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#### **ODYSSEY** MIS

# DESIGN & BRANDING STYLE GUIDE

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# **SECTION ONE**

Introduction





#### THE DESIGN GUIDELINES

The following booklet describes the visual identity of **Odyssey MIS**, created by Marketing Ideas For Printers. This includes logos, typography, color, and graphics.

Presenting a consistent, and well designed, interface builds brand integrity and trust with our clients. We are committed to always giving our clients high quality, consistent, and stylish design, without sacrificing functionality.

All elements presented within this document are valued company assets, and we are responsible for ensuring brand integrity throughout future deisgn by eliminating incorrect usage of any brand materials.



# **SECTION TWO**

Logo Application

### Application on a background

The Odyssey logo is displayed in a number of ways, including the full logo, logo symbol, and logo text. Clearspace is vital to the visual integrity of the Odyssey logo, therefore

the clearspace rules must be taken into consideration during the design, and coding, phases.

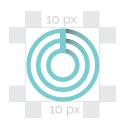


# **Clearspace** full logo



# Clearspace logo symbol





# Clearspace logo text

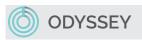


# Application on a background

Δ



В

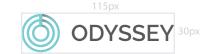




D



# Minimal Logo Size full logo



The full Odyssey logo must be at least 115 pixels on the long edge, and 30 pixels on the short edge (before clearspace has been added).

# Minimal Logo Size logo symbol



The Odyssey logo symbol must be at least 30 pixels on the long edge, and 30 pixels on the short edge (before clearspace has been added).

# Minimal Logo Size logo text



The Odyssey text logo must be at least 77pixels on the long edge, and 14 pixels on the short edge (before clearspace has been added).

# Application // Incorrect usage

The Odyssey logo must be dispalyed in accordance to the Application usage guide shown in the previous pages. Deviating from

that guide is prohibited, and a violation of the Copyright. Below are a few examples of incorrect usage of the Odyssey logo:

















# **SECTION THREE**

Typography

### Typography // Fonts

Odyssey features two distinct fonts: Raleway, and FontAwesome, both fonts can be found on the MI4P server.

This section will go into detail about how those fonts are utilized to create the look and feel of Odyssey's typography.

### Raleway

Raleway is a unique font because of it's shoulders, tails, and stems. It's legible at very small sizes, and it has multiple weights. Light Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Regular Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Italic Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz 12 3 4 5 6 7 8 9 0

Medium Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Medium Italic Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

SemiBold Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qg Rr Ss Tt Uu

Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

SemiBold Italic Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Bold Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Bold Italic Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

ExtraBold Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

ExtraBold Italic Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

### Typography // Fonts

#### **FontAwesome**

Regular

FontAwesome is used for many of the icons represented in Odyssey, and it can be downloaded for free here:

http://fontawesome.com

**組由→塩田田≪≫≪×<>~▼□□□○66 99 ※●与** P V) VISA 😂 🔤 PoyAu Stripe 📈 🛱 🛈 C @ 🥬 🖋 📖 🖎 🗘 

# **Typography** // Spacing // Line Height // Color // Font Size // On Light

Fine Print	Light Italics Size: 8 Line Height: 12	#939597	The quick brown fox jumps over the lazy dog.
Small Title	Medium Size: 10 Line Height: 14	#939597	The quick brown fox jumps over the lazy dog.
Small Paragraph	Light Size: 10 Line Height: 14	#939597	The quick brown fox jumps over the lazy dog.
Paragraph	Regular Size: 12 Line Height: 16	#58585b	The quick brown fox jumps over the lazy dog.
H6	Regular Size: 16 Line Height: 20	#58585b	The quick brown fox jumps over the lazy dog.
H5	SemiBold Size: 12 Line Height: 16	#58585b	The quick brown fox jumps over the lazy dog.
H4	Regular Size: 14 Line Height: 18	#58585b	The quick brown fox jumps over the lazy dog.
Н3	Regular Size: 18 Line Height: 22	#58585b	The quick brown fox jumps over the lazy dog.
H2	Regular Size: 24 Line Height: 30	#58585b	The quick brown fox jumps over the lazy dog.
H1	Light Size: 26 Line Height: 32	#58585b	The quick brown fox jumps over the lazy dog.

