u3a

Brand Guideline

Truncated Version 2.0

Our visual identity is brave in its simplicity and geometric shapes.
A bold and progressive look and feel is needed to help elevate the brand and attract the next generation of members.
We are breaking out of the boxes.

In this guide

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Our logo should be used in its simplest form, as a single colour. Putting the third age at the heart of the visual identity, celebrating the 3 as a visual asset and helping to change the national perception of ageing.

Our logotype strikes the right balance between feeling serious and grown up as well as having a friendly and approachable touch.

The **u3a** logo should only appear in a single colour. For the best contrast the logotype has been created in our Dark Blue, White and Black.

The logo should never appear in Yellow or Light Blue.

Pre-designed files of the logotype with the correct spacing can be downloaded from the brand toolkit.

We have three versions of our logotype.

- Horizontal strapline lock-up
- Hero logo. Single use with no strapline
- Stacked strapline lock-up

Pre-designed files of the logotype with the correct spacing can be downloaded from the brand toolkit.

u3a learn, laugh, live

learn, laugh, live

u3a

u3a
learn, laugh, live

Always maintain an exclusion zone of the circle within our bespoke **u3a** logotype.

Our logotype should not be used smaller than 20mm in width. When using our logotype with the strapline the '**learn, laugh, live**' text should be no smaller than 12pt where possible.

Pre-designed files of the logotype and strapline with the correct spacing can be downloaded from the brand toolkit.

For local personalisation the logo must be used locally. Longer names should appear across two lines.

No additional words should be added to the personalisation of a local logo.

The name must appear in DM Sans Bold.

Horizontal local group lock-up

u3a Local Group

u3a Local Group Name On Two Lines

Stacked local group lock-up

u3a
Local Group

u3a
Local Group Name
On Two Lines

Examples of personalised logos are shown here.

u3a
Abergavenny

u3a
Donaghadee
and Ards Peninsula

u3a
Ayr

u3a
Bulkington, Nuneaton
and Bedworth

u3a Croydon

u3a Garforth, Kippax
and District

u3a Ross-on-Wye
and District

u3a
Hammersmith
and Fulham

u3a
Hull

u3a
Easter Ross
and Sutherland

u3a
Coventry

We are still yellow and blue; however, our colours have been refreshed to feel more modern, more fun, and visually more exciting in print and on-screen.

We have three primary colours. Our Yellow brings fun and excitement to all **u3a** brand communications. This is complimented by the Light Blue.

A deeper blue 'Dark Blue' has been retained to add greater tonal depth and give us the ability to use within text.

The colour breakdowns should always be used throughout the **u3a** brand.

Our secondary colours should only be used sparingly. The following page gives an overview of the level of use.

When you're creating communications:

- make use of white space and avoid large areas of black
- be sensitive when using the Dark Blue, so it doesn't become overpowering
- only use the secondary colours as highlights, page dividers or as part of a set
- avoid an excessive amount of different secondary colours in one design

Primary

20 Tints %

u3a Yellow
RGB r255 g200 b0
CMYK c0 m22 y92 k0
Pantone Yellow 012 C
Web HEX #ffc700
RAL 1021

20 Tints %

u3a Light Blue
RGB r40 g135 b230
CMYK c78 m36 y0 k0
Pantone 285 C
Web HEX #2886e6
RAL 5015

u3a Dark Blue
RGB r0 g90 b185
CMYK c92 m62 y0 k0
Pantone 2728 C
Web HEX #005ab8
RAL 5005

White
RGB r255 g255 b255
CMYK c0 m0 y0 k0
Pantone n/a
Web HEX #ffffff
RAL 903

90 80 60 40 20 5 Tints %

Black
RGB r0 g0 b0
CMYK c0 m0 y0 k100
Pantone Process Black C
Web HEX #000000
RAL 911

Secondary

u3a Orange
RGB r255 g170 b50
CMYK c0 m40 y84 k0
Pantone 1365 C
Web HEX #ffaa31
RAL 1003

u3a Light Green
RGB r100 g195 b105
CMYK c62 m0 y73 k0
Pantone 7738 C
Web HEX #63c369
RAL 6018

u3a Forest Green
RGB r16 g105 90
CMYK c86 m32 y64 k25
Pantone 568 C
Web HEX #10695a
RAL 6036

u3a Purple
RGB r180 g160 b220
CMYK c35 m40 y0 k0
Pantone 264 C
Web HEX #b49fdc
RAL 4005

u3a Red
RGB r238 g105 b90
CMYK c0 m70 y60 k0
Pantone 7416 C
Web HEX #ee695a
RAL 3018

Ensure your text is legible for all users by using contrasting colours. Contrast is best achieved with a light colour on a dark background, or a dark colour on a light one.

Do not use light on light or dark on dark. Use colour and contrast to help users see and interpret your content, interact with the right elements, and to understand actions.

Dark Blue on Yellow

Black on Yellow

Avoid

Light Blue on Yellow

White on Yellow

White on Dark Blue

Yellow on Dark Blue

Avoid

Black on Dark Blue

Light Blue on Dark Blue

White on Light Blue

Black on Light Blue

Yellow on Light Blue

Avoid

Dark Blue on Light Blue

White on Light Blue

Dark Blue on White

Light Blue on White

Black on White

Avoid

Yellow on White

We have a new font that should be used across all u3a communications. It's clean, modern and free. Making it accessible to all of our members.

DM Sans Regular is used for all body text and titles. Bold can be used to highlight key information within text.

We use 3 weights
Bold + *Italic*
Medium + *Italic*
Regular + *Italic*

Download our free font DM Sans here

When typing **u3a** it should appear as lower case. Using upper case should only be used for official letters to your bank or if **U3A** is your official registered name.

For our Tone of Voice please see pages 23–28

DM Sans

AaaBbCcDdEeFf
GgHhIiJjKkLlMm
NnOoPpQqRrSsTt
UuVvWwXxYyZz
0123456789
#!@£$€%&*():;?•

Font weights

Bold
Medium
Regular
+
Italics

Here are the best practice type sizes to use, but consider the font size that will be most appropriate for your audience.

The content team will be happy to assist with the creation of alternative formats upon request (e.g. large-print or Braille).

If the audience for your communications are likely to need alternative formats, please speak to the content team about including the 'accessible versions available' logo.

Minimum body copy
10pt (leading 12pt)

Founded in 1982, u3a is a UK-wide collection of locally-run interest groups that provide a wide range of opportunities to come together to learn for fun. People enjoy exploring new ideas, skills and activities together.

There are 1,039 u3as with over 430,000 members; membership costs on average less than £20/ year and is open to everyone who's no longer in full-time work.

Suggested body copy where possible
14pt (leading 16pt)

Founded in 1982, u3a is a UK-wide collection of locally-run interest groups that provide a wide range of opportunities to come together to learn for fun. People enjoy exploring new ideas, skills and activities together.

