

EYES

Eyes symbolize...

Focus

Presence

Clarity

Intelligence

Vision

Perception

Prophecy

Observation

Omniscience

Awareness

The cliché says that the eyes are the window to the soul, and this old idiom has a huge impact on the way people think about eyes, and how they've thought about them over the years.

Eyes are used to symbolize all-seeing beings, primarily deities, ever watchful, often peering into the souls of the people below.

The 'third eye' is the spiritual/intuitive eye, and is believed to hold the key to extra sensory vision. This eye is usually showed on the forehead.

In dreams, eyes mean opening into a new dimension, clearing the past and focusing on a new direction, or seeing through what is common and into more important, and spiritual meanings.

The Evil Eye, a common symbol especially on jewelry, is associated with a fabled curse that might bring death or other troubles to the person it's turned upon...but is also used as defense as potential curses from other sources, as in the Hand of Fatima.



The CBS Eye:

“It was originally conceived as a symbol in motion. It consisted of several concentric ‘eyes.’ The camera dollies in to reveal the ‘pupil’ as an iris diaphragm shutter which clicked open to show the network identification and clicked shut.”

The idea stemmed from symbols warding off the Evil Eye, drawn on Shaker barns to ward off evil spirits.



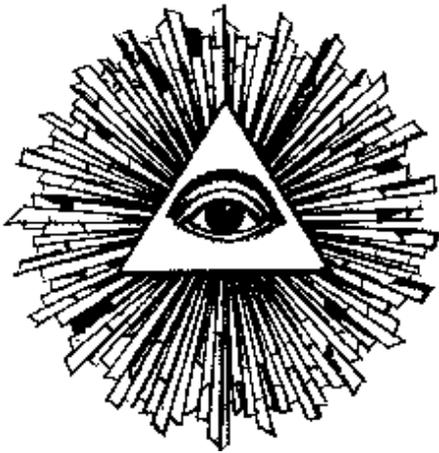
Lucas Arts Symbol:

It's unclear if the eye in the Lucas Arts logo is intentional or a happy accident, and this is a matter of dispute. It's very clearly a 'gold guy' with his arms up, with sun-like rays coming out behind his arms. However, it makes sense for a visual company like this, which mostly produced movies at the time of creation.



Time Warner Symbol:

Conceived as an eye and an ear, the logo is supposed to represent 'I hear you'. Whether or not the ear is clear, the eye certainly is, which makes sense since the company provides television services. If the ear is included, it's even better, since they also provide telephone service.



Freemasons Symbol:

A logo of sorts, the Freemasons adopted the symbol of the All-Seeing eye for their group. It's a representation of God looking down on all a Mason's thoughts and deeds. Usually it's enclosed in a triangle, and often has a semi-circular glory beneath the eye. This symbol can also be found on the dollar bill.



Other Symbols:

Many companies use an eye because of the literal 'eye' in their company name. This is a very clear, literal use of the image, very straightforward, and very easy to relate to, but also seems to be very cliched and boring. There are so many eye symbols out there that they all start to look the same.