# **Typography** // Spacing // Line Height // Color // Font Size // On Dark

<i>7</i> . •			
Fine Print	Light Italics Size: 8 Line Height: 12	#939597	The quick brown fox jumps over the lazy dog.
Small Title	Medium Size: 10 Line Height: 14	#d1d2d4	The quick brown fox jumps over the lazy dog.
Small Paragraph	Light Size: 10 Line Height: 14	#d1d2d4	The quick brown fox jumps over the lazy dog.
Paragraph	Regular Size: 12 Line Height: 16	#d1d2d4	The quick brown fox jumps over the lazy dog.
H6	Regular Size: 16 Line Height: 20	#d1d2d4	The quick brown fox jumps over the lazy dog.
H5	SemiBold Size: 12 Line Height: 16	#d1d2d4	The quick brown fox jumps over the lazy dog.
H4	Regular Size: 14 Line Height: 18	#d1d2d4	The quick brown fox jumps over the lazy dog.
H3	Regular Size: 18 Line Height: 22	#d1d2d4	The quick brown fox jumps over the lazy dog.
H2	Regular Size: 24 Line Height: 30	#f7f8f8	The quick brown fox jumps over the lazy dog.
H1	Light Size: 26 Line Height: 32	#f7f8f8	The quick brown fox jumps over the lazy dog.

### Typography // Incorrect Usage

### **Spacing**

& Line Height

Spacing and line height are vital to readability. Using these tools incorrectly will result in poorly designed paragraphs, headlines, and other page components. Spacing between letters should always be set to 0, unless text falls onto a white background. Then spacing between letters may be set to 10px-20px.

# LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. NULLA TINCIDUNT ACCUMSAN VARIUS. MAURIS PRETIUM NULLA TELLUS, NEC EFFICITUR MAGNA LACINIA

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla tincidunt accumsan varius. Mauris pretium nulla tellus, nec efficitur magna lacinia eget. Phasellus blandit finibus ex sit amet sollicitudin. Etiam quis consequat lectus. Nulla at nunc nec libero dignissim mollis sed nec mi. Aliquam mattis nisi non ultricies maximus. Aliquam eu consectetur nunc.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla tincidunt accumsan varius. Mauris pretium nulla tellus, nec efficitur magna lacinia eget.

Phasellus blandit finibus ex sit amet sollicitudin. Etiam quis consequat lectus.

Nulla at nunc nec libero dignissim mollis sed nec mi. Aliquam mattis nisi non

Lorem ipsum dolor sit amet, consectetur adipiscing elit, Nulla tincidunt accumsan varius. Mauris pretium nulla tellus, nec efficitur magna lacinia eget. Phasellus blandit finibus ex sit amet sollicitudin. Etiam quis consequat lectus. Nulla at nunc nec libero dignissim mollis sed nec mi. Aliquam mattis nisi non ultrioles maximus. Aliquam eu consectetur nunc.

#### Color

On Light & Dark BKG

Text appears on a number of different background colors within Odyssey. A good rule of thumb, to make sure that the font colors are visible on these backgrounds, is to make sure the CMYK value is at least 10% higher or lower than the current background color.

For example: 0, 0, 0, 0 (background) 0, 0, 0, **10** (font) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla tincidunt accumsan varius. Mauris pretium nulla tellus, nec efficitur magna lacinia eget. Phasellus blandit finibus ex sit amet sollicitudin. Etiam quis consequatectus. Nulla at nunc nec libero dignissim mollis sed nec mi. Aliquam mattis nisi non ultricies maximus. Aliquam eu consectetur nunc.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla tincidunt accumsan varius. Mauris pretium nulla tellus, nec efficitur magna lacinia eget. Phasellus blandit finibus ex sit amet sollicitudin. Etiam quis consequat lectus. Nulla at nunc nec libero dignissim mollis sed nec mi. Aliquam mattis nisi non ultricies maximus. Aliquam eu consectetur nunc.



