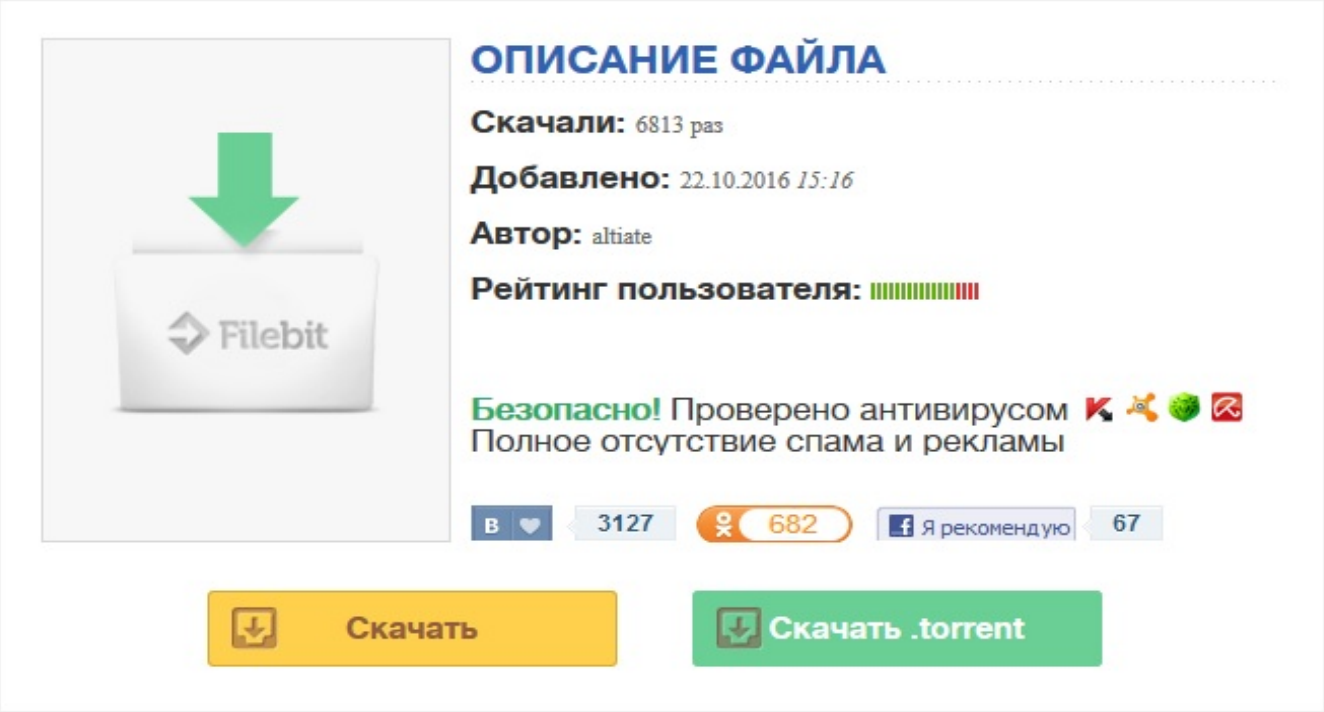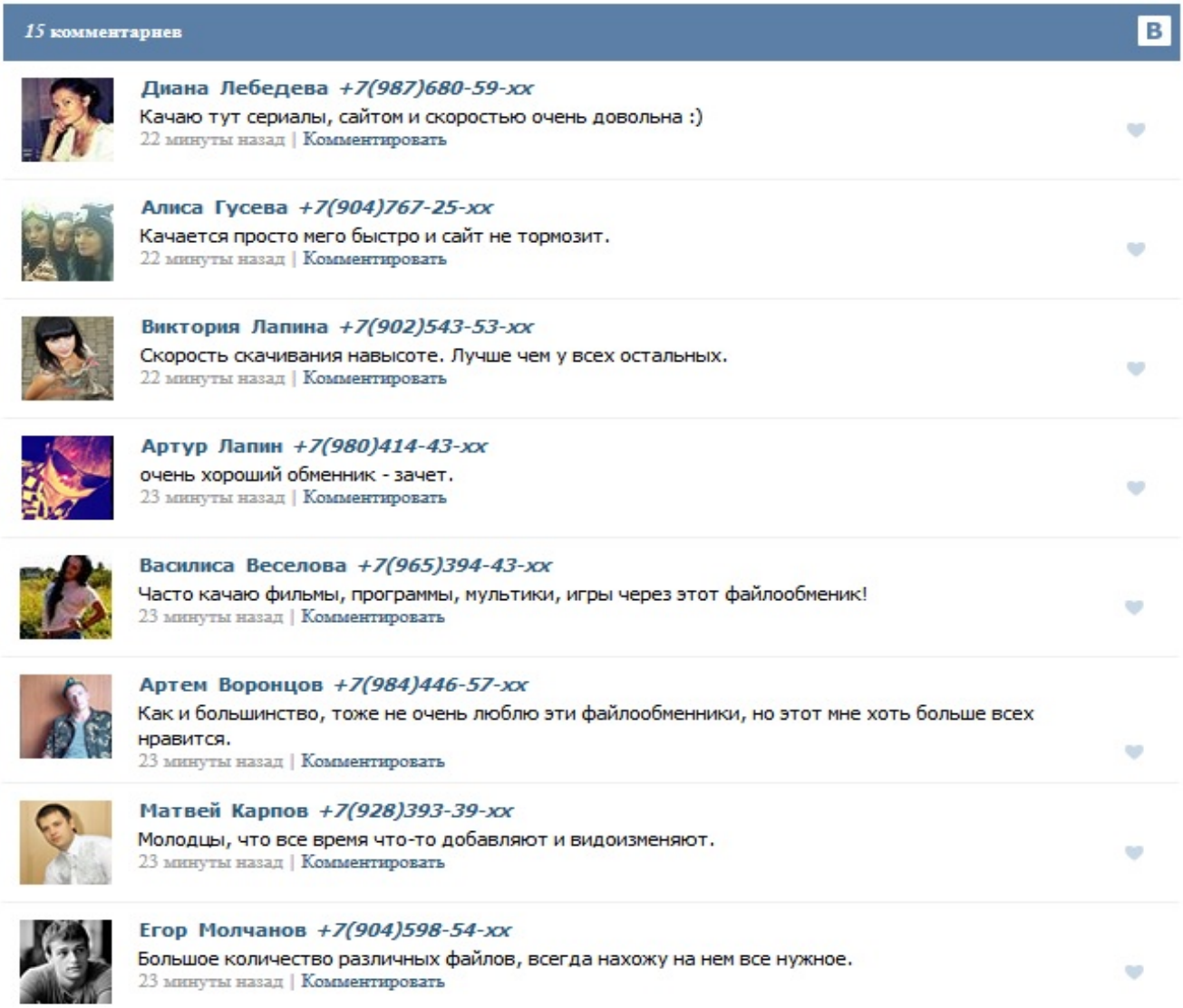фирменный бланк предприятия что нужно указывать