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Large-print body copy
16pt (leading 18pt)

Founded in 1982, u3a is a UK-wide collection of locally-run interest groups that provide a wide range of opportunities to come together to learn for fun. People enjoy exploring new ideas, skills and activities together.

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Minimum text size for footer information, page numbers and image credits
7pt (leading 8pt)

© 2020 u3a
Registered Charity 288007, Limited Company 1759471
Registered address: u3a National Office
The Third Age Trust, 52 Lant Street, London SE1 1RB

Photography
Image by: Dave Jones

Large-poster copy
22pt (leading 24pt)

Founded in 1982, u3a is a UK-wide collection of locally-run interest groups that provide a wide range...

The A4 poster example shown here demonstrates how to use our DM Sans family of fonts.

There are a number of different weights in the DM Sans font family. For main headers on plain backgrounds we recommend using the DM Sans Regular. When image backgrounds are busier then DM Sans Bold should be used for better contrast.

For body copy, we use DM Sans Regular. Use the Bold weight to highlight key information.

Only use Italicised versions of the font to distinguish certain words from others within body copy. It can be useful when referencing a publication but should be used as little as possible.

DM Sans Bold will be better suited when backgrounds are lighter or busier as shown in the above image.

Headline copy example
DM Sans Regular
86pt (leading 78pt)

Large-poster copy
DM Sans Regular/Bold
22pt (leading 24pt)

Call to action example
DM Sans Regular/Bold
14pt (leading 18pt)

Website URL
DM Sans Regular
30pt

The double sided A5 leaflet example here demonstrates how to use our DM Sans family of fonts.

DM Sans Bold will be better suited when backgrounds are lighter or busier as shown in the above image.

Large-print body copy
DM Sans Regular/Bold
16pt (leading 18pt)

A world of new experiences is open to you at u3a – so what's stopping you?

If you are no longer in full-time work or raising a family – **u3a** gives you opportunities to develop your interests, make new friends and have fun.

There are more than 1,000 local **u3a**s – spread right across the UK – and members are making the most of life by continuing their creative, educational or social interests in a friendly and encouraging atmosphere.

From Walking to Talking, Geology to Genealogy, Yachting to Yoga, Current Affairs to Supper Clubs – the choice is endless – and the decision about what to do is made by the members for the members.

Call to action example
DM Sans Regular/Bold
20pt (leading 24pt)

020 8466 6139
info@u3a.org.uk
www.u3a.org.uk
@u3a_uk

Company footer details
7pt (leading 8pt)

u3a
learn, laugh, live

© 2020 u3a
Registered Charity 288007, Limited Company 1759471
Registered address: u3a National Office
The Third Age Trust, 52 Lant Street, London SE1 1RB

If you are not able to download DM Sans from the following website

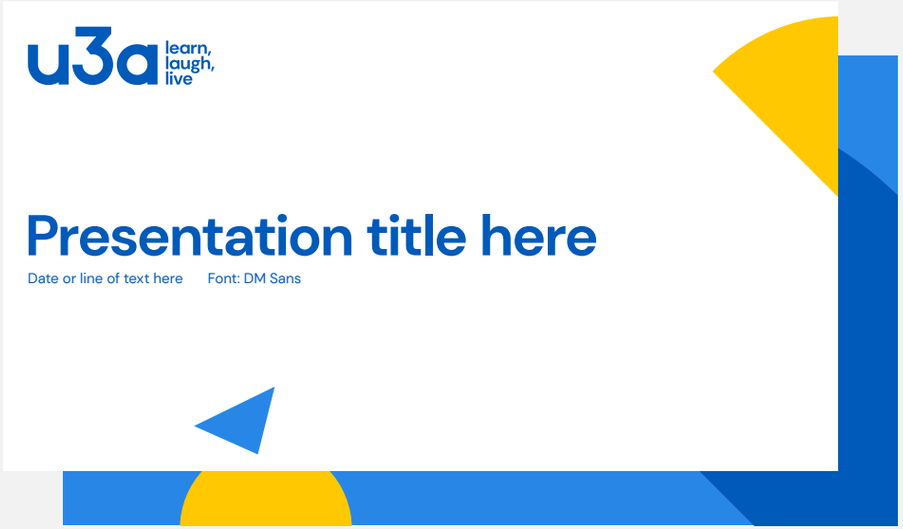
https://fonts.google.com/specimen/DM+Sans

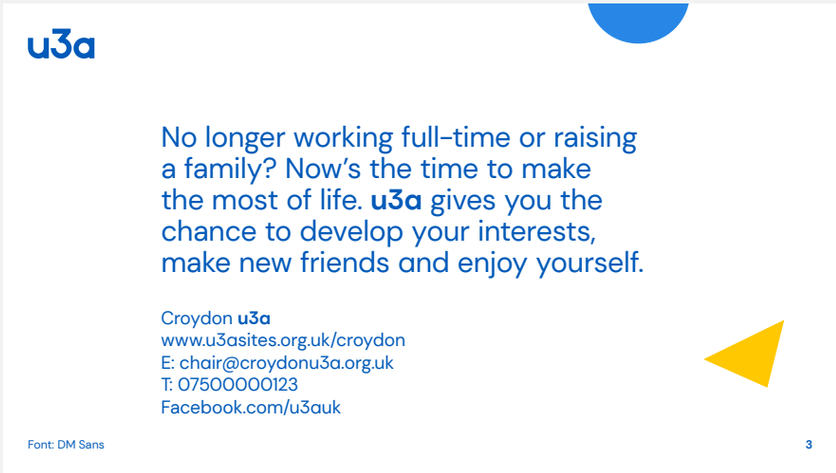
Please use Arial Regular and Bold in its place.

Arial is a system font that will be available on all computers. This should only be used for internal PowerPoint documents or similar.

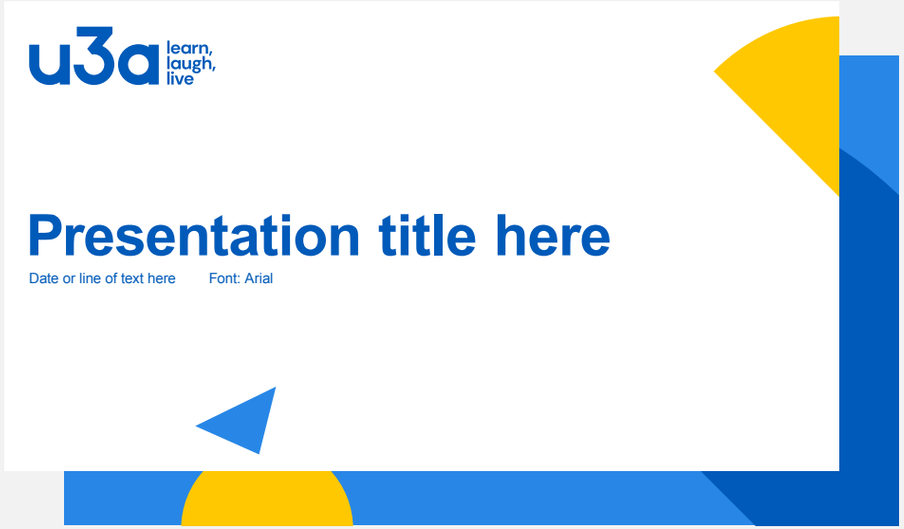
For external brand communications DM Sans should be used.

