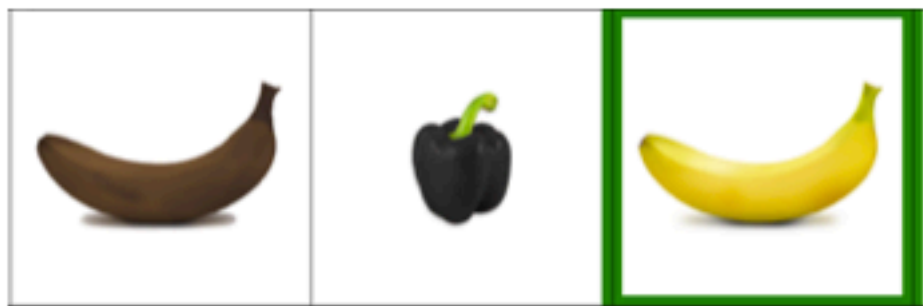(2a) overinformative without color competitor

(2b) overinformative with color competitor

(2c) informative without color competitor

(2d) informative with color competitor