# **SECTION FOUR**

Colors

#### Color

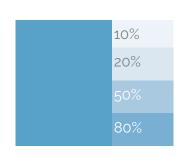
The colors of Odyssey are derived from the brand identity of MI4P, because Odyssey functions as as extension of MI4P. There are two naming schemes present, one for

the color and one for grey scale. The color swatches are represented by a numerical naming system, while the grey watches are represented by levels.

#### **Brand Primary**

#59a2c8

This color is used for: Link colors, icon colors, some sub headlines. This color also represents Email Marketing.



HEX: #59a2c8

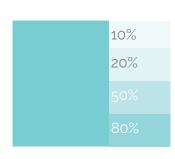
CMYK: **62**, **23**, **10**, **0** 

RGB: **89, 162, 200** 

# Brand Secondary

#78cdd2

This color is used for: Icon colors, This color also represents Social Media.



HEX: **#78cdd2** 

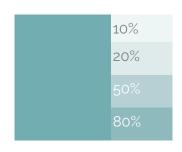
CMYK: 50, 0, 19, 0

RGB: 120, 205, 210

#### **Brand Tertiary**

#74aeb2

This color is used for: Icon colors, This color also represents Direct Mail.



HEX: **#74aeb2** 

CMYK: 56, 17, 29, 0

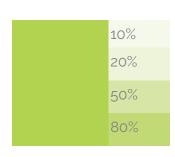
RGB: 116, 174, 178

#### Color

### **Brand Quaternary**

#b3d450

This color is used for: Customers, icon colors, This color also represents Websites.



HEX: #b3d450

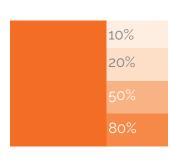
CMYK: 34, 0, 87, 0

RGB: 179, 212, 80

#### **Brand CTA**

#737024

This color is used for: CTA, and icon colors.



HEX: **#737024** 

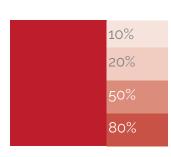
CMYK: 0, 70, 98, 0

RGB: 243, 112, 36

### **Brand Danger**

#be1e2d

This color is used for: Warnings requiring immediate attention.



HEX: #be1e2d

CMYK: 15, 100, 90, 10

RGB: 190, 30, 45



### Color // Grey

# Level 1 #f7f8f8

This color is used for: Alternate backgrounds, line item separators, text boxes, and text on a dark background.

10%
20%
50%
80%

HEX: #f7f8f8

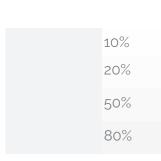
CMYK: 0, 0, 0, 2

RGB: 248, 248, 248

# Level 2

#5f1f1f2

This color is used for: Primary backgrounds, line item separators, text boxes, and text on a dark background.



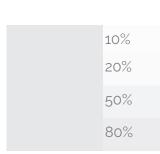
HEX: **#f1f1f2** 

CMYK: 0, 0, 0, 5

RGB: **241, 242, 242** 

# **Level 3** #e6e7e8

This color is used for: Panels, uneditable sections, text, and other sections including the Hamburger Menu.



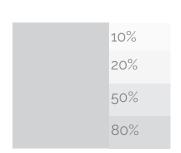
HEX: **#e6e7e8** 

CMYK: 0, 0, 0, 10

RGB: 230 231, 232

# **Level 4** #d1d2d4

This color is used for: Inactive icons on light backgrounds,



HEX: #d1d2d4

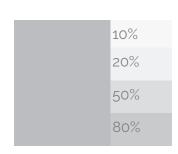
CMYK: 0, 0, 0, 20

RGB: **209**, **211**, **212** 

# Color // Grey

# Level 5 #bbbcdo

This color is used for: H4 headlines, and inactive buttons on a light background.



