

9 Read about another logo. Circle the correct options.

In the world of business, logos ¹design / are designed very carefully, and millions of dollars²spend / are spent on them. Customers often ³prefer / are preferred products with a famous logo.

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

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

