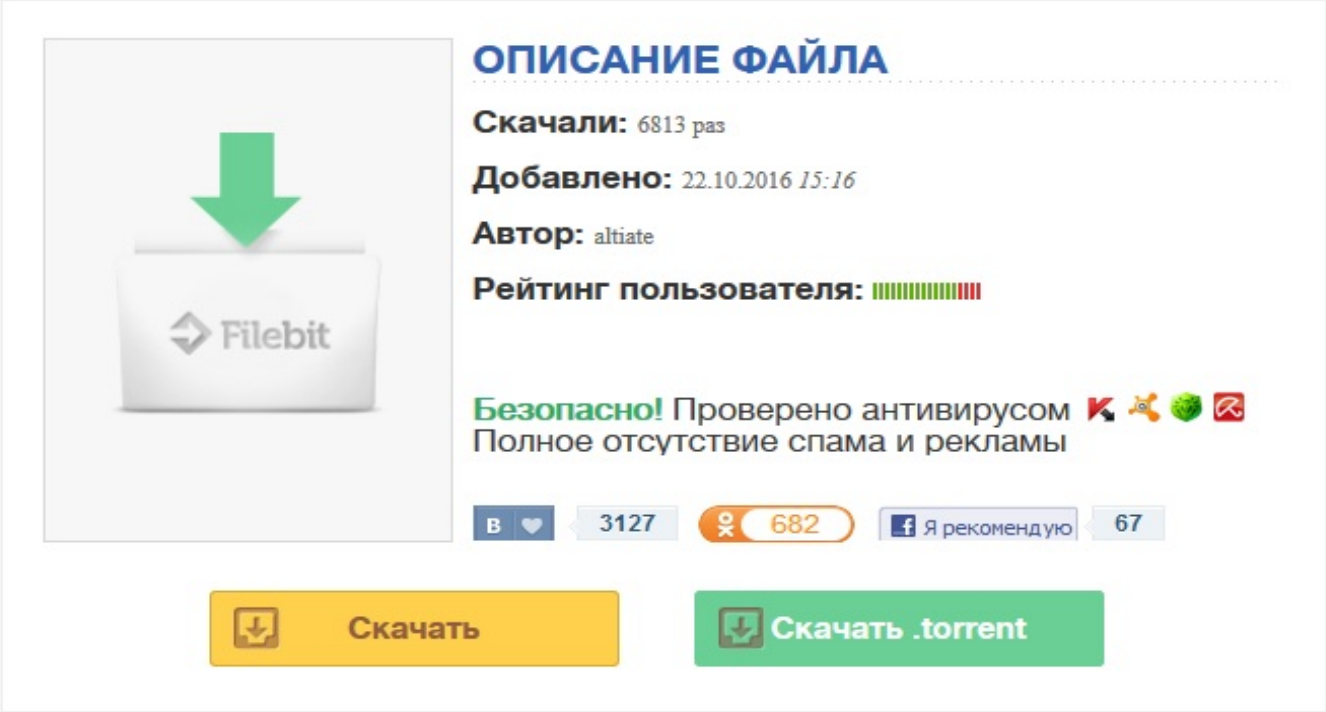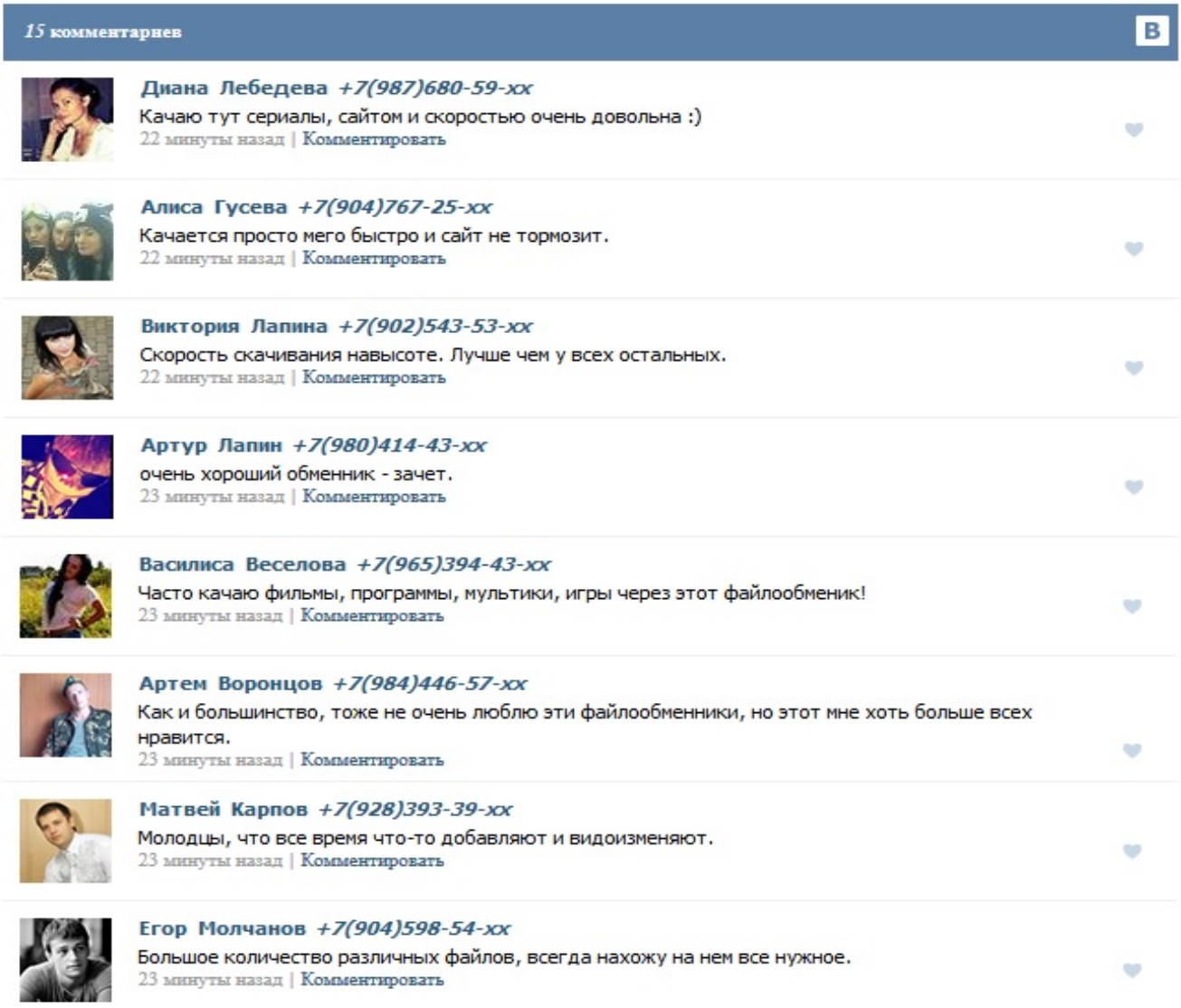бланк организации дизайн