HEX: #bbbcdo

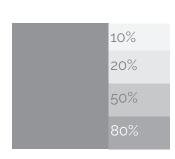
CMYK: 0, 0, 0, 30

RGB: **188**, **190**, **192** 

### Level 6

#939597

This color is used for: Fine print, small titles, small paragraphs, and inactive text/icons on a dark background.



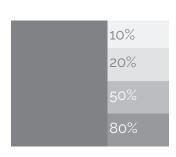
HEX: #939597

CMYK: 0, 0, 0, 50

RGB: 147, 149, 152

# **Level 7** #808284

This color is used for: Menus, secondary text colors.



HEX: #808284

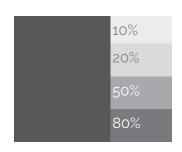
CMYK: 0, 0, 0, 60

RGB: 128, 130, 133

# Level 8

#585856

This color is used for: Title bars, overlays, and is the default text color.



HEX: **#585856** 

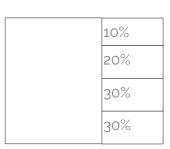
CMYK: 0, 0, 0, 80

RGB: 88, 89, 91

# Color // Grey

# White #fffff

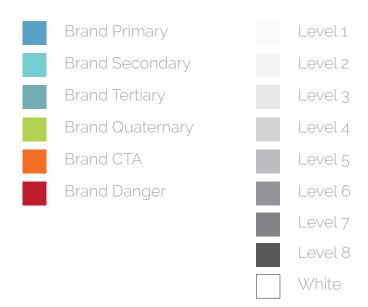
This color is used very sparingly throughout Odyssey.



HEX: #fffff

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255





# **SECTION FIVE**

Page components and colors

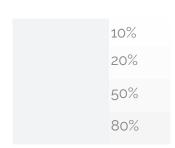
Odyssey is a very complex system, which requires a more indepth look at colors. The next few pages will give more information

specifically regarding page components and their place within Odyssey.

#### Background (BKG)

Level 2

Default background color.



HEX: #f1f1f2

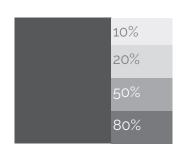
CMYK: 0, 0, 0, 5

RGB: 241, 242, 242

#### Title Bar

Level 8

Default title bar color, used for the header of Odyssey.



HEX: **#585856** 

CMYK: 0, 0, 0, 80

RGB: 88, 89, 91

#### Menu // Menu Hover

Level 7 // Level 6

Menu and hover colors are very similar, so as to just slightly vary in appearance.



HEX: #808284

CMYK: 0, 0, 0, 60

RGB: **128**, **130**, **133** 



HEX: #939597

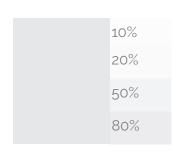
CMYK: 0, 0, 0, 50

RGB: 147, 149, 152

### Secondary BKG

Level 3

Alternate background color.



HEX: #e6e7e8

CMYK: 0, 0, 0, 10

RGB: **230 231, 232** 

#### White

#fffff

Used for text boxes, and some text on dark backgrounds such as title headers.

10%
20%
30%
30%

HEX: #fffff

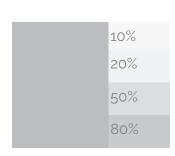
CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

#### **Inactive Button**

Level 4

Buttons that function, but are not CTA related.



HEX: #bbbcdo

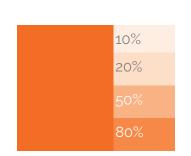
CMYK: 0, 0, 0, 30

RGB: **188**, **190**, **192** 

#### **Active Button**

Brand CTA

Buttons that are a call to action.



