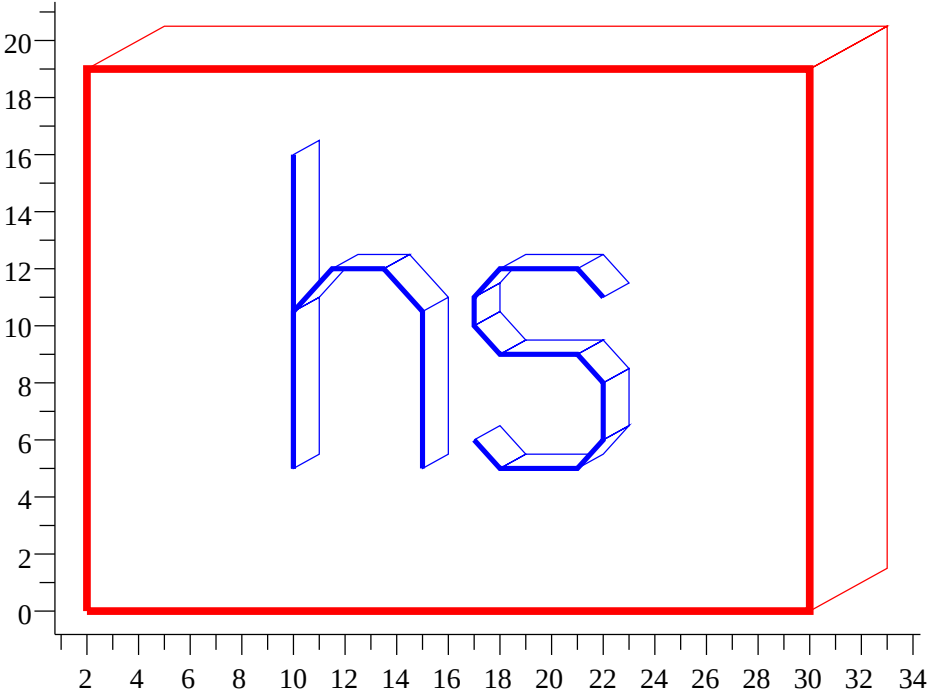The hs logo