

A semiotic analysis on gym logos & posters

(A study through semiotics analysis)

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Abstract

The proverb “A picture speaks a thousand words”, literally takes on compelling meaning in our contemporary world, bombarded as we are by a continuous stream of media and media messages. In the sphere of advertising, logos and posters act as media to communicate with people; as a means of attracting potential customers’ and consumers who are interested in gym activity, those that wish to remain fit and of course, youngsters. The ‘wording’ of such posters including their color and the use of bodybuilders as models, all has their own meanings. Here, I am going to analyze how and what they communicate to the people.

Introduction

People who are physically fit are healthy and are also able to keep in check most health related problems. Gym is a location for gymnastic and gym services. Gym is also called as a ‘fitness center’ and is essentially an activity learning that focuses on building and developing body musculature.

Gym is important not only as a physical activity, but also gives us mental benefits which help us to function better in everyday life. Here I have analyzed phrases and the logos used by Gyms in posters on the principles of ‘semiotic analysis’ to determine as to what kind of meaning they convey.

Logo

The gym industry is one that aims to inspire people so that they can be fit and achieve their fitness goals. This is why any gym logo has essentially communicated a message inspiring the people to join gym. They use some punching words like “just do it”, “never give up” etc. these punch lines have a message in terms of motivation, encouragement and inspiration.

At the time of designing a gym logo, any fitness center formulates certain questions like --- who is their target audience and how best to attract them? What is their brand and service value and how will their logo affect their target audience? What kind of style, alignment, or color should they use? Should their logo be text or text with graphic?

Poster

The gym motivational posters help you transform into a responsible and physically active person. If you are depressed and feel like you cannot perform well in your life, these posters lift your

spirit up and greatly inspire you. They use Inspiring quotes in accompaniment with a great muscular body to attract their target audience.

What is semiotics & why we use it?

Semiotic is a hypothesis of signs & the symbols with their own meaning. Semiotic analysis is the study of sign and symbols and their social impact. A sign is anything which can stand for something and in this respect any word, letters photograph, sketch art or mark' can be regarded as being a 'sign'.

Semiotic analysis is a broad hypothesis of symbols and signs that give meaning to both synthetically created and natural words. It can also be a study of symbols in relation to behavior in the use of such symbols, or in the structure and use of language.

Semiotic analysis enables us to understand the facts and embedded meanings in a message via words which are in turn interpreted as signs.

In middle of 19th and 20th centuries, the effectual work done by 'Charles Sanders Pierce' and Ferdinand de Saussure in combining anthropology, aesthetics, semantics and psychology, manifested in the science of 'Semiology' or 'Semiotics'

Use – Helps in determining pattern and structure

Objectives

1. To Study the qualitative impact of gym logos and posters.
2. To understand the uses of quotes and models in posters.
3. To Determine the difference between a gym logo and gym poster

Methodology

Semiotics can be used as a tool for the analysis of the specific logo and poster. These logos and posters advertise a message to attract their audience/potential customers and consumers in general.

The selected male models such as Arnold, gold bark, john Sheena, the Kane, the rock, francho, and the female model nikky bela, rounda rousy, Amanda lentona, dona, yasmeen, helle Nielsen representing or represented multi- gym services and the products. These models promote gym culture also. Using the model in a poster helps to convey the audience and it gives a meaningful value to the advertisement

Analysis and interpretation

Logo analysis

Red rock gym logo



Analysis of the meaning

Explanation of the meaning word *red* is written by red color shows the energy and word *rock* is written by black because rocks are dark, black and rough & tough. Tattoo of muscular body person crushing weighted rod shows his power. Here to write text using only two colors the red is stand for power, stamina and energy, and black for being rough & tough. Mamura addressing to place where there gym is located.

Cross fit gym logo



Analysis of the meaning

This logo of the cross fit gym included many figures. Number one here is an art of dumbbell, rode and 6 plates, these are the equipments of gym and it means in cross fit gym there are all the equipment facilities and machines are available. Number two here is a sign of heartbeat it says that gym not only for fitness of your body. It helps to fitness your heart also. Number three Using two colors of letter black and green says black means negative things (depression, tension, sadness, weakness, hopelessness etc) to green positive things (happiness, hope, energy, etc.) and heart beat covered by green plates means exercise make your heart always healthy and happy.

Ironman fitness and gym



Analysis of the meaning

The logo of ironman sent a message to its target audience that if you will be there than you will be strong like an iron man, a muscular body between the rising sun sent the message to viewer that the body power and the stamina of the man will be increases like raises the rising. On the other thing sun is the symbol of light its rays are the symbol of energy and the combination of both makes positivity it means if you join the gym than you will be a positive, energetic person and defeat all of the negativity.

Poster analysis

External Poster analysis

Red Rock Gym



- Here poster caring some facts
- Logo of the gym (upper right corner)
- Male & female bodybuilder models (shows that the gym is unisex)
- Contact number of the gym (easy to access)
- Location of the both branches of (easy to find the gym)

Moksham Body Mantra

- Here poster included their attractive name of gym co-relate physicality and spiritually
- Unisex, highly advanced equipment facility gives the internal knowledge about the environment of gym.
- The name of trainer tells about the trainer and his achievement proves the eligibility of the trainer.
- Timing of gym gives reason customer to manage their timing as they suitable.
- Mobile number easy to contact and the purpose of location is easy to found the gym.

Special Force Fitness

- Using female and male model and text that unisex for welcoming both males and females.
- Aerobic, Zumba, Cardio, and Yoga many type of exercise are available here for physical and mental fitness.
- Gold certified trainer is highly eligible for trained you
- 40% off in fees and free registration attract economically weak person and a person who value the money too.
- In the last, mobile number and address for easy to contact, easy to find.

Internal posters analysis

For Gym lover and beginners to boost up and encourage by seeing

- **Male models posters ---**

1

Ronnie Coleman



2

Dennis James



Lady models posters to encourage female customers ---



Posters with motivational quotes to motivate gymers



Conclusion

Gym logo is a specific sign, sign with graphic, sign & graphic with text which stand for a particular gym. Logo makes the identification for gym. They have a magical impact on their viewers. Logos makes a market value and makes an image of the gym in the market. Posters make interest and make gym activity interested and jolly by boost up the internal power. The posters of a gym mainly divided into two parts one is external poster and the second one is internal posters.

The external posters posted in front of residential area like PG, hostels, working place, educational institutes, and the most of the eye contact area. Poster is the medium to communicate with audience indirectly for a direct effect. The external posters are design to mainly to attract the audience. Posters help to make an appeal in customer for a particular gym.

Internal posters mainly design on the basis of encouragement they use on the wall of inside the gym center. These posters may be models photograph, bodybuilders photograph, gym activity clip or sketch art, graphic with thought motivational quotes etc. Internal posters make an intrapersonal communication by gymer for increases physical and mental value of users.

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