

Brand Communication through Logos in the F&B Industry: A Case Study of Lakeside Fit+ Using Peirce's Triadic Model

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Abstract: This study explores the strategic deployment of visual elements in the Lakeside Fit+ logo using Peirce's Triadic Model within the competitive food and beverage (F&B) industry. By analyzing how symbols, icons, and indexes such as leaf and fruit illustrations, the cup and straw, hand holding and emphatically pointing, black color, and the typographies, communicate health, freshness, and accessibility, the research elucidates the logo's effectiveness in connecting with health-conscious consumers. The methodology leveraged qualitative visual content analysis to decode these elements, offering insights into how they align with the brand's identity and consumer perceptions. The findings reveal that each component of the logo synergistically reinforces Lakeside Fit+'s commitment to quality and wellness, resonating well with the target audience. Future research is recommended to expand this analysis by comparing the visual branding strategies of other competitors. This research not only contributes to semiotic studies in marketing but also provides actionable insights for enhancing corporate brand communication in the F&B sector.

Keywords: F&B Brand, Lakeside Fit+, Peirce's Triadic Model

Introduction

Since prehistoric times, visual symbols have served as fundamental communication tools for humans. Archaeological evidence in the form of cave paintings illustrates how prehistoric people used symbols to depict animals, daily activities, and societal beliefs (Smith 1973; Robert 2017; Bégouen 1929). These symbols are not only historical records but also reflect deep meanings in their social and cultural contexts. As civilization progressed, these symbols became increasingly complex, laying the foundation for modern visual symbols, such as logos, which are now crucial communication elements.

According to Waller (2017), logos and other visual symbols can change within communication contexts due to their dynamic nature, highlighting the flexibility of Peirce's semiotic model (Waller 2017). Logos serve as the visual identity representing a company or organization. Well-designed logos, blending imagery, character, and core values, enable companies to convey their vision and mission to the public. With effective use of color, form, and graphic elements, logos create positive impressions and help businesses communicate efficiently with their audience (Siyanbola and Adeyemi 2021; Rahmat and Wirasari 2024). Therefore, logos not only function as visual identifiers but also serve as strategic

communication tools that shape how the public recognizes, understands, and interacts with the brand. Rendón (2015) demonstrates that logos and other visual art, analyzed through Peirce's Triadic Model, help companies convey their ideas to consumers more clearly and directly (Rendón 2015). Lakeside Fit+ is a brand in the food and beverage (F&B) industry focused on premium healthy juice products. Its strategically located stores in sports areas like jogging tracks and archery fields at Telkom University give Lakeside Fit+ a favorable position to attract health-conscious markets. The Lakeside Fit+ logo functions as a distinct business identity symbol in a sports-centric environment, capturing consumers' attention and building emotional connections with health-focused customers.



Figure 1. Lakeside Fit+'s Logo (Researcher, 2024)

In this context, creative and relevant logos play a crucial role in differentiating businesses in competitive markets and communicating the product's core values to health-conscious consumers. Charles Sanders Peirce introduced the triadic model, offering a theoretical framework useful for analyzing the Lakeside Fit+ logo. The triangle or triadic model has concept includes Representamen (Sign), Object, and Interpretant. In this model, signs can be icons, indexes, or symbols, each possessing distinct meanings and representations (Kilstrup 2015).

Through Peirce's Triadic Model, the Lakeside Fit+ logo can be analyzed based on how the symbol interacts with objects and interpretations in the context of healthy juice. Peirce stated that the triadic model is foundational for understanding how signs and meanings are conveyed, particularly in complex contexts like business and visual communication. This triadic model has approach to chosen for its flexibility in identifying various sign types and covering broader relationships between Sign, Object, and Interpretant, allowing comprehensive analysis of symbol meanings and impacts (Moradi, Ghaebi, and Karbala Aghaei Kamran 2022; Queiroz and Stjernfelt 2019; Tohir, Hendiawan, and Belasunda 2023). By contrast, Ferdinand de Saussure's approach emphasizes the dyadic relationship between the signifier (physical form) and the signified (mental concept), providing a different but more limited perspective on analyzing symbols (Mazzola et al. 2016). Thus, Peirce's Triadic Model offers deeper insights into how the Lakeside Fit+ logo functions as a visual identity symbol, conveying the brand's message and values to consumers. By combining insights from the history of visual symbols and semiotic theories like Peirce's Triadic Model, this study will analyze the Lakeside Fit+ logo in the context of the food and beverage industry.

It will explore how logo design contributes to brand recognition, public perception, and communication of core business values. This analysis will help understand the effectiveness of the Lakeside Fit+ logo as a visual identity symbol influencing the company's interaction with consumers in this increasingly competitive market.

Methodology

In this chapter, the research and analysis methods are centered on qualitative approaches. Utilizing Peirce's semiotic theory, the study adopts a visual content analysis to explore the various sign types (icon, index, and symbol) present in the Lakeside Fit+ logo. Visual content analysis, rooted in Peirce's semiotic theory, is a valuable approach for unpacking brand symbolism and consumer perception in marketing studies (Tan and Ming 2003). The study thoroughly investigates how elements such as colors, shapes, and text reflect the brand's identity and convey deeper meanings related to health-focused beverages (Liu 2017; Metro-Roland 2009). By employing Peirce's Triadic Model (representamen, interpretant, and object), the analysis deciphers the significance embedded within the logo and its connection to consumer perception. The case study approach provides a focused and contextual exploration of how semiotic principles apply specifically to the health-oriented food and beverage industry. The methodology section explains the rationale behind choosing Peirce's semiotic framework, emphasizing its effectiveness in revealing hidden brand meanings and consumer associations within visual imagery (de Lencastre and Côte-Real 2013).

Methods of Data Collection

In this section, the data collection methods utilized by the researchers are outlined to provide a comprehensive understanding of the research process. For this study, primary data was collected qualitatively to gain insights into the semiotic characteristics of the Lakeside Fit+ logo. The data collection involved in-depth interviews with key stakeholders directly involved in the creation and communication of the Lakeside Fit+ logo, including the owner and staff. Figure 2 shows the organizational structure diagram of Lakeside Fit+. At the top, the owner(s) oversee the entire operation. Directly under the owner(s), the organization is divided into two primary functions: the 'Head of Operational and Stock Opname' and the 'Head of Marketing and Branding.'

This study particularly focuses on the perspective of the marketing and branding department. The 'Head of Marketing and Branding' oversees two teams: the Marketing Crew, who handle all brand communication campaigns and strategies, and the Designer Crew, who manage the design aspects of branding and communication. The study employed purposive sampling, also known as judgmental or selective sampling. This non-probability sampling technique intentionally selects participants or data points based on specific characteristics or criteria aligned with the study's objectives.

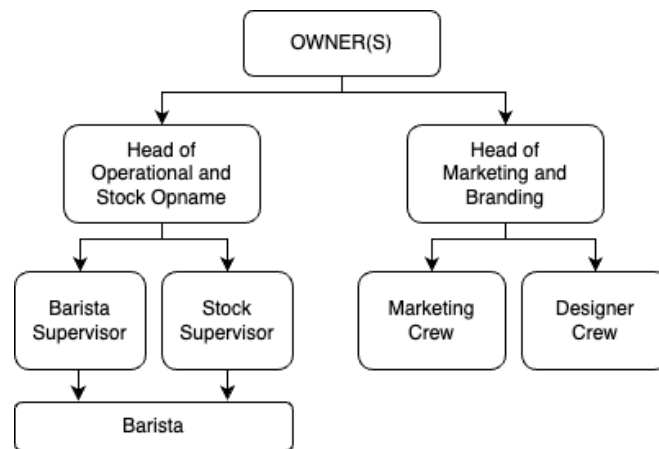


Figure 2. Lakeside Fit+'s Organization Structure Diagram (Researcher, 2024)

A purposive sampling method was employed to include participants who were knowledgeable about the brand's visual identity and messaging (Campbell et al. 2020). Additionally, interviews were conducted with a sample of customers who regularly purchased Lakeside Fit+ products. These interviews aimed to explore participants' perceptions of the logo and the brand messages associated with it. And, the direct visit or observation is kind of the data collection method. The data was gathered by looking the interactions with the logo in real-world settings, such as retail environments, advertisements, and social media.

Methods of Data Analysis

In this section, the data analysis methods used in the study are detailed to clarify the approach taken in examining the collected data. The analysis process was guided by Charles Sanders Peirce's semiotic framework to uncover the underlying messages within the Lakeside Fit+ logo. Visual content analysis was employed to systematically deconstruct the logo's visual elements and identify sign types as classified by Peirce—icons, indexes, and symbols (Buczynska-Garewicz 1979).

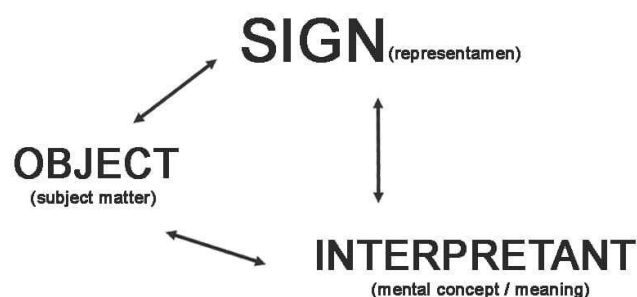


Figure 3. Peirce's Triadic Model (Buczynska-Garewicz 1979)

This study carefully analyzed the logo's colors, shapes, text, and other visual components to decipher their relationship with the brand identity and consumer

perceptions. By using this complementary analysis method, the study was able to gain a nuanced understanding of the Lakeside Fit+ logo and its effectiveness in conveying the brand's core identity. The analysis method collectively strengthened the research findings, providing a deeper exploration of consumer perceptions through Peirce's semiotic lens. This approach helped highlight the unique messages embedded in the Lakeside Fit+ logo and how they influence customer recognition and brand association.

