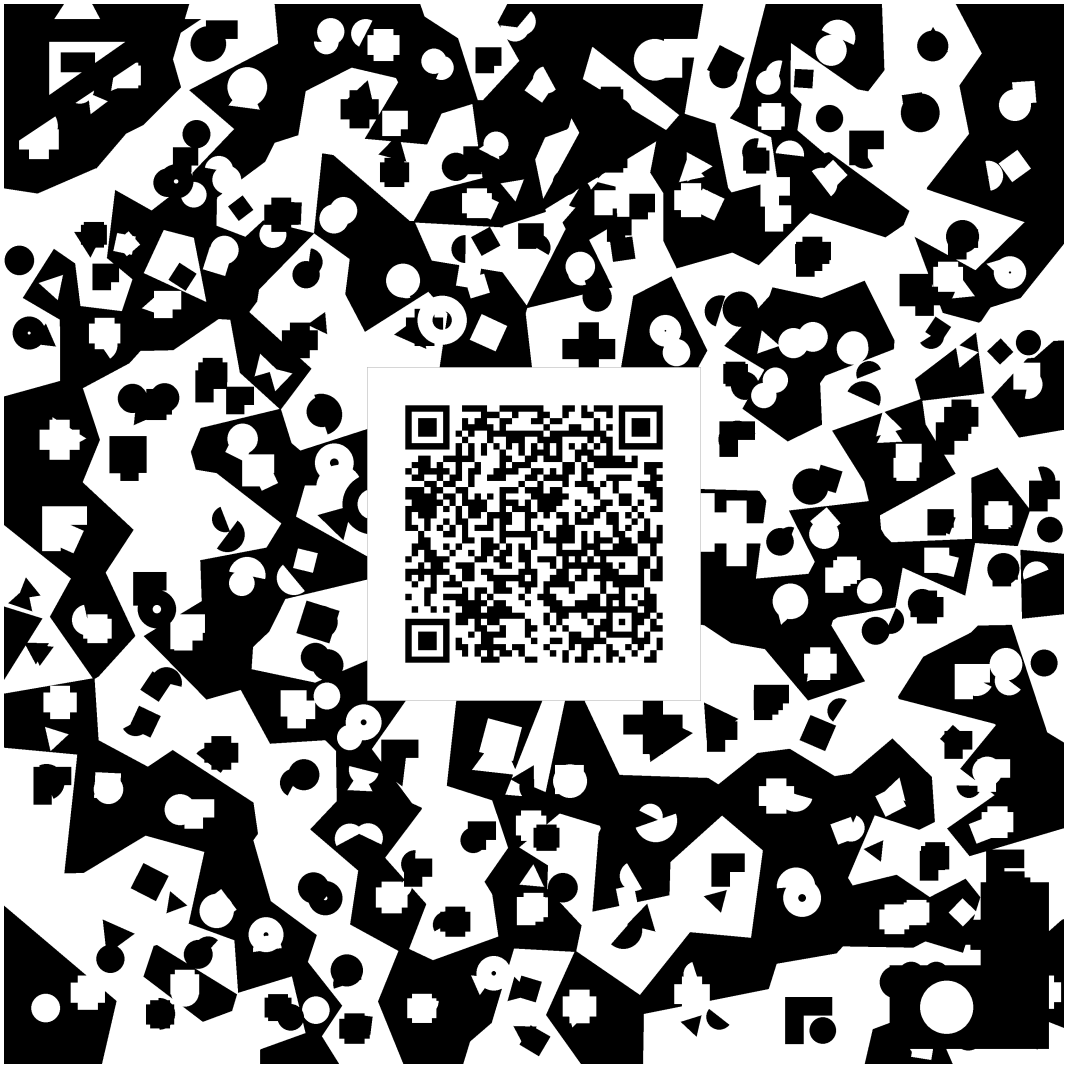
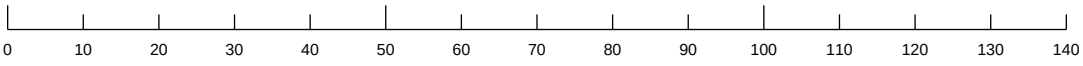


140 mm - measure this



PRINT AT 100% / ACTUAL SIZE - DO NOT 'FIT TO PAGE'

PLACEHOLDER ARTWORK. The border is a functional tracking pattern generated to spec; the visual/brand design is still to be produced over this geometry.

The tracking target was compiled for a 140 mm card with a 44 mm reserved centre. Keep both dimensions exactly. The centre is NOT part of the tracking target - the QR lives there and may change per restaurant or per table without recompiling the target.

Matte laminate only. Gloss glares under downlights and erases whole regions of the border. Do not crop into the border: every millimetre removed is tracking signal removed.