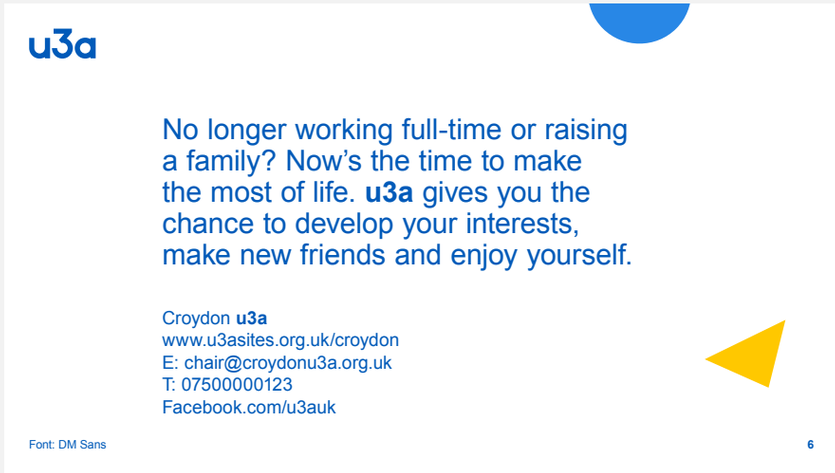
Example PowerPoint slides using DM Sans



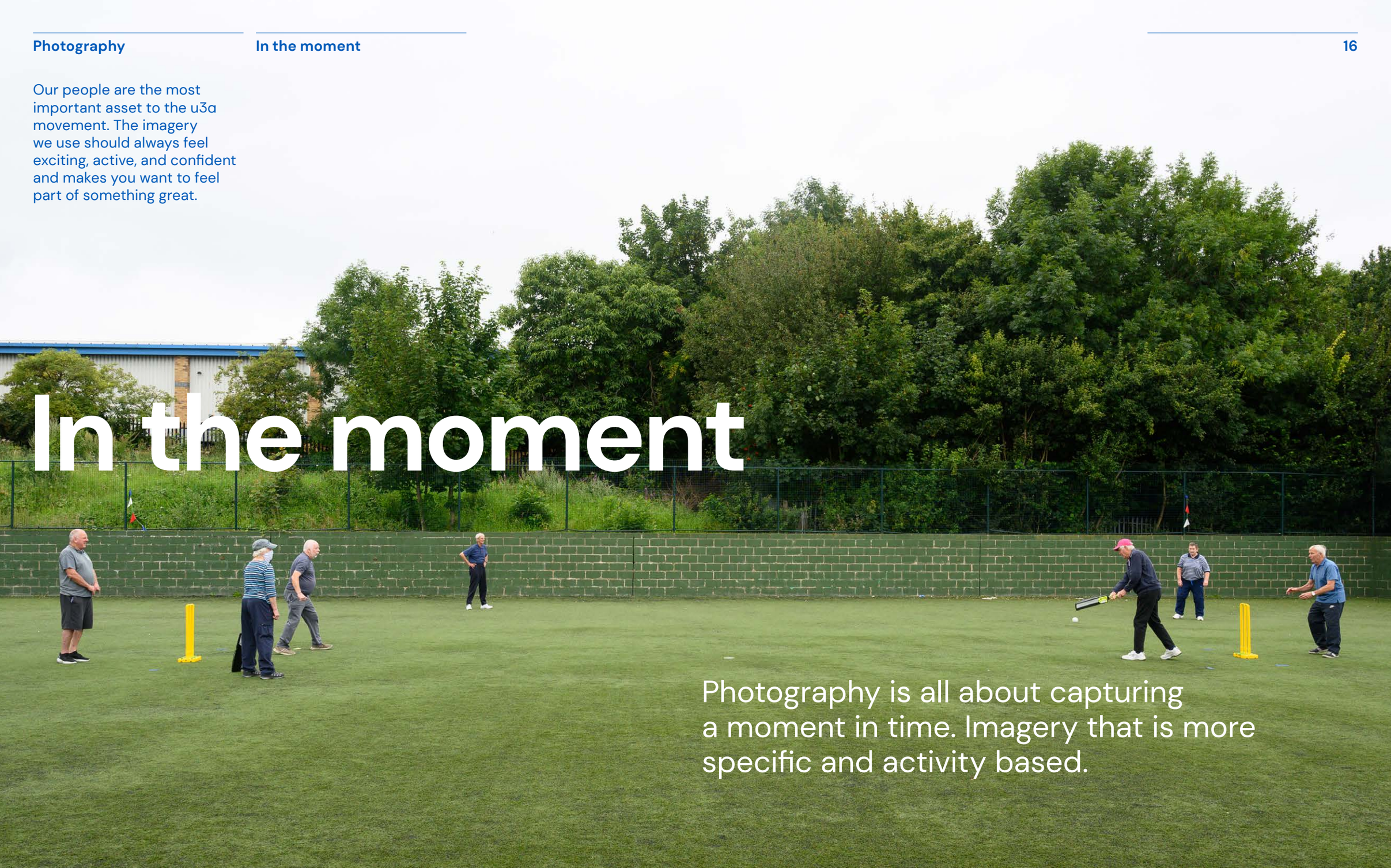


Example PowerPoint slides using Arial





Our people are the most important asset to the u3a movement. The imagery we use should always feel exciting, active, and confident and makes you want to feel part of something great.



In the moment

Photography is all about capturing a moment in time. Imagery that is more specific and activity based.

In the moment imagery. Members being active, showcasing skills and interests from gardening to table tennis.

Photography should be eye-catching, but not too busy, and have a clear focus on the story you're trying to tell. Always show real people in real situations. Look for genuine human interactions, avoiding shots that feel staged for the camera.

By focusing on human interactions, the photography will have a clear sense of the moment being captured.

Note: Consent forms must be obtained for any recognisable individuals in the images. These can be downloaded from the brand toolkit.

Shapes within the negative space of our new u3a logotype form the brand graphic language.

