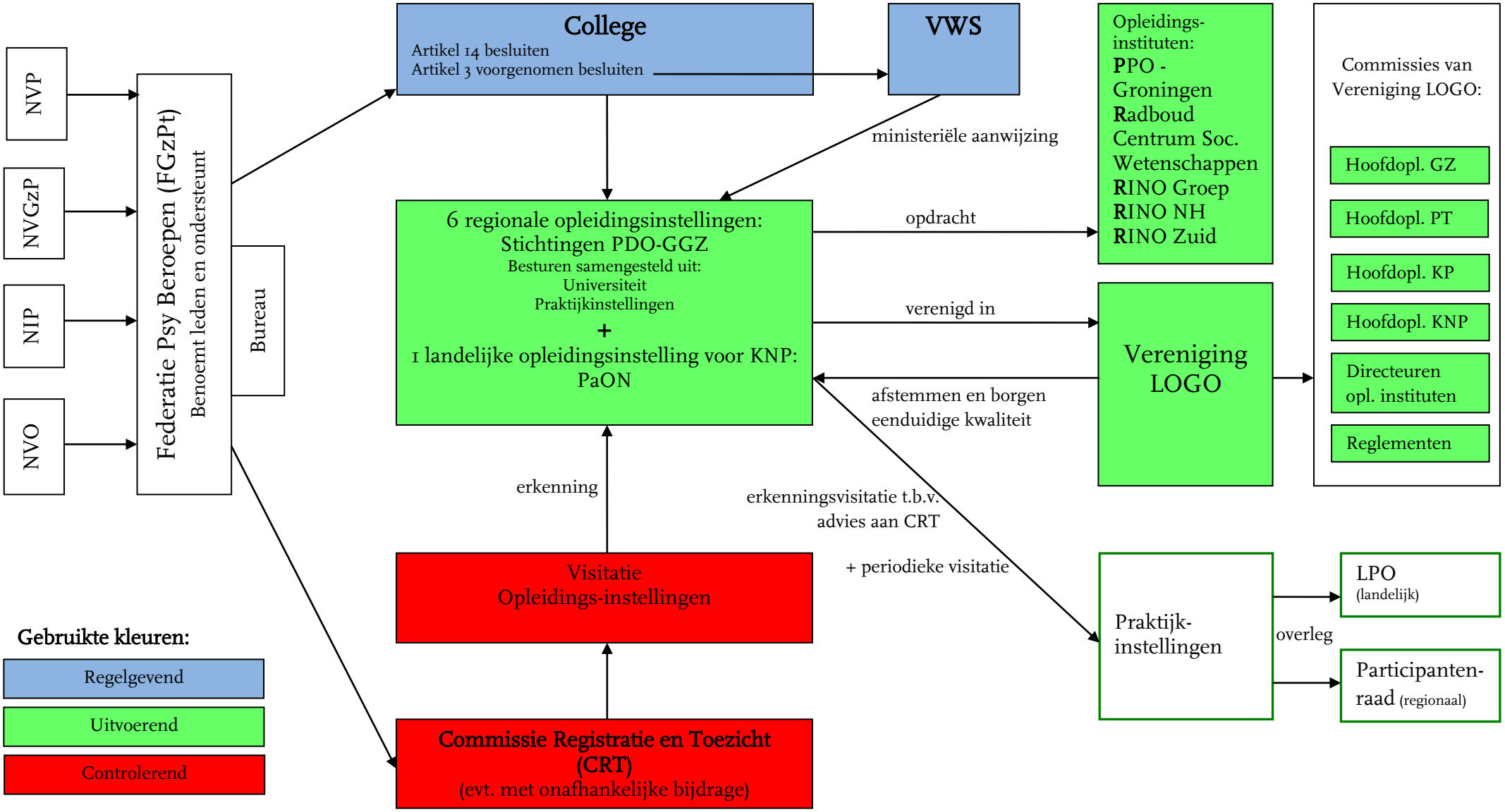‘LOGO-schema van de BIG-wereld’