# Logos

B1 – B2

Module 6


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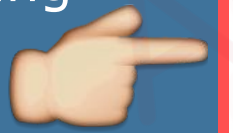
Here's What We Will Be Learning in this Presentation:



# 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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