2021). These visual cues work together to create a distinct brand personality and influence consumer perception. The presence of human figures in advertisements adds another layer of meaning. According to Gierl (2019), that human models function as icons, representing potential consumers, while also serving as indexes by demonstrating product use or benefits (Helmie & Ismiati, 2024). For instance, an image of a person drinking an isotonic beverage after exercise could be interpreted as a sign that the drink is associated with hydration or recovery, making the advertisement more relatable and aspirational.

The study also highlights the impact of repetition in visual elements across campaigns in reinforcing brand associations. Yassin(2023) emphasized that consistent use of motifs such as fruit imagery or brand logos strengthens the interpretive meaning of signs over time. From a Peircean perspective, these repeated signs generate stable interpretants consistent interpretations in the minds of viewers which in turn help solidify the brand's identity and messaging.

Although visual elements are the main focus of semiotic analysis, the interaction between visual and verbal signs should not be overlooked. According to Kress & Van Leeuwen (2020), that multimodal communication, where visuals and text combine, creates richer and more complete meanings. For example, a product tagline placed near a powerful image may help clarify or reinforce the visual message. This emphasizes the importance of analyzing visual signs not in isolation but as part of a broader system of meaning-making (Helmie & Sumitra, 2024).

The development of technology has also influenced how authors study visual semiotics. Recent studies have employed tools such as eye-tracking to investigate how viewers respond to specific visual signs in advertisements. Xu & Yu (2022) discovered that iconic and indexical signs tend to capture attention quickly, while symbolic signs are more likely to remain in the viewer's memory. These findings provide empirical support for the functional distinctions outlined in Peirce's theory and demonstrate how different sign types impact consumer behavior in diverse



ways. As more scholars adopt semiotic approaches to analyze advertisements, the relevance of theories by Peirce, Saussure, and Barthes becomes increasingly apparent. Spence & Van Doorn (2022) revealed that the use of visual elements such as color, imagery, composition, and human figures is not random but strategically designed to create meaning, evoke emotions, and influence consumers. Understanding the semiotic mechanisms behind these visuals offers valuable insight into how advertisements shape perception and contribute to brand identity (Nabila, 2021).

METHOD

This study confidently examines the visual semiotic elements found in Pocari Sweat and Minute Maid advertisements and the visual semiotic elements in Pocari Sweat advertisements differ from those in Minute Maid in representing brand identity and consumer appeal. The methodology used in this study was a qualitative approach. According to Creswell & Creswell (2018), stated that qualitative research is an approach for exploring and understanding the meaning individuals or groups describe to a social or human problem. The characteristics of a qualitative approach is observing participants' behaviour while they are engaged in activities. The qualitative approach was considered suitable for obtaining the answer to the research questions of this research. This study employed a qualitative descriptive method with a document analysis approach as the sole research instrument. The document analysis focused on identifying and interpreting the visual semiotic elements embedded in the selected beverage advertisements of Pocari Sweat and Minute Maid. In relation to the first research question, the analysis explored key visual signs such as logo, colors, typography, composition and layout, and metaphors. For the second research question, the analysis examined how do the visual semiotic elements in pocari sweat advertisements differ from those in minute maid in representing brand identity and consumer appeal. Attention was paid to recurring visual motifs, model representation, and narrative style across both brands' advertisements, aiming to understand how visual language is employed to build consumer perception and brand distinction. The research instrument of this research is just used one instrument, namely document analysis. In order to find out the answer of the first research question, the author applied document analysis. Creswell & Creswell (2018) asserted that document analysis is used as a triangulation instrument following with the observation and interview in ensuring internal validity of the obtained data

The data in this study are derived from official advertisement videos published on YouTube by the verified accounts of PocariID and Minute Maid. These video advertisements serve as primary data sources for the document analysis, as they represent authentic visual marketing content produced directly by each brand. Each advertisement selected for analysis has a duration of approximately thirty seconds, which is typical for commercial television and digital media placements. The brevity of the videos necessitates careful and strategic use of visual elements including logos, colors, typography, composition and layout, and



metaphors elements to construct meaning and influence viewer perception in a limited timeframe. By focusing on the official versions uploaded to YouTube, the study ensures data authenticity, accessibility, and consistency in evaluating the visual strategies employed by Pocari Sweat and Minute Maid in their respective campaigns.

