



- The shopping bag is an **icon**. It is an imitation of a real object and is a straightforward representation of what it is.
- The magnifying glass is an **index**. The magnifying glass is an index of searching. The magnifying glass does not make everything bigger; it performs an action that a magnifying glass is related to, searching.
- The small arrow next to Customer Service and L.L.Bean Mastercard is a **symbol**. An arrow's symbolic meaning needs to be culturally learned; there is nothing that indicates that an arrow means direction or drop-down menu or see more options. We all know what it means but we had to learn that through experience.
- The L.L.Bean logo itself is also a **symbol**. The image or even the word of L.L.Bean has no connection to outdoor clothing and supplies. We all learned that.
- The credit card is an **icon**. The credit card is a very detailed and represents getting a credit card. The symbol is the thing.
- Based off of the sections of shopping, this is appealing to people who like to travel and need clothing and equipment to travel with, emphasis on outdoor activities. The image on the main page shows a family. The fact that they are promoting a credit card seems to make it that they are marketing towards people who are of a credit card age and have the income and commitment for a store-specific credit card.