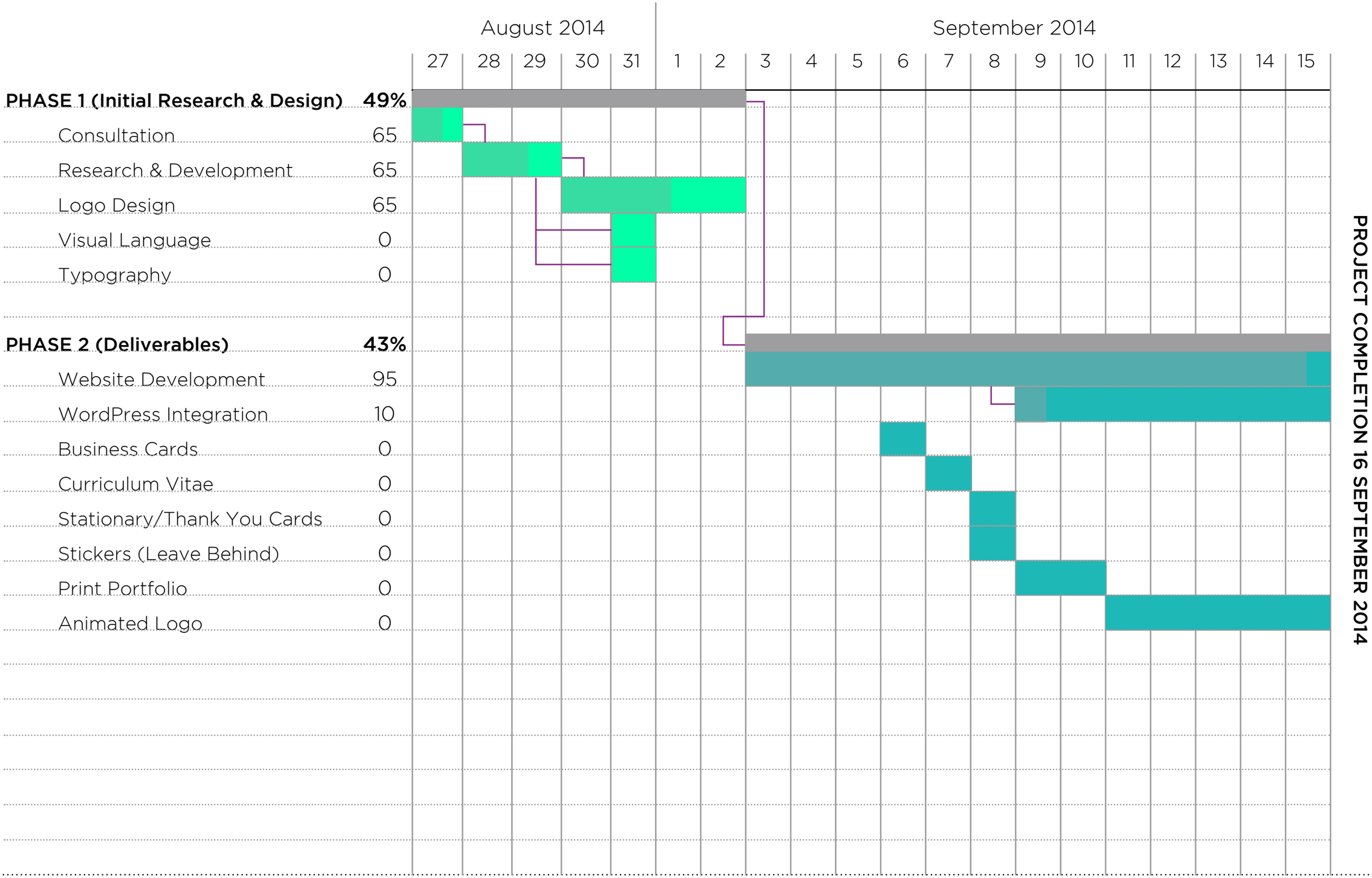PERSONAL BRAND IDENTITY PACKAGE