FINDINGS AND DISCUSSION

This study tries to solve two problems related to the title of this study. The problems are: what are the visual semiotic elements found in Pocari Sweat and Minute Maid advertisements and how do the visual semiotic elements in Pocari Sweat advertisements differ from those in Minute Maid in representing brand identity and consumer appeal. *The Visual Semiotic Elements Found in Pocari Sweat and Minute Maid Beverage Advertisements*

Through this framework, the study aims to uncover how visual elements such as logo, colors, typography, composition and layout and metaphors.

1. Logo

Figure 1. 1 Pocari Sweat Logo



Figure 1. 2 Minute Maid Logo



Table 1 Logo Comparison

Brand	Representamen	Object	Interpretant
Pocari Sweat	Logo text in bold blue uppercase letters with a wavy line underneath	Functional health drink, water replacement, hydration, and body fluid balance	Viewers interpret Pocari Sweat as a scientific, clean, and refreshing drink that supports body hydration. The wave symbolizes water/fluid.
Minute Maid	Logo text in rounded white serif font on a black background shaped like a leaf or fruit label	Natural juice, fruit-based freshness, and lifestyle beverage	Viewers interpret Minute Maid as a natural, warm, and approachable product associated with fruit, simplicity, and emotional refreshment.



The logos of Pocari Sweat and Minute Maid can be understood as constructed semiotic systems that communicate distinct brand identities. The Pocari Sweat logo, with its bold uppercase typography and a wave-like graphic element in blue, serves as the representamen that iconically and symbolically signifies water, health, and hydration. The object it refers to is a scientifically formulated isotonic beverage aimed at replenishing body fluids. The interpretant, or the meaning derived by the viewer, is the perception of Pocari Sweat as a functional, trustworthy, and clean health drink. In contrast, the Minute Maid logo uses a rounded serif font in white on a black background shaped like a leaf or fruit label, acting as the representamen that symbolizes natural freshness and fruit-based simplicity. The object is a lifestyle-oriented juice product made from real fruit. The interpretant formed is that of an emotionally satisfying, organic, and family-friendly beverage. These semiotic constructions align with the findings of Aiello (2020), who argued that logos function as multimodal signs that combine shape, typography, and color to create culturally meaningful identities within competitive commercial environments. As visual signs, both logos encode more than brand names they reflect ideologies, values, and the intended consumer experience.

2. Color

Figure 1. 3 Pocari Sweat Color



Figure 1. 4 Minute Maid Color



Table 2 Color Comparison

Brand	Representamen	Object	Interpretant
Pocari Sweat	Strong contrast of blue and green colors, with a man in a green cactus suit in a blue room setting.	A humorous, staged scene resembling a prank or viral video, visually stylized like surveillance.	Viewers interpret this as a comedic, surreal, and slightly absurd scenario possibly a parody of internet culture using color contrast for exaggeration.



Minute Maid	Earthy tones (green, brown, beige) in natural outdoor light, characters wearing grounded tones.	A safari setting promoting natural lifestyle and health, accompanied by the Minute Maid logo.	Viewers interpret this as fresh, grounded, and health-oriented. The natural tones reinforce Minute Maid's branding as refreshing and life-filled.
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The visual color strategies of both advertisements construct meaning through contrastive modes. In the first image, the sharp dichotomy between deep blue and vibrant green functions as the representamen, visually encoding absurdity and humor as the object. The interpretant is constructed through the viewer's recognition of prank tropes and digital age mimicry. Conversely, the second image utilizes natural, earthy color palettes greenery, beige clothing, and soft lighting to signify the object of vitality and nature, supported by the representamen of the orange in Minute Maid logo and scenic wilderness. The interpretant thus aligns the brand with freshness, well-being, and authenticity. It lines with Awad *et al.*, (2025), visual signs in advertising often employ metaphorical and color-based cues to evoke emotional and cognitive resonance.

