

9 Read about another logo. Circle the correct options.

In the world of business, logos ¹ *design / are designed* very carefully, and millions of dollars ² *spend / are spent* on them. Customers often ³ *prefer / are preferred* products with a famous logo.

So when companies ⁴ *try / are tried* to change their logo, they have to be very careful. Gap is a good example of how companies sometimes ⁵ *make / are made* mistakes with logos. Gap clothes ⁶ *buy / are bought* all over the world, and the simple blue logo ⁷ *recognize / is recognized* in every shopping mall. However, in 2010, the company ⁸ *decided / was decided* to change its logo.

Many customers ⁹ *complained / were complained*, and a week later, Gap ¹⁰ *changed / was changed* the logo back. The company hadn't realized how much its logo ¹¹ *loved / was loved* by its customers.