Result

Based on the outcomes of discussions held in a forum group (FGD) involving stakeholders, owners, all staffs of the marketing and branding divisions, and also several loyal consumers. The descriptive analysis was conducted to comprehend the implications of the Lakeside Fit+ logo on Pierce’s Triadic Model perception. The findings of this analysis are documented in Tables 1 through Table 6 below. These tables delineate how each aspect of the Lakeside Fit+ logo in Icon, Index, and Symbol perspective, communicates specific brand values to consumers.

Table 1. The Pierce’s Triadic Model Analysis Result Icon Based on Leaf and Fruit Illustration

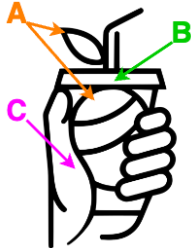
Sign	Object	Interpretant
	A. Leaf and Fruit Illustration This illustration can represent the natural and healthy ingredients used in the product. As a business in the food and beverage (F&B) industry, specifically in healthy juice products, leaves and fruits are clear symbols that refer to natural primary ingredients.	The interpretation derived from the leaf and fruit illustration is that Lakeside Fit+ products are made from natural and healthy ingredients. This illustration conveys to consumers that the product offers fresh, healthy, and possibly organic juice.

Table 2. The Pierce’s Triadic Model Analysis Result Icon Based on Cup and Straw Illustration

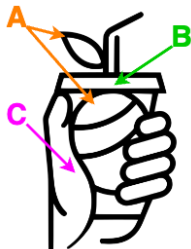
Sign	Object	Interpretant
	B. Cup and Straw Illustration The image of a cup and straw in this context represents the finished product, which is healthy juice sold in ready-to-serve packaging. A cup and straw are direct symbols of a beverage meant for immediate consumption.	The interpretation that might emerge is that Lakeside Fit+ provides healthy juice in a form that is easily accessible and convenient for takeaway. Consumers can quickly (fast service) grab juice from the store or outlet and enjoy their healthy drink while on the go.

Table 3. The Pierce’s Triadic Model Analysis Result Icon Based on Hand Holding and Emphatically Pointing Illustration

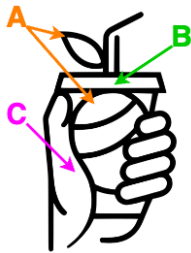
Sign	Object	Interpretant
	<p>C. Hand Holding and Emphatically Pointing Illustration</p> <p>This illustration may represent someone offering a product confidently and assertively. This means the product is delivered or offered to consumers with enthusiasm.</p>	<p>The interpretation encompasses the perception that Lakeside Fit+ products are presented with pride and confidence regarding their health benefits. This reflects the company's commitment to quality and their confidence in the benefits that the product provides to customers.</p>

Table 4. The Pierce’s Triadic Model Analysis Result Index Based on Black Color

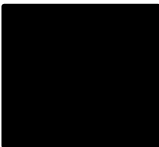
Sign	Object	Interpretant
	<p>Black Color</p> <p>The black color used in the logo represents the brand's minimalist and premium approach. It's intended to convey the Lakeside Fit+ brand's dedication to quality and sophistication.</p>	<p>Lakeside Fit+ aims to convey these qualities in their brand identity. They strive to communicate a message of perfection, while emphasizing the premium nature of their healthy juice products.</p>

Table 5. The Pierce’s Triadic Model Analysis Result Symbol Based on Bold Font on “FIT+”

Sign	Object	Interpretant
FIT+	<p>Bold Font on “FIT+”</p> <p>The bold font used for "FIT+" is an index that signifies a strong emphasis on health and fitness. By highlighting this word, the logo conveys the brand's central focus and mission.</p>	<p>The bold font is designed to stand out, ensuring that "FIT+" captures attention as the primary theme, emphasizing fitness. Research indicates that thick, bold typefaces are commonly used in logo designs to enhance brand recognition and identity.</p>

Table 6. The Pierce’s Triadic Model Analysis Result Symbol Based on Typograph of “LAKESIDE”