3. Typography

Figure 1. 5 Pocari Sweat Typography



Figure 1. 6 Minute Maid Typography



Table 3 Typography Comparison

Brand	Representamen	Object	Interpretant
Pocari Sweat	Bold sans-serif uppercase font in white on a blue background ("ION TAHAN BOCOR", "POCARI SWEAT")	Functional, scientific hydration and body ion replenishment	The typographic style communicates precision, reliability, and medical functionality, creating an interpretation of Pocari Sweat as a scientifically trusted drink.



Minute Maid	Playful, rounded serif font in orange with natural visual elements (“Shake it up”)	Fun, fruity beverage experience centered around freshness and vitality	The curved, friendly letterforms combined with juicy colors form an interpretant of youthfulness and enjoyment, aligning with Minute Maid’s identity of freshness.
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Typography, as a visual semiotic mode, plays a crucial role in shaping brand identity and consumer perception. Applying Peirce’s semiotic triad, the Pocari Sweat advertisement employs a bold, clean, sans-serif uppercase font its representamen on a solid blue background to signify the object of scientific credibility and bodily hydration. The interpretant constructed here is that of precision and clinical trustworthiness, reflecting the brand’s utilitarian promise. In contrast, Minute Maid uses a playful serif typeface with rounded edges and organic orange tones. This typographic representamen symbolizes the object of natural fruitiness and casual enjoyment, guiding the viewer to the interpretant of liveliness, youth, and emotional appeal. This finding aligns with Ahmadzada (2025), that font selection is not simply decorative, but central to conveying emotional values and brand personality. These two brands thus strategically use typography to reinforce divergent brand values Pocari’s medical functionality versus Minute Maid’s flavorful spontaneity.

4. Composition and Layout

Figure 1. 7 Pocari Sweat Layout



Figure 1. 8 Minute Maid Layout



Table 4 Composition and Layout Comparison

Brand	Representamen	Object	Interpretant
Pocari Sweat	Symmetrical kitchen setup with dominant blue tones, central placement of Pocari bottle, characters in action pose	Functional hydration product used in a humorous daily scenario	The centrality of the Pocari bottle and clean environment symbolizes reliability and health, interpreted as trustworthy and science-based refreshment.
Minute Maid	Close-up shot of man drinking, warm lighting, rule-of-thirds composition, product label clearly shown near the face	Juice consumption in nature, focusing on vitality, experience, and authenticity	The layout guides the viewer’s gaze to the product in use, reinforcing Minute Maid’s image as natural,



			fresh, and closely tied to personal satisfaction.
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In the Pocari Sweat advertisement, the symmetrical kitchen environment and strategic placement of the product bottle in the center foreground function as representamens pointing to the object of practical hydration within everyday life. The clean layout and comic interaction draw attention to the reliability of the drink, with the interpretant emphasizing clinical freshness and functionality. Conversely, the Minute Maid advertisement utilizes a close-up, rule-of-thirds layout that aligns the product with the user's direct experience. The visual focus on the act of drinking in a warm, natural setting constructs the object as a source of organic vitality and enjoyment. It lines with Kress & Van Leeuwen (2020), such visual grammar including placement, framing, and gaze direction plays a key role in shaping meaning and viewer engagement.

5. Metaphors

Figure 1. 9 Pocari Sweat Metaphors



Figure 1. 10 Minute Maid Metaphors



Table 5 Metaphors Comparison

Brand	Representamen	Object	Interpretant
Pocari Sweat	A man in a cactus costume drinking Pocari Sweat; slogan "Ion Tahan Bocor" (Leak-Proof Ions)	Metaphor of the cactus as a dry, water-retaining plant symbolizing human body's need for hydration	The viewer interprets Pocari Sweat as essential for fluid retention, just like how a cactus stores water in the desert highlighting hydration efficiency.
Minute Maid	Animals joyfully interacting with humans after drinking Minute Maid	Metaphor of fruit juice as a magical elixir that connects humans with nature and awakens joyful energy	Viewers interpret Minute Maid as a life enhancing drink that harmonizes humans with nature, evoking vitality, magic, and emotional rejuvenation.

