

logo[ˈlɒɡəʊ] *corp. om logotype*

Oxford Advanced Learners Dictionary 8th Ed.

logo**logo** [logo logos] *BrE* [ˈlɒʊgəʊ] ^m *NAmE* [ˈlɒʊgəʊ] ^m **noun** (pl. **logos**)

a printed design or symbol that a company or an organization uses as its special sign

- All over the world there are red and white paper cups bearing the company logo.

Word Origin:1930s: abbreviation of ↑**logogram** or **logotype**.Culture:**emblems**Emblems, **logos** and other **symbols** are widely used as a simple way of identifying countries, states, organizations, companies and sports teams.

Emblems of Great Britain include the figure of ↑**Britannia**, a woman in long **robes** carrying a **shield** with a ↑**Union Jack** pattern. Each country within the United Kingdom has a national emblem, as well as its own flag. England's official emblem is a **red rose**. Red and white roses were chosen as emblems during the ↑**Wars of the Roses**. Afterwards, the two were combined in the ↑**Tudor rose**. Other emblems include a **bulldog**, often wearing a Union Jack **waistcoat**, and ↑**John Bull**, an old-fashioned, fat country gentleman. Wales has two plants, the ↑**leek** and the ↑**daffodil**, and the ↑**Welsh dragon** as its emblems, and also uses the figure of a Welsh woman dressed in traditional costume. Welsh people often wear a daffodil on St **David's Day**. Scotland has the **thistle** (= a prickly weed) as its official emblem, but a ↑**tartan** pattern is used on many products made in Scotland. The national symbol of Northern Ireland is the ↑**Red Hand of Ulster**, which appears on its flag. The ↑**shamrock** and ↑**harp** are also associated with Ireland and the shamrock is the emblem of the Republic of Ireland.

Members of the British ↑**royal family** and the **aristocracy** have **coats of arms**. The ↑**royal arms** are placed behind judges and **magistrates** in law courts as a symbol of authority. Below the arms is the **motto** *Dieu et mon droit*, French for 'God and my right'. Some commercial organizations whose products have royal approval are granted special permission to show the royal arms on their products.

The best-known emblem of the British government is the **portcullis** (= a barred, chained gate) that appears on official government papers. The **Great Seal of the United States**, which appears on US money and government documents, shows a ↑**bald eagle**, a very large bird which is itself a symbol of the US, and the Latin motto ↑**e pluribus unum** which refers to the fact that the US is one country made up from many individual states.

Each US state has a variety of emblems, including animals and plants which are commonly found in that state. For example, ↑**Michigan** has a state bird (the robin), a state fish (the **trout**), a state flower (the apple **blossom**), a state insect (the dragonfly) and a state stone (the **Petoskey** stone). These symbols may appear on the state flag and on official documents.

Most commercial organizations, **charities**, **political parties**, sports clubs, etc. have an emblem that they put on flags, **notepaper**, badges and vehicles, sometimes together with their initials. These emblems are often so well known that there is no need for the organization's name to be added. They may involve a picture that suggests the name, e.g. a picture of an apple for **Apple** computers, or the name written in a particular way. Such commercial emblems can be very valuable and may be registered as **trademarks**, to prevent anyone else using them.

Thesaurus:**logo** **noun** C

- blue paper cups bearing the company logo

symbol • • **trademark** • • **emblem** • • **crest** • • **arms** • • **coat of arms** •

bear/carry/display/feature a logo/a symbol/an emblem/a crest/the arms

Example Bank:

- His jacket sports the logo of the Giants.
- She wore the logo of the sponsoring company.
- The company has a distinctive logo that makes it well known.
- The diary features the organization's distinctive new logo.
- The new logo was unveiled in a blaze of publicity.
- a red shirt with the team logo on it
- the logo for the World Cup
- the logo of the New York Police Department

logo

Longman DOCE 5th Ed. (En-En)

logo /ˈlɒʊgəʊ \$ ˈlɒʊgəʊ/ *BrE* ^m *AmE* ^m **noun** [countable][Date: 1900-2000; Origin: logotype 'logo' (19-21 centuries), from Greek logos (⇒ ↑**logic**) + English type]

a small design that is the official sign of a company or organization

logo

Freakuency Pack

12500 **5529**^{MCW}15000 **4487**^{COCA}RANGE: **5k** LOGO 3937

logo 2701

