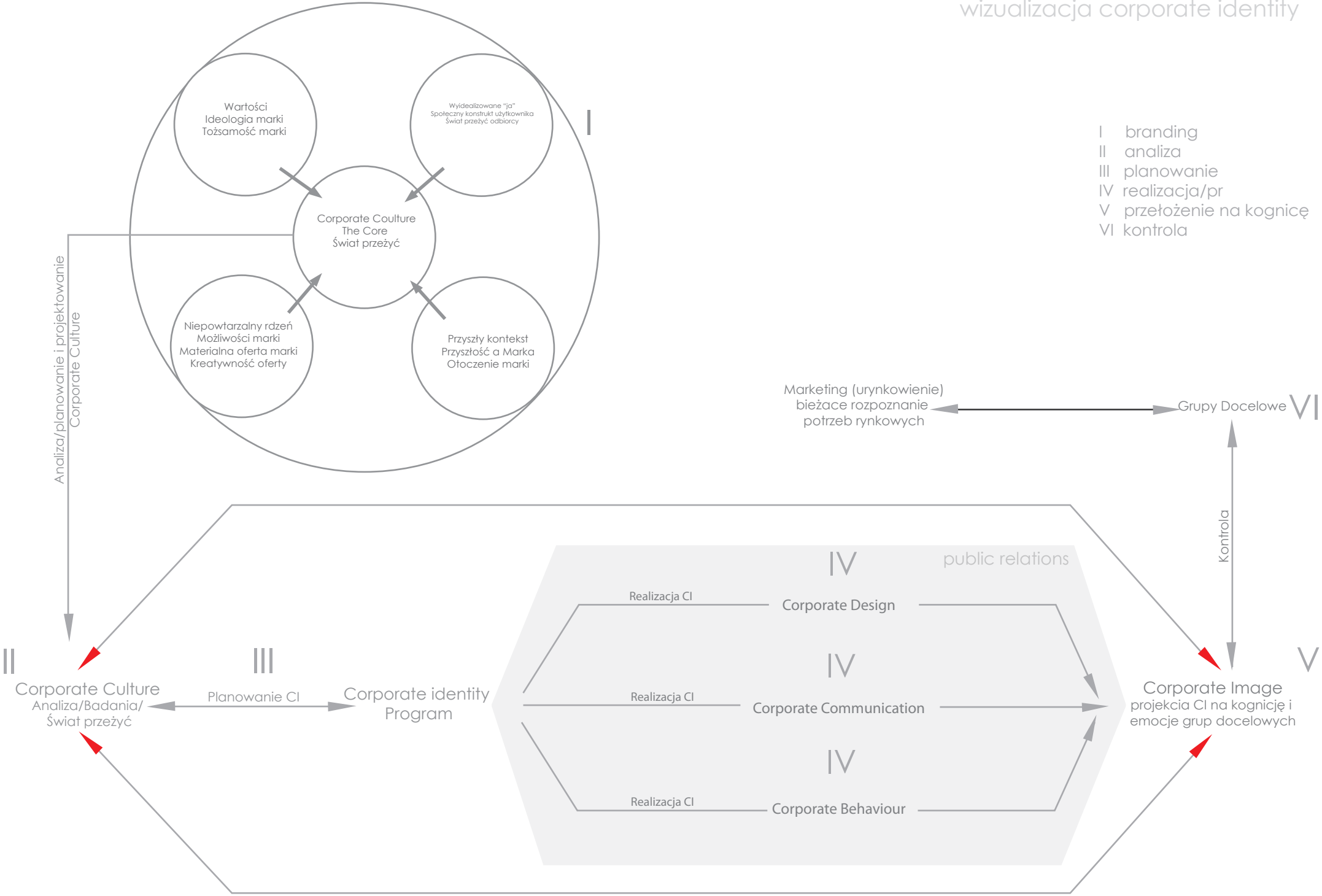wizualizacja corporate identity