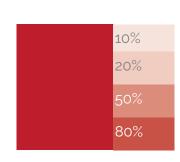
HEX: **#737024** 

CMYK: 0, 70, 98, 0

RGB: **243**, **112**, **36** 

# Action Required- Now Brand Danger

Warnings that require immediate attention. For example: Tasks that need to be scheduled.



HEX: #be1e2d

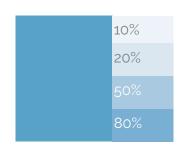
CMYK: **15**, **100**, **90**, **10** 

RGB: 190, 30, 45

#### Link

**Brand Primary** 

Standard link color.



HEX: **#59a2c8** 

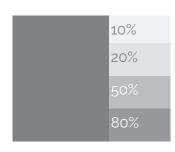
CMYK: 62, 23, 10, 0

RGB: **89, 162, 200** 

#### Active Menu Item

Level 7

Menu item that's active, such as a task container.



HEX: #808284

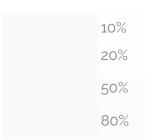
CMYK: 0, 0, 0, 60

RGB: 128, 130, 133

#### **Line Item Separator**

Level 1

If there are multiple line items, use this color to help distinguish one line from another.



HEX: #f7f8f8

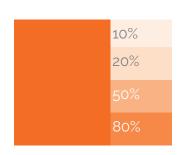
CMYK: 0, 0, 0, 2

RGB: 248, 248, 248

#### Notification

Brand CTA

Notifications through Odyssey will show on the top right corner as a pop up, and as an icon.



HEX: #737024

CMYK: 0, 70, 98, 0

RGB: 243, 112, 36

#### **Notification Outline**

Brand CTA (Badge Only)

The Notification badge is outlined with a thin white border, usually 1-2px in width.

10%
20%
30%
30%

HEX: #fffff

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

### **Notification Number**

Brand CTA (Badge Only)

Numbers showing up in the Notification badge icon are white.

10%
20%
30%
30%

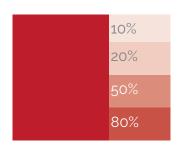
HEX: #fffff

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

# Notification Warning Brand CTA

Notifications as a result of immediate action required are shown in red. For example: an invoice that's overdue, or a failed payment.



HEX: #be1e2d

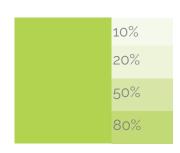
CMYK: **15**, **100**, **90**, **10** 

RGB: 190, 30, 45

### **Notification-Success**

Brand Danger

Notifications showing a successful update are shown in green. For example: an invoice that's just been paid.



HEX: #b3d450

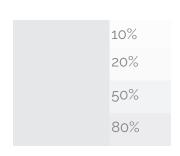
CMYK: 34, 0, 87, 0

RGB: **179**, **212**, **80** 

#### Modal -Title Bar

Level 3

Modals show up throughout Odyssey for different functions, however they should all use this same color.



HEX: #e6e7e8

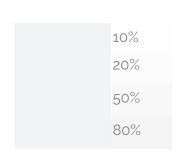
CMYK: 0, 0, 0, 10

RGB: **230 231, 232** 

#### Modal -BKG

Level 2

This is the default modal background color.



HEX: #f1f1f2

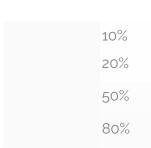
CMYK: 0, 0, 0, 5

RGB: 241, 242, 242

#### Modal -Separator

Level 1

Information needing to be separated within the modal should be contained using this color.



HEX: #f7f8f8

CMYK: 0, 0, 0, 2

RGB: 248, 248, 248

# Page Components // Samples

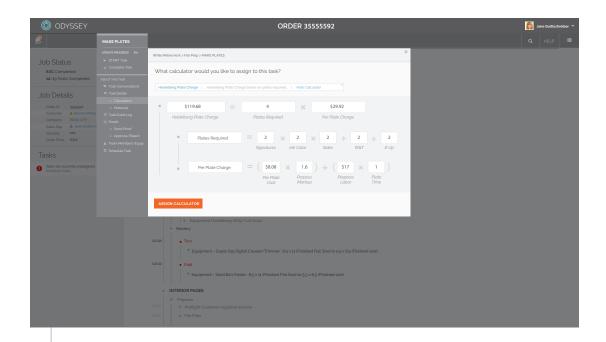
Below are some visual samples of how the components of Odyssey should come together to create larger elements, such as a title bar, a task container, etc. When new components need to be assembled, use this guide as a reference to see current structures.