In the Pocari Sweat ad, the cactus costume worn by the character metaphorically represents the body's need to retain hydration, referencing the



cactus's biological capacity to conserve water. This symbol (representamen) leads to the interpretant of Pocari Sweat as a scientifically advanced solution for sustaining bodily fluids, especially in extreme or dehydrated conditions. Conversely, the Minute Maid ad deploys a whimsical metaphor where wild animals joyfully dance and interact with humans after juice consumption. This fantastical narrative suggests the drink acts as a transformative elixir bridging the human-nature divide thus forming the interpretant of Minute Maid as a natural, life-affirming product. This finding aligns with Forceville (2017), that visual metaphors in advertising are key rhetorical devices that enhance memorability and persuasion by blending abstract concepts with familiar imagery.

The Visual Semiotic Elements in Pocari Sweat Advertisements Differ from Those in Minute Maid in Representing Brand Identity and Consumer Appeal

To address this, the author analyzed the brand's visual narrative strategy, brand-built ideology through visual elements, meaning transfer from symbol to brand, and target audience and brand's implicit message from the two advertisements using document analysis.

Figure 1. 11 Pocari Sweat Advertisement



Figure 1. 12 Minute Maid Advertisement



Table 6 Brand Identity Comparison

Visual Semiotic Elements	Pocari Sweat	Minute Maid
Logo	Clean, minimalist sans-serif typeface, predominantly in white or blue	Rounded, bold, and playful typeface, often embedded in fruit-shaped or organic graphic elements, with black and green tones
Color	Cool tones (blue-white), clinical, calm.	Warm tones (orange, yellow, green), vibrant.
Typography	Sans-serif, rigid, technical, blue-white.	Rounded, playful, fruit-embedded typography.



Composition and Layout	Central product focus, symmetrical balance.	Diagonal layout, dynamic, expressive framing.
Representament	Water wrapping bottle/body= hydration metaphor.	Fruit, juice splashes, happy friends scene.
Object	Scientific hydration, body function.	Freshness, nature, taste enjoyment.
Interpretant	Purity, dicipline, health maintenance.	Joy, nostalgia, warmth, familial intimacy.

The Pocari Sweat logo is presented in a clean, minimalist sans-serif typeface, predominantly in white or blue, and devoid of decorative framing. This visual choice emphasizes clarity, order, and professionalism, positioning the brand as reliable and scientifically grounded. Meanwhile, Minute Maid uses a rounded, bold, and playful typeface, often embedded in fruit-shaped or organic graphic elements, with black and green tones that suggest vitality and freshness. The contrasting treatments of the logo reflect differing ideological narratives one of institutional authority, the other of emotional warmth and natural pleasure. This difference supported by Aiello (2020) argument that logos are “visual artifacts of branding ideologies,” functioning as representational signifiers that condense complex brand identities into concise, culturally loaded symbols.

Color use in Pocari Sweat advertisements is consistent with a cool, sterile palette dominated by shades of blue and white. These colors saturate the bottle, background, and lighting, reinforcing impressions of medical clarity, hydration, and bodily regulation. In contrast, Minute Maid advertisements employ a vivid, warm palette composed of orange, yellow, and green tones colors directly associated with fruit, freshness, and energy. This color scheme enhances the sensory appeal of the product, creating a cheerful and emotionally vibrant mood. These differing color strategies reflect two visual identities: one rooted in clinical functionality, the other in natural pleasure. This finding aligns with Forceville (2017), color functions as a visual metaphor in advertising, with blue evoking logic and health, while warm tones convey vitality and sensory richness each serving as a representamen that links product visuals to conceptual meanings through interpretant formation.

Typography in Pocari Sweat is rendered in a technical, sans-serif font that is narrow, symmetrical, and simple, emphasizing modernity and institutional authority. The font is typically in white or navy blue, adding to the brand’s minimal and clean image. Minute Maid, however, uses rounded, bold typography that is sometimes framed by fruit-shaped graphics or playful curved forms, aligning with the joyful, domestic, and child-friendly tone of the ad. This difference in font design contributes directly to how viewers perceive the brand’s voice scientific and efficient versus emotional and approachable. It lines with Van Leeuwen (2005) typography carries social meaning as “typographic voice”, where design elements



like weight, shape, and curvature influence the interpretant by reinforcing the brand's intended identity.

