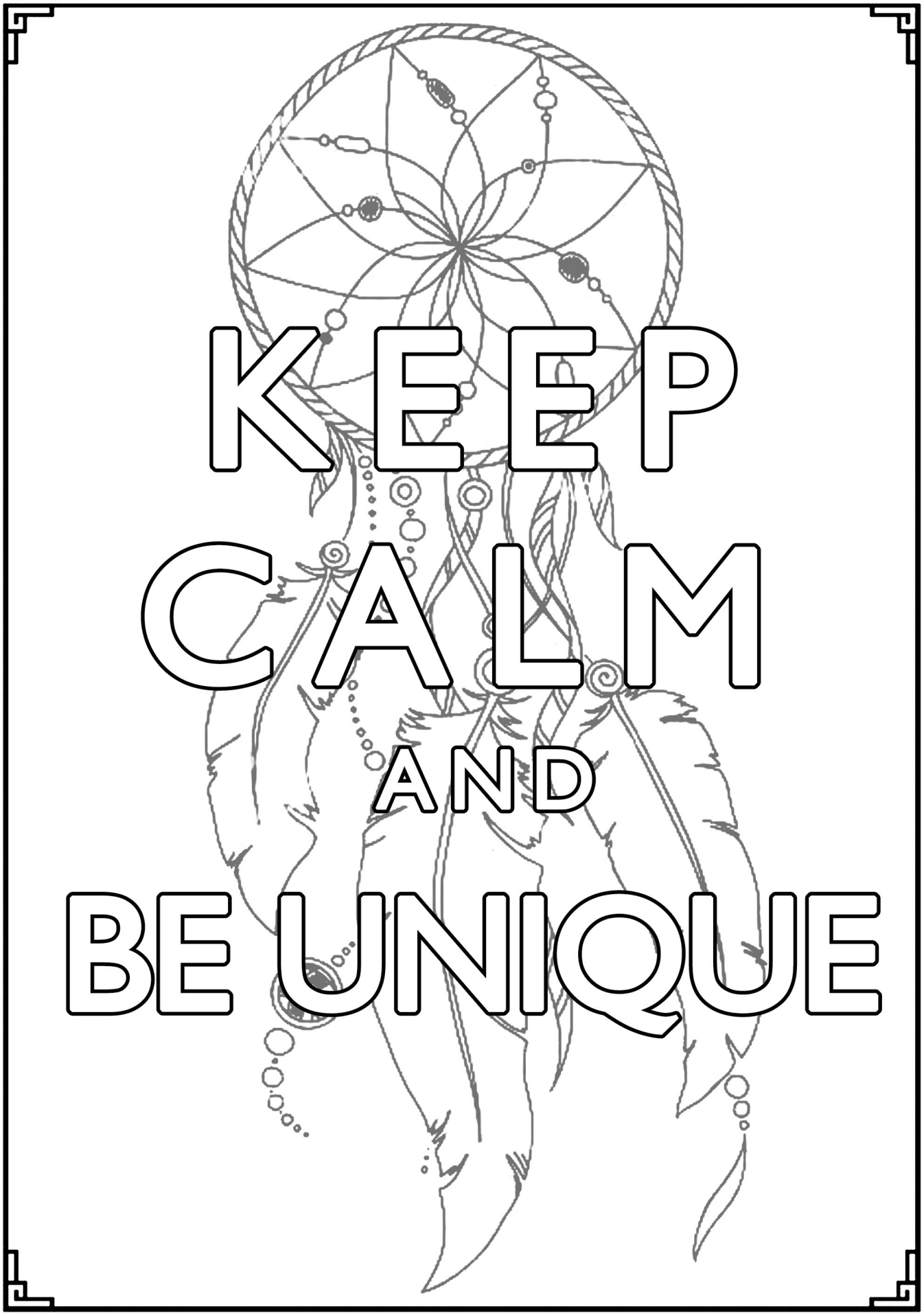
KEEP
CALM
AND
BE UNIQUE