# Page Components // Samples





# Page Overlay

Level 7

When there is an active task container, or modal, the page beneath it should be hidden with an overlay like in the above example.



# **SECTION SIX**

Iconography

#### Customers

**Brand Quaternary** 

Customers have three different views including, an icon, a name badge (when no image is available), and a badge with an image.







#### **Team Members**

Level 5

Team Members have three different views including, an icon, a name badge (when no image is available), and a badge with an image.







### Expand // Shrink

Level 5

Used in areas of Odyssey to help expand and reduce the amout of information being displayed, i.e. the workflow.





#### Close // Delete

Level 5

Used throughout Odyssey to indicate when something can be deleted or closed.





#### Search

Level 5

Primary search icon used in Odyssey.



#### Scroll

Level 5

Used to navigate between sections of information, or between icons.



#### Comments

Level 5, Brand CTA

The CTA color indicates when a message is received, but has not been read yet. The greyscale outlined version indicates past conversations.









#### Calendar

Level 5

This icon is used for anything dealign with the calendar functions.



#### **Details**

Level 5

Generally displayed within the task container.



#### Log

Level 5

Generally displayed within the task container.



#### Add New

Level 5

All add new functions that are in a menu utilize this icon.



#### Orders

Level 5

This icon is used to as a starting point to view multiple orders.



#### Settings

Level 5

Adjustments throughout Odyssey should be identified by this icon.



#### Team

Level 5

Multiple team members should be identified using this icon. For example: Entrance point to view all team members.



#### Dialog

Level 5, Brand CTA

Splash screen icon used to indicate the dialog area.



#### Workflow

Level 5

Splash screen icon used to indicate the workflow area.



#### **Customers (Main)**

Brand Quaternary

Multiple customers should be identified using this icon. For example: Entrance point to view all customers.



#### Bookmark

Level 5

Icon indicating favorited areas of Odyssey for quick access.



#### Schedule

Level 5

Icon indicating quick access to scheduled items.



#### Calculator

Level 5

Icon indicating all calculator functions. For example: Manage calculators, create new calculator, etc.



### Inventory

Level 5

Icon indicating entry to the inventory area.



#### System

Level 5

Icon indicating entry to the system area.



### Reports

Level 5, Brand CTA

Icon indicating entry to the reporting area.



### Accounting // P.O.S

Level 5

Icon indicating entry to the accounting and point of sale area.





## **Iconography** and usage

#### Vendors

Level 5

Icon indicating entry to the vendor area.



## Marketing

Level 5

Icon indicating access to marketing materials.



#### Edit

Level 5

Icon indicating ability to edit a specific area or section.





















## **SECTION SEVEN**

Elements and visual samples

#### Header & Menu Bar

Typical header and menu setup for the start of Odyssey.



## Header & Menu Bar

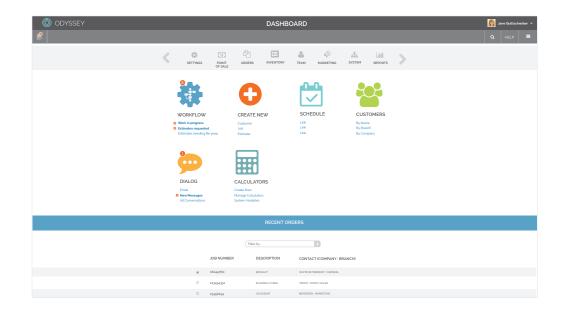
(with items)

Typical header style with active menu bar items.



## Splash Screen Layout

Multi-level menu items make it simple for users to select their own featured splash screen.



## Splash Screen

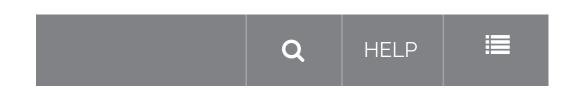
(Drag and Drop Menu)

This menu is part of a multi-level system to help make navaigating Odyssey easy and fun.



#### Search, Help, and HB Menu

The menu bar should always feature a help and search function. The HB menu only shows if additional information is available.



#### **Active Search**

(with items)

When the search is activated, the icon should shoot off to the left, revealing an area with a type cursor. The color should shift to Level 8



## Menu Bar Account Display

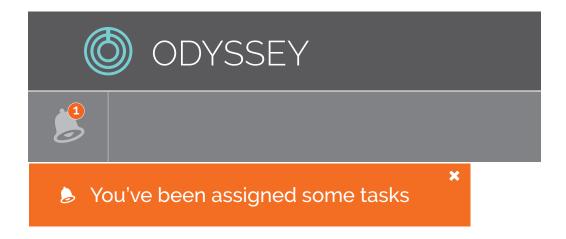
Should always feature a User badge and their full name with a drop down arrow.



#### **Notification**

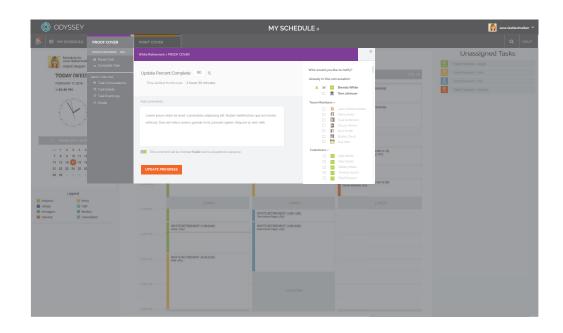
(Popup and Icon)

Should always slide in from the left, and disappear after about 10-15 seconds.



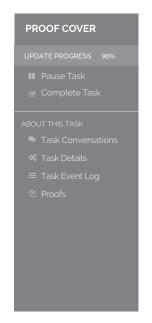
#### Task Container

Shows up for activated tasks,



#### Menu

Menu items feature an array of colors, and icons. Sub-header items like Pause Task, Complete Task, etc. should be indented slightly to indicate which section they belong to.



Level 6 // Hover Color

Level 7 // Background

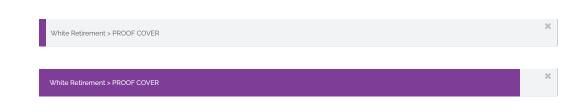
Level 2 // Text

Level 4 // Icons

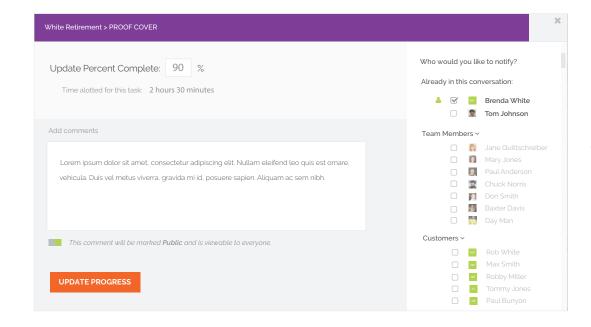
Level 1 // Icons

#### Task Container Title Bar

The task container features a bar that's associated with the progress of a task. Color is indicated by colors set by the user.

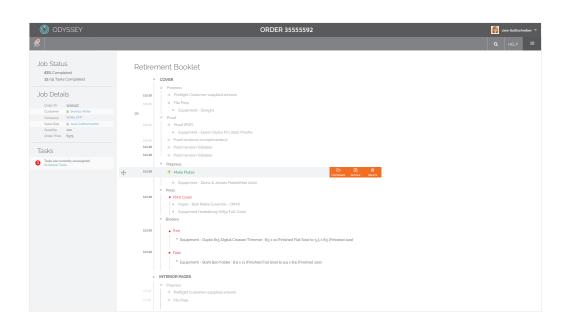


# **SAMPLE** components



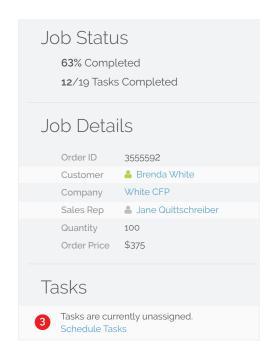
#### Workflow

The workflow is set up with a list view of all tasks associated with a specific job. Each line item has a menu bar associated with it that carries a set of functions. The green ball indicates which item is currently being worked on. The ball should grow and shrink, as if to pulsate.



#### Workflow

The workflow also contains some job-specific details, that are displayed on the left side of the page. The red badge indicates a warning that there are unassigned tasks that require a next step by the user before they can be completed.



#### Hover Menu

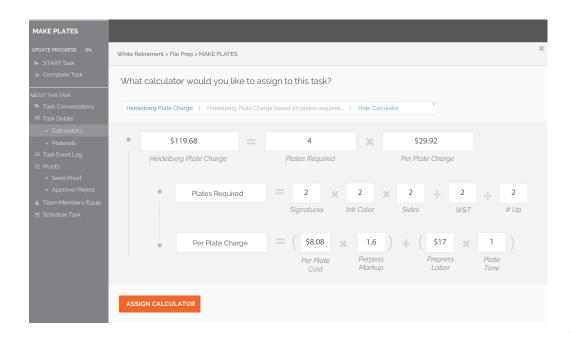
The hover menu will change per line item based on whether it's a container or a task.



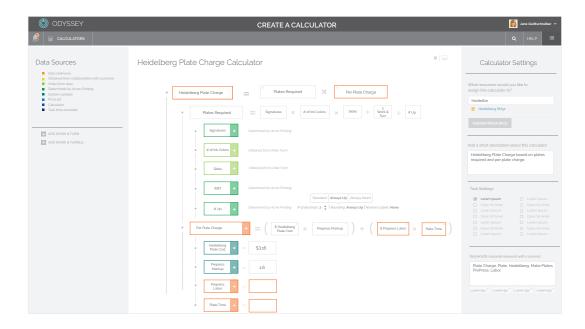
#### **Calculator View**

Task Container

View of the assigning, and previewing, functions from the task container.

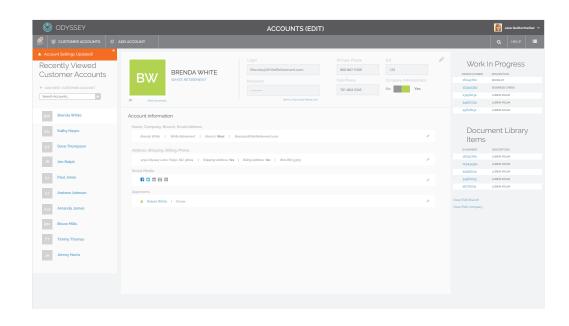


## **SAMPLE** components



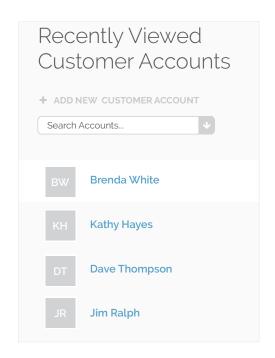
#### Accounts

The accounts section features a large amount of information, most importantly it allows the user to edit and update information quickly and easily.



#### Search Accounts

The left and right sections of a page may contain searches and search results. The search drop down should let the user input text, and then the search should filter the results.



### Info Closeup

Information displayed on the accounts view.



**46** // 48