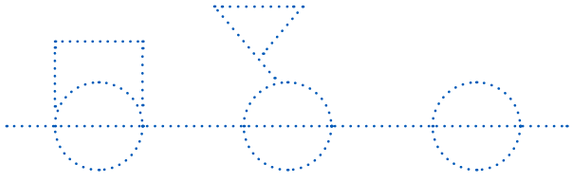
Our brand shapes have been constructed from the negative space within the **u3a** logotype.

They help bring a unique quality to our layouts, adding pace and energy. The shapes should also be used to house **u3a** photography.

Logotype

Negative space

Construction



Shapes

Our shapes can be bold and striking to help our layouts feel fun and modern and to capture peoples attention.

Photography should be considered and cropped to put our people at the centre.

Avoid cropping heads or using to many shapes in one go as they make our layouts look busy and unconsidered.

Learn new skills

Laugh with friends

Live the moment

The way we talk is just as important as what we say, whether in person, in print or online. It conveys our personality as a movement and helps us speak in a single, powerful and distinctive voice.

Note: When typing **u3a** it should appear as lower case. Using upper case should only be used for official letters to your bank or if **U3A** is your official registered name.

If we say the same things often enough, they'll stick, people will remember them, and associate those words and ideas with u3a. They'll reinforce u3a's "market position" and its mission. This will help to gain appropriate publicity: the press will associate u3a with "positive ageing", older people having fun and helping each other, keeping themselves physically and mentally alert.

New websites are being created for the central u3a and local groups, so web editors give us the opportunity to give a consistent description of u3a. Messaging is a part of the new brand.

The decision has been made to move to u3a and not continue to call ourselves University of the Third Age. Because of that, it seems logical NOT to use the **terms** University or Third Age in future as it simply reminds people of the past.

Short memorable description of **u3a** benefits, often given to a prospective member:

Example

No longer in full-time work or raising a family? Join your local u3a to meet new people and enjoy exploring a wide variety of interests, at low cost.

(mention some local groups; u3a leaflet mentions "from Geology to Genealogy") See page 56

Briefly answers questions such as **What industry are you in? What do you do? Who do you work with? Where are you located? When was your organisation founded? How big are you?** – Number of staff, locations, etc. Needs to be interesting.

Example

Founded in 1982, u3a* is a UK-wide collection of locally-run interest groups that provide a wide range of opportunities to come together to learn for fun. People enjoy exploring new ideas, skills and activities together.

There are 1,039 u3as with over 430,000 members; membership costs on average less than £20/year and is open to everyone who's no longer in full-time work.

*originally called the University of the Third Age, now u3a.

Our Unique Value Proposition should appear prominently on our website Home page and in every campaign. The question is not, do we like the words, but rather do they do the job that a value proposition needs to do?

If we can make it "snappy", we should, but accuracy is more important. **learn, laugh, live** is a slogan, not a value proposition, because it doesn't make it clear exactly what's being offered to whom.

Examples

WI: **"Inspiring women – then and now"**

Royal Voluntary Service: **"A national charity built on local volunteering, giving support to people to meet the needs of the day in the NHS and in our communities."**

u3a Unique Value Proposition

Make the most of life once you're no longer in work. Explore new ideas, skills and interests with your local u3a.

To describe the u3a movement, u3a as a whole, use the **Value Proposition**:

Make the most of life once you're no longer in work. Explore new ideas, skills and interests with your local u3a.

To recruit people locally, use the **Elevator Pitch**:

No longer in full-time work or raising a family? Join your local u3a to meet new people and enjoy exploring a wide variety of interests, at low cost.

When writing about u3a, **emphasise these words**:

friendly, inclusive, opportunities, active, life-enhancing, local, low-cost, FUN, variety of learning opportunities

If you need to contact the press, go to the u3a website for a copy of the Press boilerplate, because it will be updated from time to time, to reflect changes in u3a like numbers of groups, etc.

Q. How do we answer the question, "What does u3a stand for?"

A: It's our old name, now we're simply u3a. If you need to spell it out, do that via a footnote or reference. Avoid putting it in brackets after u3a as it maintains the link between the two.

Q. How do we talk about the age of our members?

A: We don't have to make a statement about age in order to attract members. They'll know what age group we target by our imagery (photos) and the way we describe activities. However, u3a is for older people – and we need to be proud of that, not hide it.

So, describe u3a as for **"people no longer in full-time work."** We no longer talk about Third Age.

Q. How do we talk about learning?

A: Learning is fundamental to u3a. We learn for fun, and we enjoy it. We don't do it to gain qualifications or job opportunities. So use positive words, emphasise variety and fun.

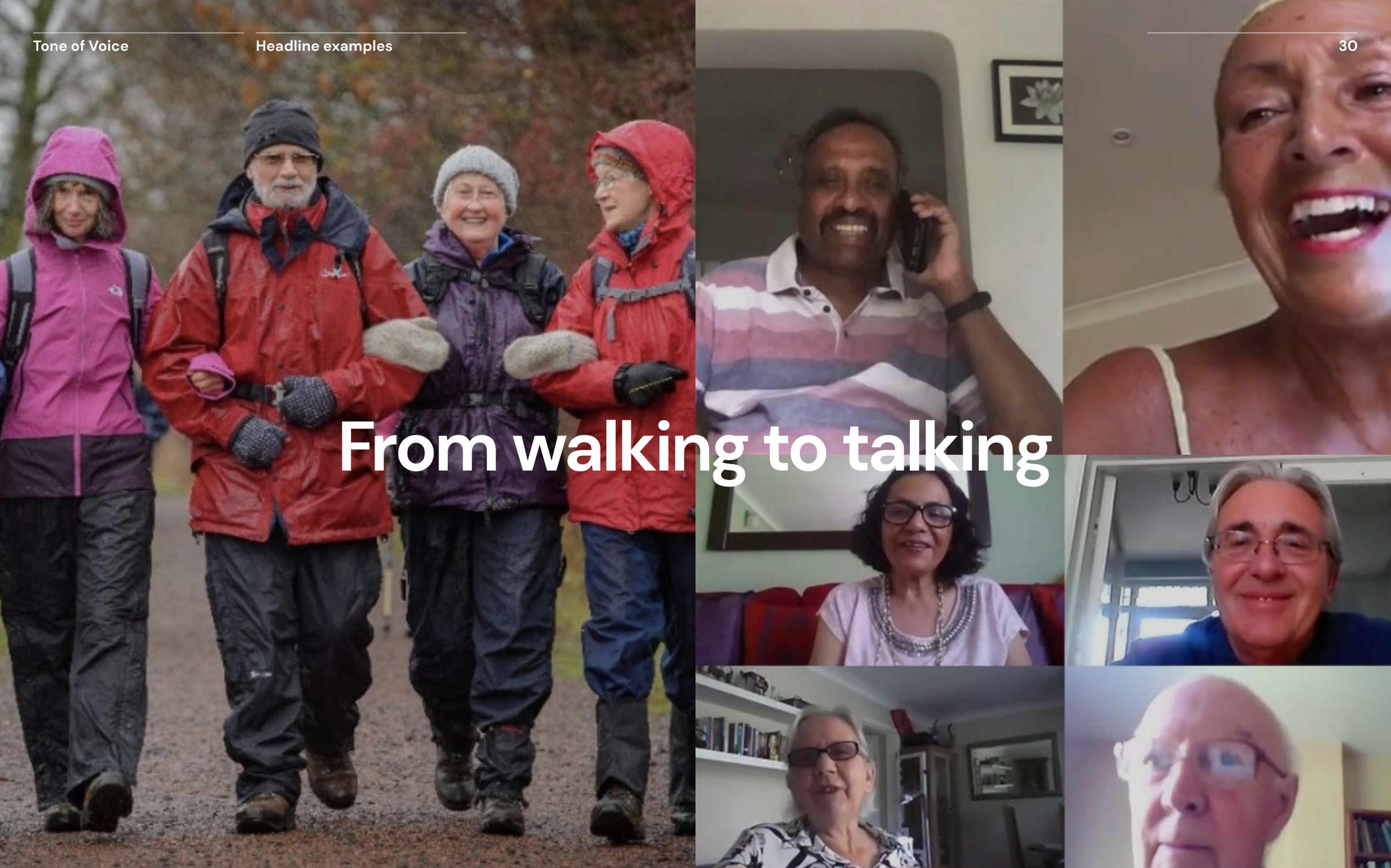
Q. How do we express ourselves so that the u3a appears energetic, accessible, friendly?

