

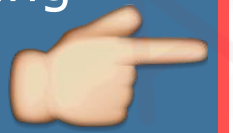
Logos

B1 – B2

Module 6

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Here's What We Will Be Learning in this Presentation:



Summary

- ❑ What are Logos?
- ❑ Importance of Logos.
- ❑ Companies and their Logos.
- ❑ Exercises.

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Vocabulary

Emblem: a sign, design, or figure that identifies or represents something.

Trademark: a symbol, word, or words legally registered or established by use as representing a company or product.

Anchor: to make something or someone stay in one position.

Peripheral: relating to or situated on the edge or periphery of something.

Fruitarian: a person who eats only fruit.

Thrush: a small or medium-sized songbird, typically having a brown back, spotted breast, and loud song.

Liveliness: the quality of being outgoing, energetic, and enthusiastic.

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