Composition and layout in Pocari Sweat advertisements are formal and centered, frequently isolating the product against clean backdrops with minimal distraction. This centeredness and balance draw the viewer's gaze directly to the bottle, portraying it as authoritative and necessary. In contrast, Minute Maid embraces asymmetrical compositions with diagonal lines, overlapping fruit images, and energetic group scenes. This layout style creates movement and spontaneity, pulling the viewer into a world of interaction and vitality. These structural differences illustrate how spatial organization conveys meaning beyond the image content itself. This finding aligns with (Kress & Van Leeuwen, 2020), composition contributes to the visual metafunction of meaning-making where balance in Pocari Sweat encodes seriousness and functionality, while dynamism in Minute Maid encourages emotional engagement and narrative immersion.

Metaphor in Pocari Sweat is visually expressed through the striking image of a fasting man emitting streams of liquid from within his body while chasing the bottle a vivid metaphor for internal fluid loss and dehydration. This dramatizes the physiological need that the product fulfills, making hydration visible and urgent. In Minute Maid, metaphor is communicated through the transformation of fruit into liquid as it splashes directly into the bottle or glass, symbolizing freshness and natural sourcing. Both use metaphor to transform invisible concepts bodily imbalance and sensory purity into concrete, viewable signs. This findings aligns with Forceville (2017), that visual metaphor in advertising allows for abstract meanings to be communicated intuitively and efficiently, using familiar imagery as the representamen that activates culturally shared interpretants.

DISCUSSION

Based on the visual semiotic analysis of both research questions, it is evident that both Pocari Sweat and Minute Maid utilize carefully constructed visual elements to convey brand-specific meanings and values. The findings reveal that Pocari Sweat emphasizes elements such as cool color palettes, simple typography, and dynamic composition to project values of purity, hydration, and vitality, while Minute Maid relies on warm tones, playful layouts, and fruit imagery to construct a narrative centered on natural freshness and family-oriented health. These semiotic strategies align with Aiello (2020) assertion that visual semiotics enables researchers to decode how meaning is constructed through culturally embedded visual signs. Furthermore, the use of pictorial metaphors and representamen-object-interpretant relationships, as outlined in Peirce (1991) semiotic theory, demonstrates how advertisers embed ideological cues in their designs to guide consumer interpretation. These findings highlight the critical role of visual communication in branding and support the claim that advertising operates as a site of meaning production shaped by cultural and commercial intent.



CONCLUSION

This study aims to find answers to two research questions. The first research question discusses what are the key visual semiotic elements found in Pocari Sweat and Minute maid beverage advertisement. And the second is how do the visual semiotic elements in Pocari Sweat advertisements differ from those in Minute Maid in representing brand identity and consumer appeal.

Regarding the first research question what are the visual semiotic elements found in Pocari Sweat and Minute Maid beverage advertisements, the findings reveal that both brands utilize Peirce's triadic model representamen, object, and interpretant to deliver distinct messages. Pocari Sweat emphasizes clarity and control through structured visuals: cool blue tones, balanced composition, and water metaphors signal hydration, discipline, and scientific reliability. In contrast, Minute Maid presents a more emotional and organic appeal with vibrant fruit imagery, family settings, and dynamic typography. These signs work iconically, indexically, and symbolically to represent freshness, joy, and vitality, aligning with a lifestyle-focused message.

As for the second research question how do Pocari Sweat and Minute Maid utilize visual semiotics to convey brand identity and consumer appeal, the study finds that visual elements are ideologically constructed to shape brand identity. Pocari Sweat positions itself as a medically functional and spiritually relevant product, often tied to themes of discipline and health, especially in religious or athletic contexts. Meanwhile, Minute Maid constructs a brand identity grounded in emotional warmth and youthful spontaneity, appealing to audiences seeking authenticity and pleasure. These results confirm that every visual choice logo, color, typography, composition, or metaphor serves to encode specific values and emotions.

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