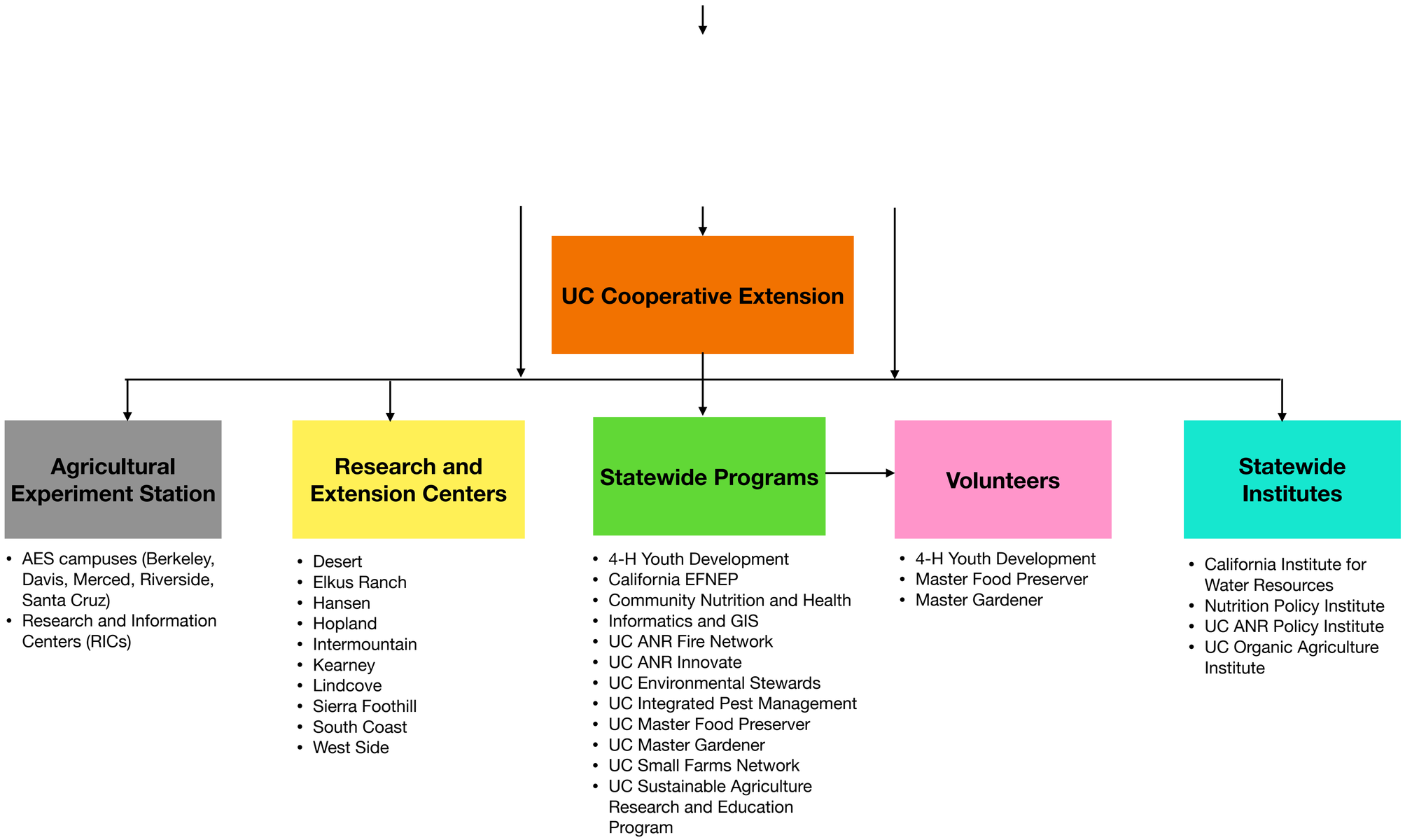UC ANR Brand Architecture