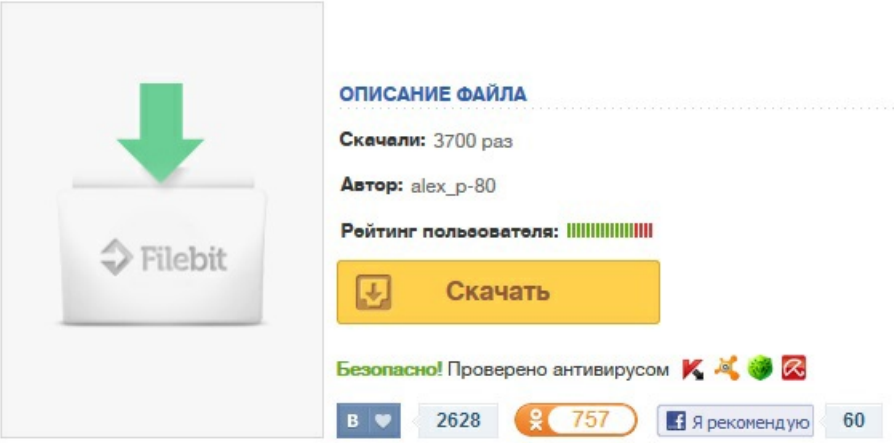фирменный стиль бланк визитка