

**9** Read about another logo. Circle the correct options.

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

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

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