Sign	Object	Interpretant
LAKESIDE	<p>Typograph of “LAKESIDE”</p> <p>The 'Lakeside' typography functions as a symbol representing the larger corporate entity and brand identity of the Lakeside F&B Group. The Lakeside F&B Group comprises not only Lakeside Fit+ but also Lakeside Cafe and Lakeside Literasi.</p>	<p>The "Lakeside" typography strengthens the connection to the Lakeside F&B Group, linking Lakeside Fit+ with Lakeside Cafe and Lakeside Literasi under a unified brand image. This association communicates to customers that the products come from a trusted, well-established group known for quality food and beverages.</p>

Discussion

The Lakeside Fit+ logo is an exemplary model of strategic branding, meticulously employing elements aligned with Peirce's Triadic Model to communicate distinct and compelling brand messages. Each component of the logo is thoughtfully designed to resonate with the values and aspirations of its target audience.

Natural Imagery

The logo's leaf and fruit illustration play a critical role, symbolizing the use of natural and healthy ingredients. This imagery is not just decorative but forms a foundational aspect of the brand's identity, emphasizing freshness and natural quality. The visual representation of leaves and fruits directly appeals to consumers' increasing preference for organic and natural products, fostering an immediate connection with health and wellness (Buczynska-Garewicz 1979).

Convenience and Accessibility

Parallel to the natural imagery, the cup and straw illustration serves as an indexical sign within the logo. This design choice represents the product's ready-to-serve, convenient nature, crucial for appealing to active consumers who seek quick health benefits without compromising on quality. This aspect of the logo targets a fast-paced lifestyle, where consumers appreciate both the practicality and healthfulness of the offerings (Siyanbola and Adeyemi 2021).

Confidence and Trust

Additionally, the illustration of a hand holding and emphatically pointing conveys confidence and pride in the product's health benefits. Such a gesture in the logo design is powerful, suggesting a personal endorsement and a direct invitation to engage with the brand. This visual element builds trust and fosters a sense of reliability among consumers, enhancing their emotional engagement with the brand (Moradi, Ghaebi, and Karbala Aghaei Kamran 2022).

Sophistication and Premium Quality

The choice of a black color scheme adds a layer of sophistication and suggests a premium quality. Black as a color in branding is often associated with luxury and elegance. In the context of Lakeside Fit+, it underscores the brand's commitment to offering high-quality, premium products that stand out in the competitive market. This color choice not only enhances the aesthetic appeal but also aligns with consumer expectations of superior quality (Bresciani and Del Ponte 2017).

Corporate Identity and Recognition

The bold typography used for "FIT+" and "LAKESIDE" significantly contributes to the logo's effectiveness. By emphasizing these elements, the design ensures that the brand name is instantly recognizable, facilitating brand recall. The typography reinforces Lakeside Fit+'s focus on fitness and health, aligning with the broader corporate identity of the Lakeside

F&B Group. This strategic use of bold, clear fonts aids in establishing a strong visual identity that resonates across various consumer touchpoints (Hong and Son 2014).

In sum, the Lakeside Fit+ logo is a carefully crafted amalgam of symbolism, functionality, and aesthetic appeal, each element harmonized through Peirce's Triadic Model to project a strong and cohesive brand identity. The logo not only communicates the intrinsic values of health, freshness, and quality but also successfully captures the essence of convenience and premium positioning, establishing a profound connection with the target market. Each visual component works synergistically to build a robust consumer association, showcasing the brand's strategic foresight in its brand communication efforts.

Conclusion

The comprehensive analysis of the Lakeside Fit+ logo through Peirce's Triadic Model has demonstrated how its visual elements effectively communicate the core values of health, freshness, and accessibility, engaging health-conscious consumers with a strategic use of symbols, indexes, and icons. The elements such as the leaf and fruit illustrations, the cup and straw, the hand gesture, bold typography, and the use of black, are all designed to project a premium, accessible, and health-focused brand image. This aligns with established theories in semiotics and communication and extends the application of Peirce's model to understand complex marketing communications, particularly in the health-focused beverage industry.

The study highlights the advantages of a detailed understanding of consumer perception through visual symbols, while acknowledging limitations due to its focus on a single brand. Recommendations for future research include exploring consumer responses across different demographics and comparing multiple brands to generalize the findings. And, from building on the foundation laid by this study, future research could benefit significantly from a comparative analysis within the broader Lakeside F&B Group, specifically examining the logos and branding strategies of Lakeside Cafe and Lakeside Literasi. Such a study would explore how different visual branding strategies are employed across various segments within the same corporate umbrella, offering insights into the adaptability and specificity of branding strategies in relation to diverse consumer bases and product offerings. This comparative approach would not only broaden the scope of understanding branding efficacies across different market segments but also provide a richer perspective on the group's overall branding coherence and market positioning.

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