A: Think about the reader. Get to the point quickly and simply. Address them as "you", e.g. write "if you want to find the answer to a problem" rather than "if a solution is required."

Use present tense to give immediacy. To convey energy, use short clear sentences: review and reduce the size of sentences. Use short paragraphs. Always avoid unnecessary punctuation, especially exclamation marks – they don't make it more interesting.

From crosswords to cross country

From walking to talking



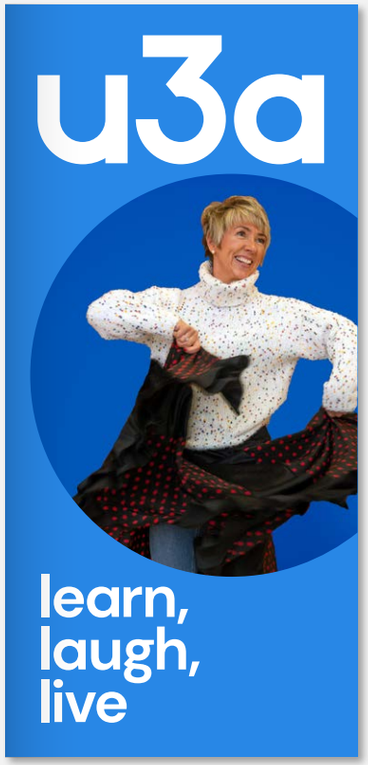
Learning the Ukulele or singing olé olé olé

Walking cricket, that's the ticket

learn, laugh, live

The following pages show a number of design examples and how our assets can be used.

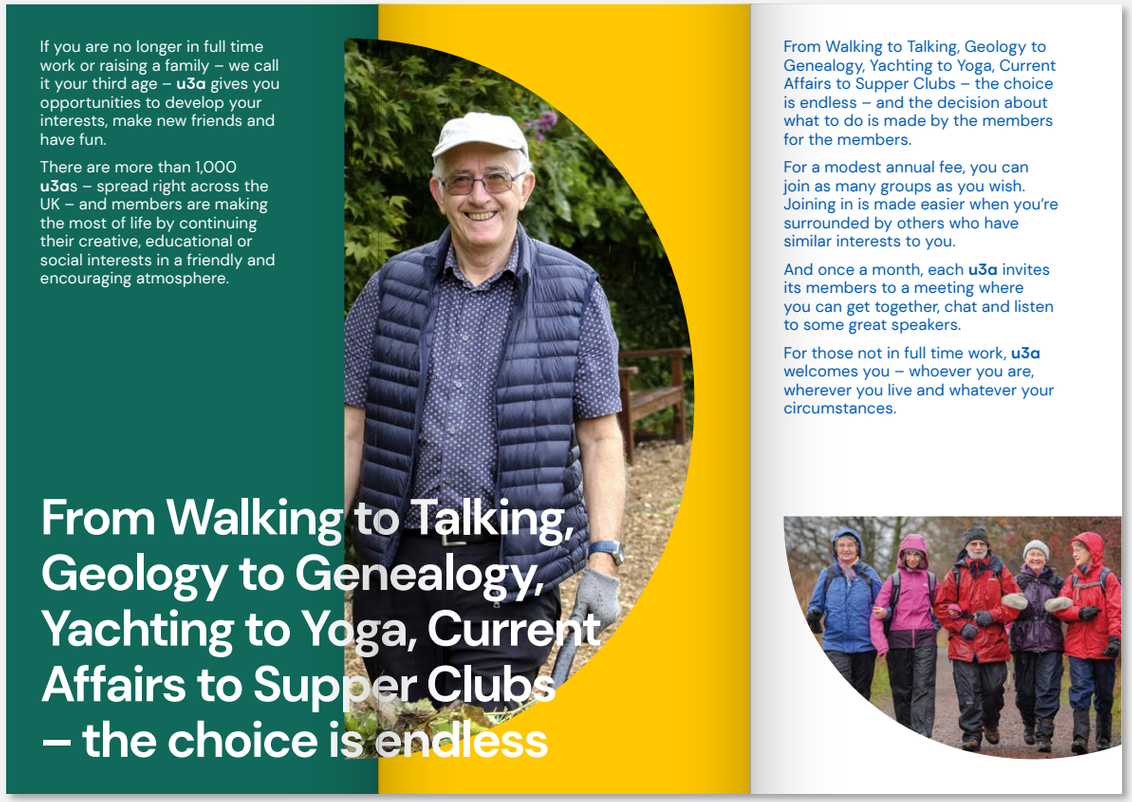
Note: When using secondary colours in big areas our primary blues and yellow can feature within the imagery or through shapes and text.



