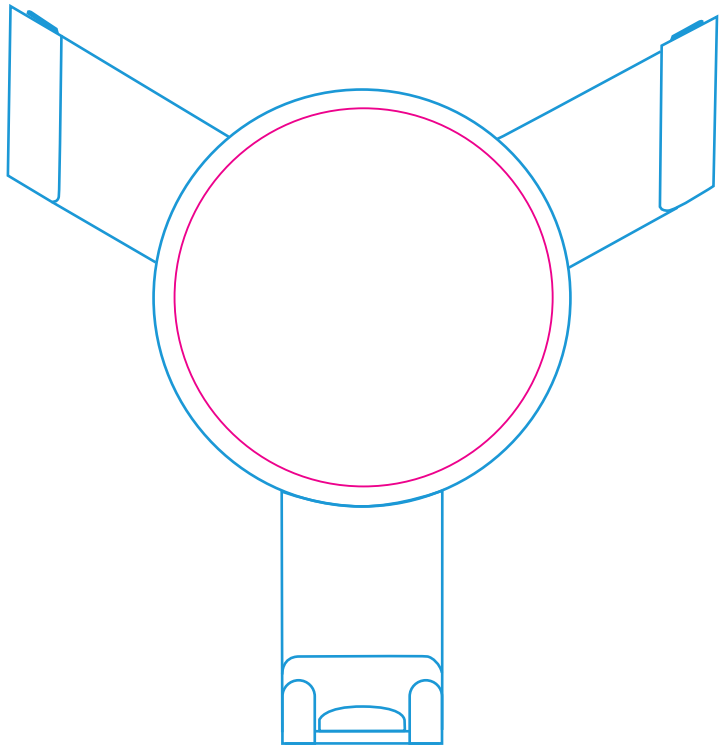preferred logo position