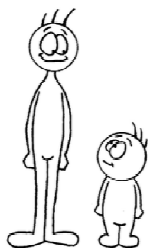---

HIGH X TALL

We use **tall** mostly for **people, trees, buildings with many floors** and a few other things which are **higher than they are wide** (e.g. factory or chimney)

How tall are you?

In **other cases** we usually use **high**.

Mount Elbrus is the highest mountain in Europe.

We also use **high,** to talk about a **distance above the ground**.

VISUAL IDENTITY

Visual identity is a very important part of a **corporate identity**. Each company should have a design manual which is actually a **set of guidelines** that govern how the identity is applied. These guidelines confirm **approved colours, typefaces, page layouts** and other methods of maintaining visual continuity.

Visual identity is based mainly on a logo which is short for logotype and/or logogram. A logo typically appears on a company's **letterhead, packages, advertisements, web pages**, etc.

VOCABULARY

Corporate identity [ˈkɔːpərɪt aɪˈdentɪtɪ] – firemní identita

Guidelines [ˈgaɪdˌlaɪns] – směrnice, pravidla

Govern [ˈgʌvən] – řídit, určovat

Confirm [kənˈfɜːm] – potvrzovat

Typeface [ˈtaɪpˌfeɪs] – font, typ písma

Page layouts [peɪdʒ ˈleɪˌaʊts] – rozložení stránky

Maintain [meɪnˈteɪn] – udržovat

To be based on [tə biː ˈbeɪst ɒn] – být založen na, opírat se o

Letterhead [ˈletəˌhed] – záhlaví, hlavička

Package [ˈpækɪdʒ] – balení

Advertisement [ədˈvɜːtɪsmənt] – reklama

QUIZ: TEST YOUR KNOWLEDGE

Fill in one word only.

1. There are some beautiful _____ trees at the end of our garden.
2. The garden's got very _____ walls.
3. That shelf is too _____ for me to reach.
4. I'm about 1m 90 _____.

KEY: 1. tall, 2. high, 3. high, 4. tall