Outer

A world of new experiences is open to you in your third age – so what's stopping you?
u3a
Croydon u3a
www.u3asites.org.uk/croydon
E: chair@croydonu3a.org.uk
T: 07500000123
Facebook.com/u3auk
Contact the National Office:
020 8466 6139
info@u3a.org.uk
@u3a_uk
u3a.org.uk
u3a
learn, laugh, live

Inner


If you are no longer in full time work or raising a family – we call it your third age – u3a gives you opportunities to develop your interests, make new friends and have fun.
There are more than 1,000 u3as – spread right across the UK – and members are making the most of life by continuing their creative, educational or social interests in a friendly and encouraging atmosphere.
From Walking to Talking, Geology to Genealogy, Yachting to Yoga, Current Affairs to Supper Clubs – the choice is endless
From Walking to Talking, Geology to Genealogy, Yachting to Yoga, Current Affairs to Supper Clubs – the choice is endless – and the decision about what to do is made by the members for the members.
For a modest annual fee, you can join as many groups as you wish. Joining in is made easier when you're surrounded by others who have similar interests to you.
And once a month, each u3a invites its members to a meeting where you can get together, chat and listen to some great speakers.
For those not in full time work, u3a welcomes you – whoever you are, wherever you live and whatever your circumstances.

u3a
learn,
laugh,
live
No longer working full-time or raising a family? Now's the time to make the most of life. u3a gives you the chance to develop your interests, make new friends and enjoy yourself.
Croydon u3a
www.u3asites.org.uk/croydon
E: chair@croydonu3a.org.uk
T: 07500000123
Facebook.com/u3auk
u3a.org.uk

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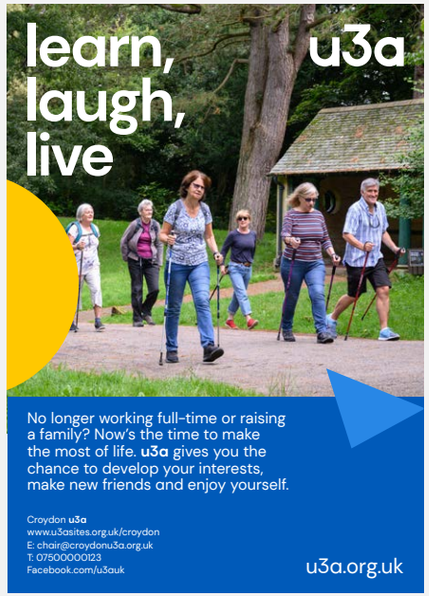
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T: 07500000123
Facebook.com/u3auk
u3a.org.uk

u3a Learn, laugh, live
We are a group of 425,000 members nationally, belonging to 1043 independent u3a groups. We believe in life-long learning and social companionship.
from crosswords
to cross country
u3a.org.uk

u3a Learn, laugh, live
We are a group of 425,000 members nationally, belonging to 1043 independent u3a groups. We believe in life-long learning and social companionship.
from walking
to simply just talking
u3a.org.uk

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u3a
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u3a.org.uk

A world of new experiences is open to you at u3a – so what's stopping you?

If you are no longer in full-time work or raising a family – **u3a** gives you opportunities to develop your interests, make new friends and have fun.

There are more than 1,000 local **u3a**s – spread right across the UK – and members are making the most of life by continuing their creative, educational or social interests in a friendly and encouraging atmosphere.

From Walking to Talking, Geology to Genealogy, Yachting to Yoga, Current Affairs to Supper Clubs – the choice is endless – and the decision about what to do is made by the members for the members.

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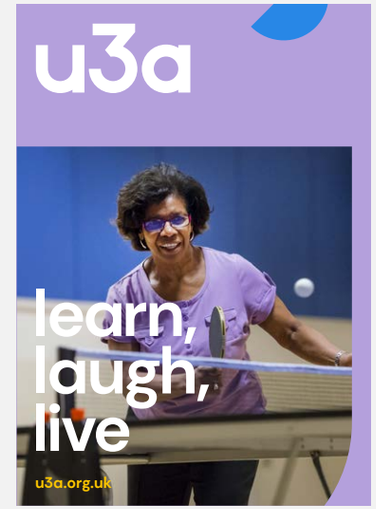

u3a learn, laugh, live

Welcome Pack

Trust u3a

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Introduction

"u3a shows the value of communities of interest and learning which are not defined by age, or by past experience, but instead are defined by the experiences still to be explored".

Thank you for joining us at u3a and becoming a member of our new online Trust u3a. If you are no longer in full time work or raising a family – we call it your third age – u3a gives you opportunities to develop your interests, make new friends and have fun.

During these uncertain times, demand to be part of the u3a movement is as high as ever, with people in their Third Age looking for new ways to keep connected with each other and keep up their cultural, educational and social activities.

We launched the online Trust u3a as a way, that in these times, you will be able to join our community and take part in our many exciting ways to stay in touch with each other and keep active and learning.

Introduction

1,000
over 1,000 u3as

400,000
members across the UK

£7.50
annual membership fee

Our amazing members have stepped up and found new and creative ways to keep connected with each other and continue their learning. You will see in this pack – there are many examples of new projects, ideas and shared skills and learning that our members are taking part in.

In this pack you will find what benefits there are to online membership including access to our social media platforms, forums, our monthly newsletter and learning platforms on our website.

All year round, u3a members share skills and experience with each other – there are currently over 1,000 U3As and 400,000 members across the UK and that is growing all the time.

Trust u3a is being set up on the same basis as a physical one. It will have a committee, interest groups, a website, an annual membership fee of £7.50 as well as access to all our national platforms.

Interest groups are the "beating heart" of any U3A whether it is a physical or virtual one. From Walking to Talking, Gardening to Cookery, Yachting to Yoga, Current Affairs to Supper Clubs – the choice is endless – and the decision about what to do is made by the members for the members. Interest groups reflect the willingness of members to lead each other and join it. Trust U3A's interest groups will also develop over time – reflecting your own input and skills. Your enthusiasm and energy will help drive this new u3a.

For more see our website at
u3asites.org.uk/trustu3a/groups

Thank you for being part of this wonderful movement and we look forward to speaking with you and meeting you in the near future.

Sam Mauger
Chief Executive Officer
The Third Age Trust

Ian McCannah
Chair
The Third Age Trust

From Walking to Talking, Gardening to Cookery, Yachting to Yoga, Current Affairs to Supper Clubs – the choice is endless

History

Founded over 35 years ago, the UK u3a movement (based loosely on the French model) aims to encourage groups of people in their third age to come together and continue their educational, creative and social activities that are of interest to them.

From the start, the guiding principles were to promote lifelong learning through self-help interest groups covering a wide range of topics and activities as chosen by their members.

The 'third age' is defined by a time in your life (not necessarily chronological) where you have the opportunity to undertake learning for its own sake. There is no minimum age, but a focus on people who are no longer in full-time employment or raising a family.

History

1981
beginning of movement

2010
membership reach quarter million mark

Our founders envisaged a collaborative approach with peers learning from each other. The u3a movement was to be self-funded, with members not working towards qualifications but learning purely for pleasure. There would be no distinction between the learners and the teachers – everyone could take a turn at being both if they wished.

