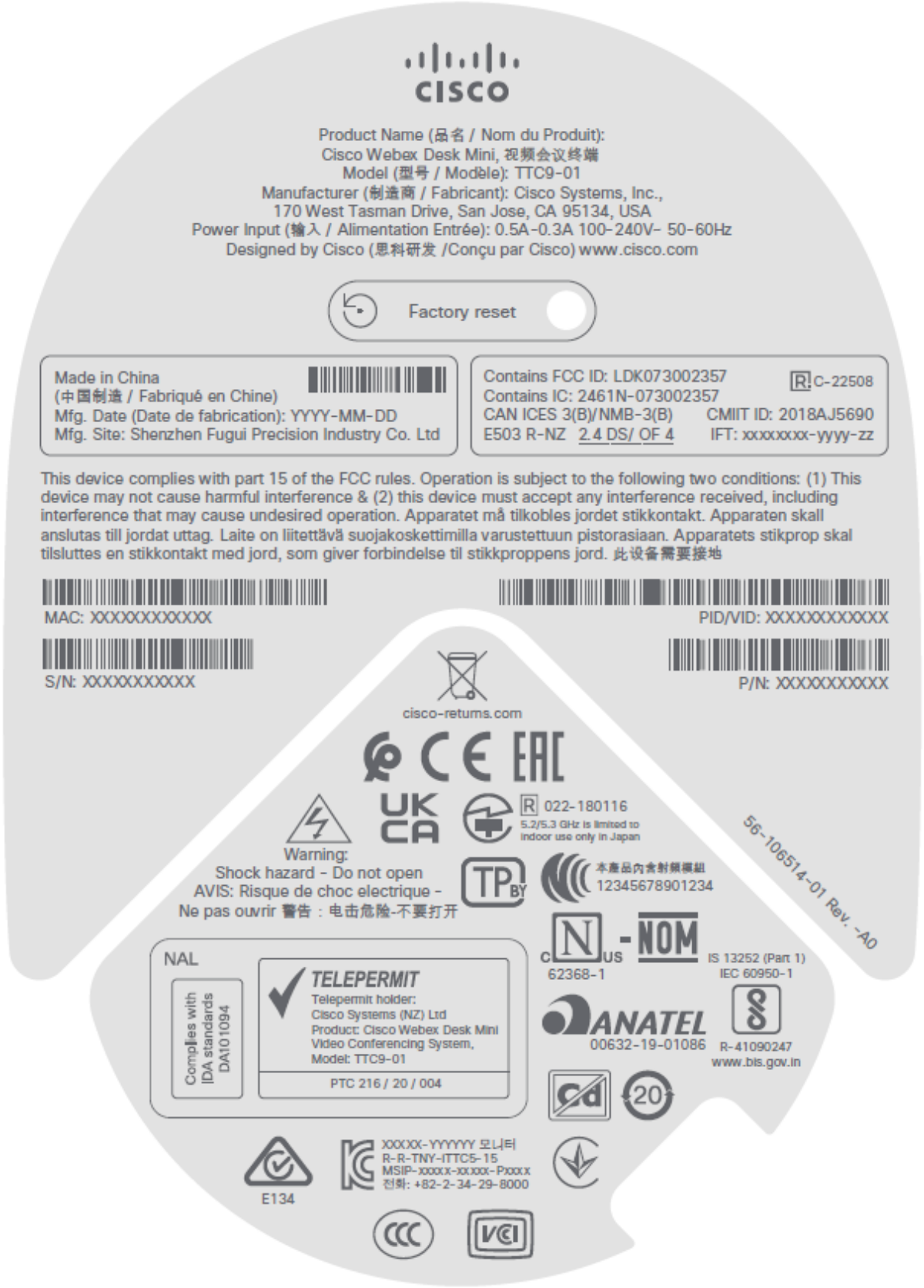Label design: