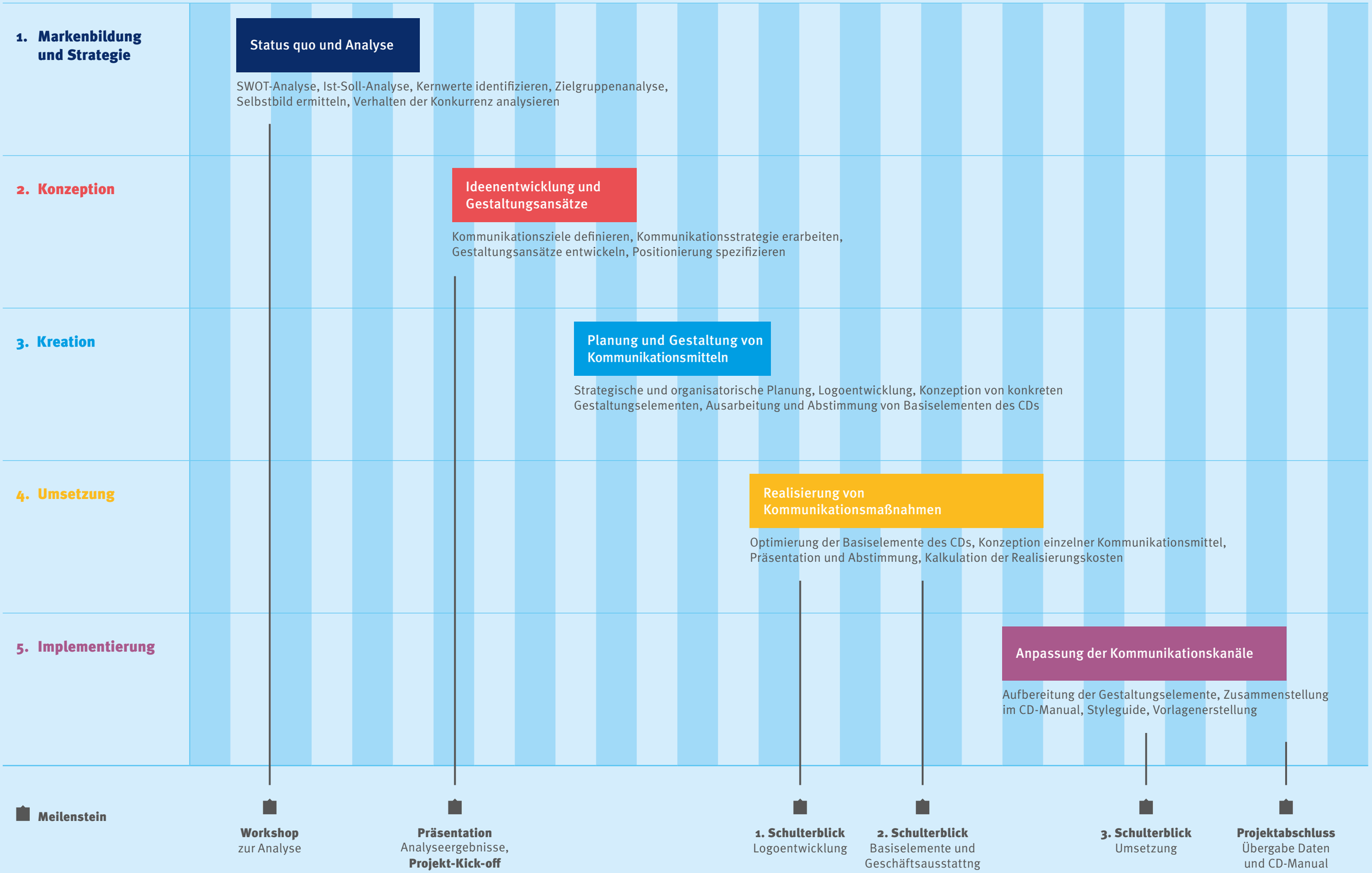Corporate Design – Projektablauf und Meilensteine