

C1 / Task 3

Read the article below. Choose from the text boxes A–E to answer questions 21-30 on the answer sheet. Each text box may be chosen more than once.

Write your answers on the answer sheet. The first answer is given as an example.

The use of dictionaries is NOT permitted.

Maximum score: 10 points

Which textbox contains information about ...

0.	a difficult period for a firm?	E
21.	a body of experts providing advice and ideas on economic problems?	
22.	unexpected outcome of an inspection?	
23.	intentions to merge different opportunities to make your ideas known publicly?	
24.	a statement issued by a firm about a small design?	
25.	a prediction about the future of a company?	
26.	the principal legal officer?	
27.	the explanation for a small design adopted by an organization?	
28.	different crimes that might have been committed?	
29.	future areas of use intended for a new emblem?	
30.	a formal public statement on an ongoing inspection?	

Facebook unveils new logo to help differentiate it from its other brands

A. Following promises of more transparency, Facebook has a colorful logo that nods to how change is underway at the company and its subsidiaries.

On Monday, the company announced a new logo for Facebook Inc. to distinguish the corporate parent from its apps, including its eponymous social media platform.

The logo, which features the word Facebook (FB) in all capital letters in a new font, alternates between blue, green and hues of purple, red and orange -- all colors that represent its other brands. (Blue for Facebook, green for WhatsApp and purple, red and orange for Instagram.)

B. The move highlights its effort to be more clear with consumers about the apps it owns. A recent survey by nonpartisan think tank *Pew* found that only 29% of Americans correctly answered that Instagram and WhatsApp are owned by Facebook.

"People should know which companies make the products they use," Facebook said in a blog post.

C. The company plans to use the new logo on products and marketing materials in the weeks ahead.

In June, the company started adding the words "from Facebook" across all its apps. Soon, that language will feature the new logo, too.

D. Earlier this year, the company laid out plans to integrate its messaging platforms, WhatsApp, Instagram and Messenger, and make privacy a bigger focus. This includes encrypting communications and making it possible for users to send messages to their contacts using any of its services and SMS. The move could effectively cement Facebook's dominance over the messaging market for years to come.

E. The efforts come at a time when Facebook and other tech companies are facing heightened antitrust scrutiny.

In October, the New York attorney general announced that 47 state attorneys general are now investigating Facebook for evidence of anticompetitive practices. All the states involved "are concerned that Facebook may have put consumer data at risk, reduced the quality of consumers' choices, and increased the price of advertising."