From its beginnings in 1981, the movement grew very quickly and by the early 1990s, a U3A was opening every fortnight. u3as grew in Scotland, Wales and Northern Ireland and in 2008 membership was increasing by 11% every year. 2010 saw our membership hitting the quarter million mark.

At the end of 2016 the u3a movement reached the milestone of 1,000 u3as celebrated by a conference with speakers including Eric Midwinter – one of the founders of the u3a movement.

Today, our movement includes over 400,000 U3A members in more than 1,000 u3as and is continuing to grow every day.

Ethos and Principles

u3a Vision

Our Vision is to make lifelong learning, in its broadest sense and through the experience of u3a, a reality for all third agers.

Working together, we will do this by sharing knowledge, skills and experience to ensure the u3a movement remains resilient and responsive into the future.

u3a Mission

Our Mission declares the purpose of Trust u3a – an online u3a organisation - and serves as the standard against which we weigh our actions and decisions. It is to:

- Facilitate the growth of u3a
- Provide support for management and learning within u3a
- Raise the profile of u3a
- Promote the benefits of learning in later life through self-help learning

Ethos and Principles

The Principles of the U3A Movement

The u3a movement is non-religious and non-political and has three main principles:

The Third Age Principle

- Membership of a u3a is open to all in their third age, which is defined not by a particular age but by a period in life in which full time employment has ceased.
- Members promote the values of lifelong learning and the positive attributes of belonging to a U3A.
- Members should do all they can to ensure that people wanting to join a u3a can do so.

The Self-help Learning Principle

- Members form interest groups covering as wide a range of topics and activities as they desire; by the members, for the members.
- No qualifications are sought or offered. Learning is for its own sake, with enjoyment being the prime motive, not qualifications or awards.
- There is no distinction between the learners and the teachers; they are all u3a members.

The Mutual Aid Principle

- Each u3a is a mutual aid organisation, operationally independent but a member of The Third Age Trust, which requires adherence to the guiding principles of the u3a movement.
- No payments are made to members for services rendered to any u3a.
- Each u3a is self-funded with membership subscriptions and costs kept as low as possible.
- Outside financial assistance should only be sought if it does not imperil the integrity of the u3a movement.

u3a Exclusive National Events

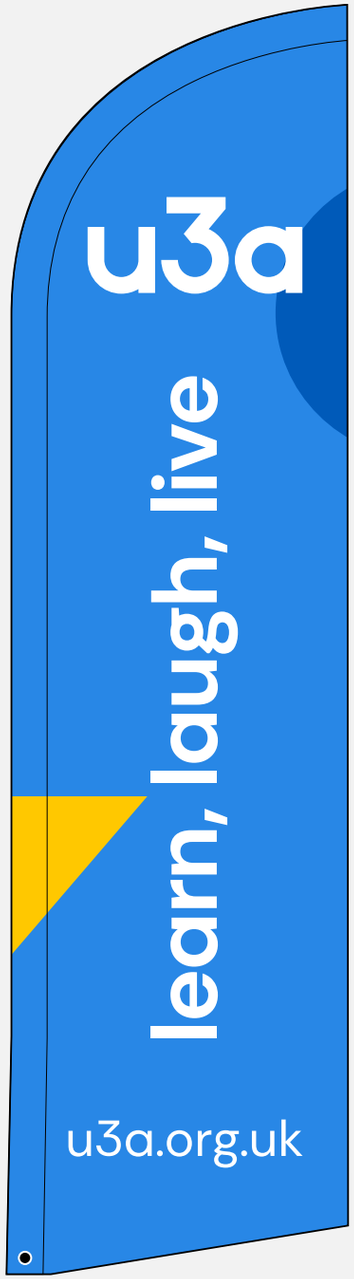
"I have been to every National Summer School since they began nearly 20 years ago and I usually come away full of new ideas, excitement, and delight at having met many old friends, and made some new ones. These are easy events to come to on one's own as everyone is so friendly"

Ella, Ealing u3a

When we are in normal times again, your membership means you can join our exclusive events, Summer Schools, National Workshops and Conference

