

# Practice English C2

## Part 1 — Multiple Choice Cloze

C2 Proficiency practice test PDF — Use of English

Reinvention by Design: How a Consultancy Transformed Its Identity

# Reinvention by Design: How a Consultancy Transformed Its Identity

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The accountancy practice Hargreaves & Morrow stands as a shining example of an enterprise leveraging the visual arts to overhaul its corporate image. The firm commissioned a boutique creative agency, Prism Studio, to undertake a comprehensive rebranding (1) ..... and extended the agency (2) ..... rein to seize the organisation by the collar and execute a thoroughgoing transformation. What the practice sought was incisive, contemporary visual language that would embody an inventive, outward-looking ethos.

(3) ....., the practice has unveiled a new visual identity, and all its communications now feature sophisticated contemporary imagery that is (4) ..... on the eye. Senior Partner Elena Marsh observes: 'The imagery Prism Studio (5) ..... speaks volumes about our philosophy, reach and accumulated expertise. We were equally gratified by the advertising campaign they subsequently (6) ..... — polished and self-assured, with occasional flashes of wit.'

Public reception to the rebrand has been overwhelmingly favourable, and what had appeared to be a (7) ..... provincial firm has been granted a new lease of (8) ..... as a dynamic and self-confident practice.

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|--------------------|-----------------|
| 1. A) routine      | B) exercise     |
| C) transaction     | D) function     |
| 2. A) extra        | B) complete     |
| C) wide            | D) free         |
| 3. A) in the end   | B) After all    |
| C) As a result     | D) in total     |
| 4. A) easy         | B) attractive   |
| C) delightful      | D) agreeable    |
| 5. A) stood up for | B) came up with |
| C) got through to  | D) fell back on |
| 6. A) portrayed    | B) devised      |
| C) imagined        | D) drafted      |
| 7. A) dusty        | B) tedious      |
| C) murky           | D) monotonous   |
| 8. A) fortune      | B) energy       |
| C) time            | D) life         |

# Answer Key

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## Answers

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|-----------------|------------|
| 1. EXERCISE     | 2. FREE    |
| 3. AS A RESULT  | 4. EASY    |
| 5. CAME UP WITH | 6. DEvised |
| 7. DUSTY        | 8. LIFE    |