Exclusive National Events

Throughout the year there is the opportunity to sign up to a range of national events taking place across the country. These are exclusive to the u3a and enable participants to not only hear from experts in the subject but are interactive with delegates often taking part in workshops and being able to ask direct questions.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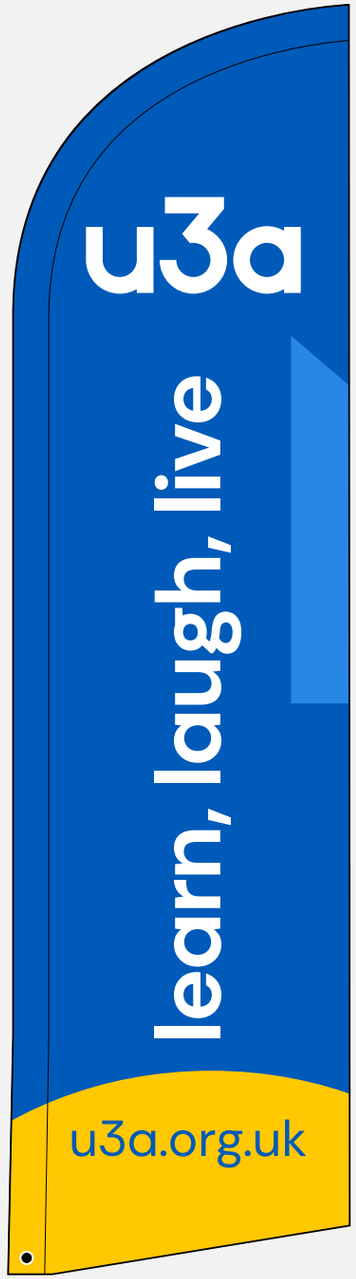
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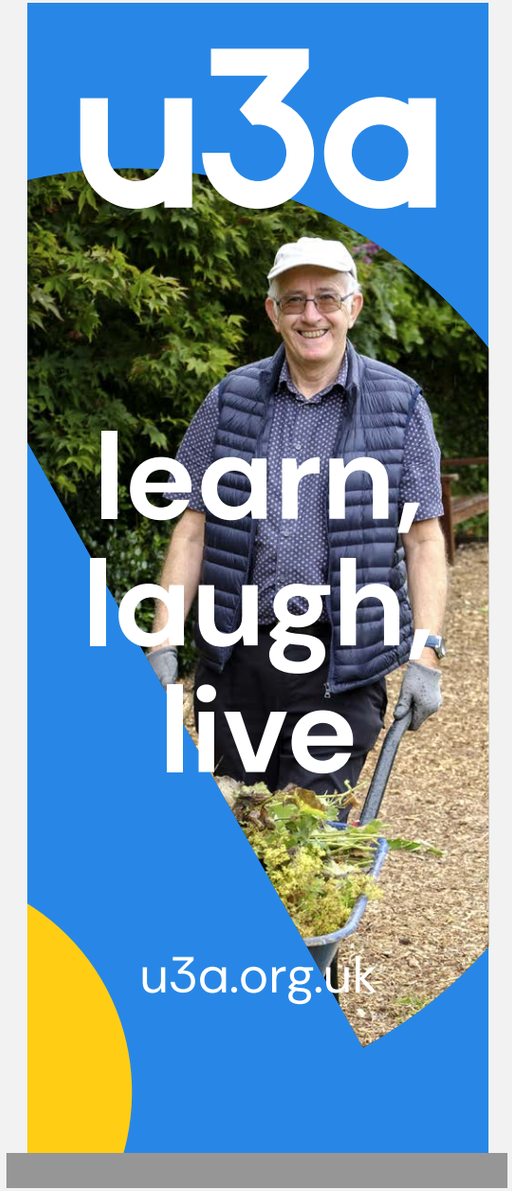
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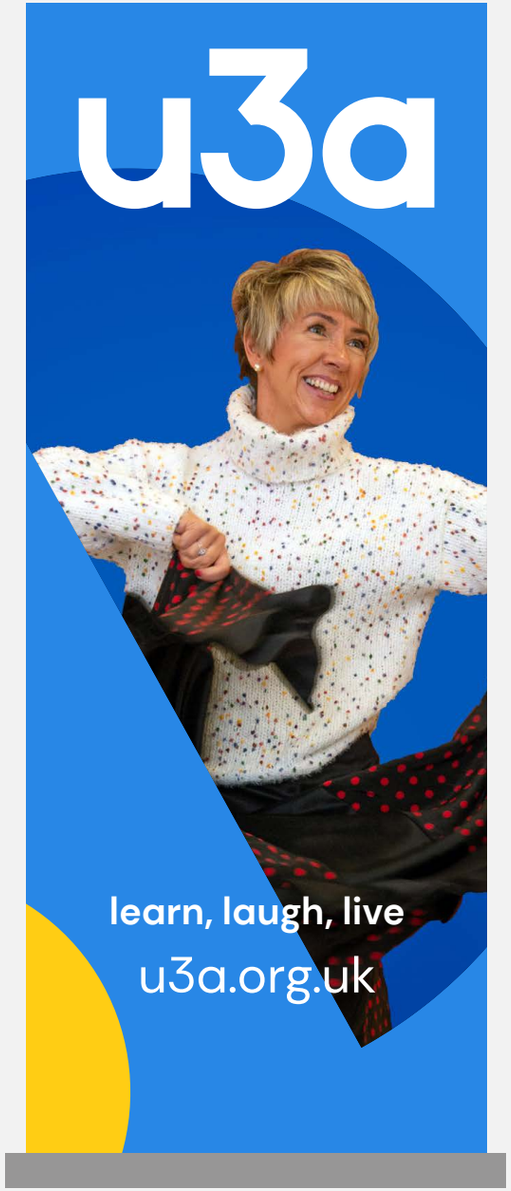
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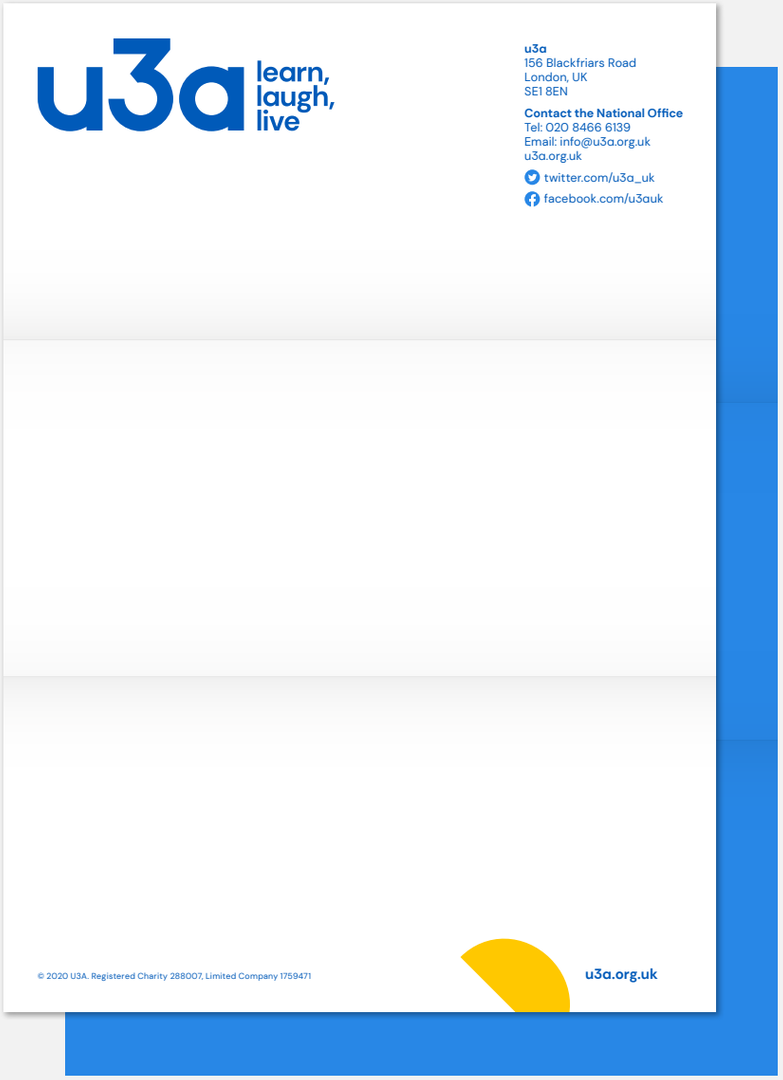
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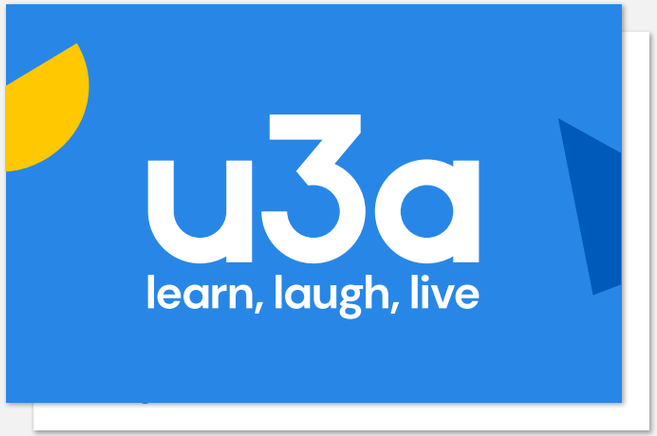

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