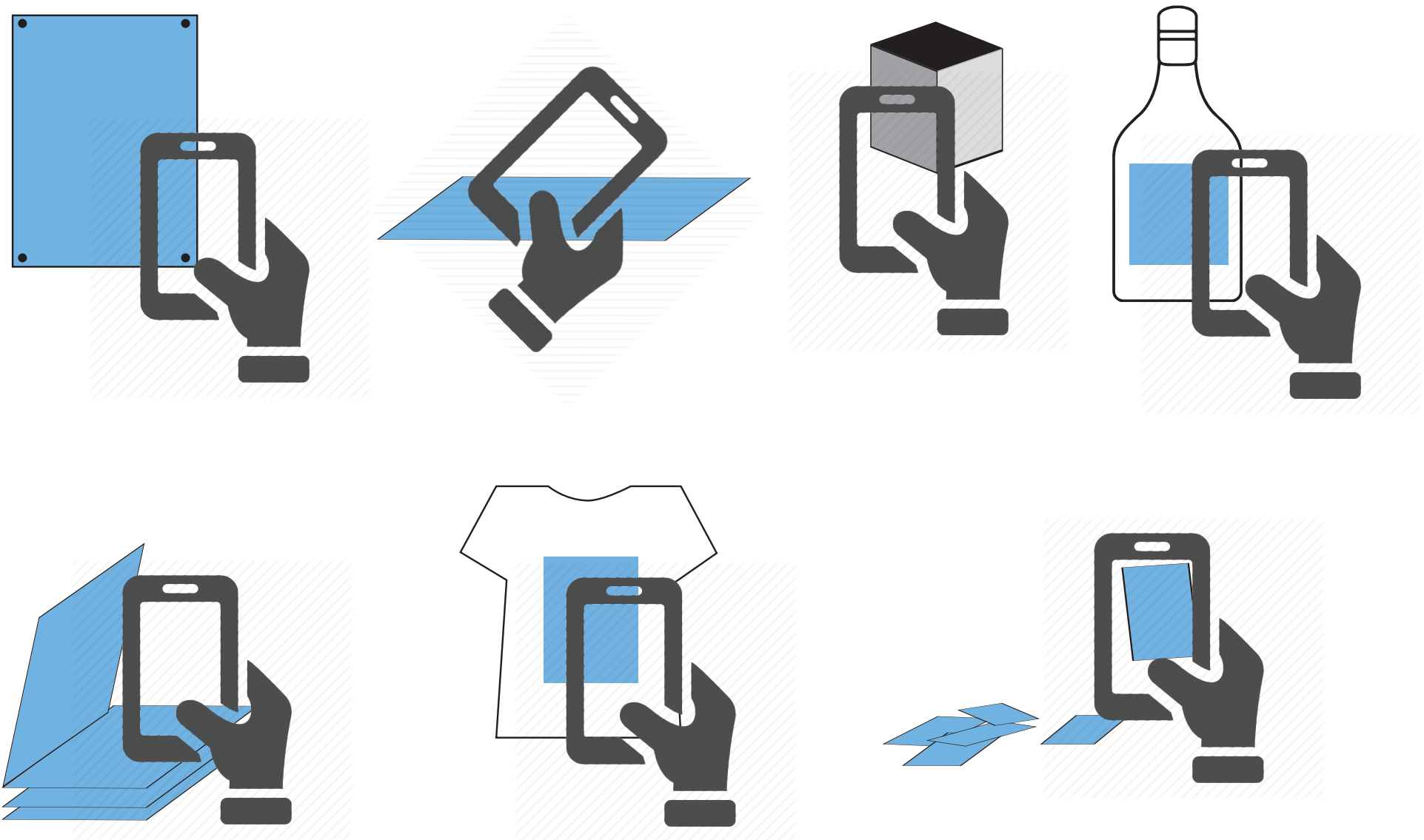


Some nice experiences



Target images : print image hints

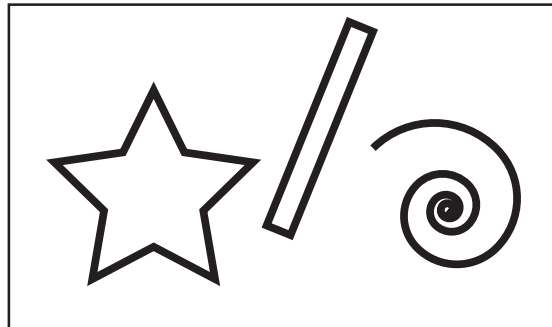
<https://docs.zap.works/best-practices/projects/what-makes-good-tracking-image/>



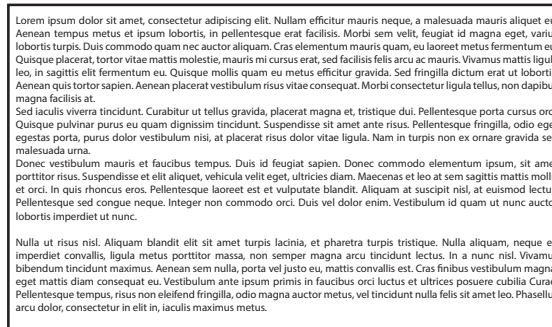
Great contrast and diversity = Good



Shapes or only text = Difficult



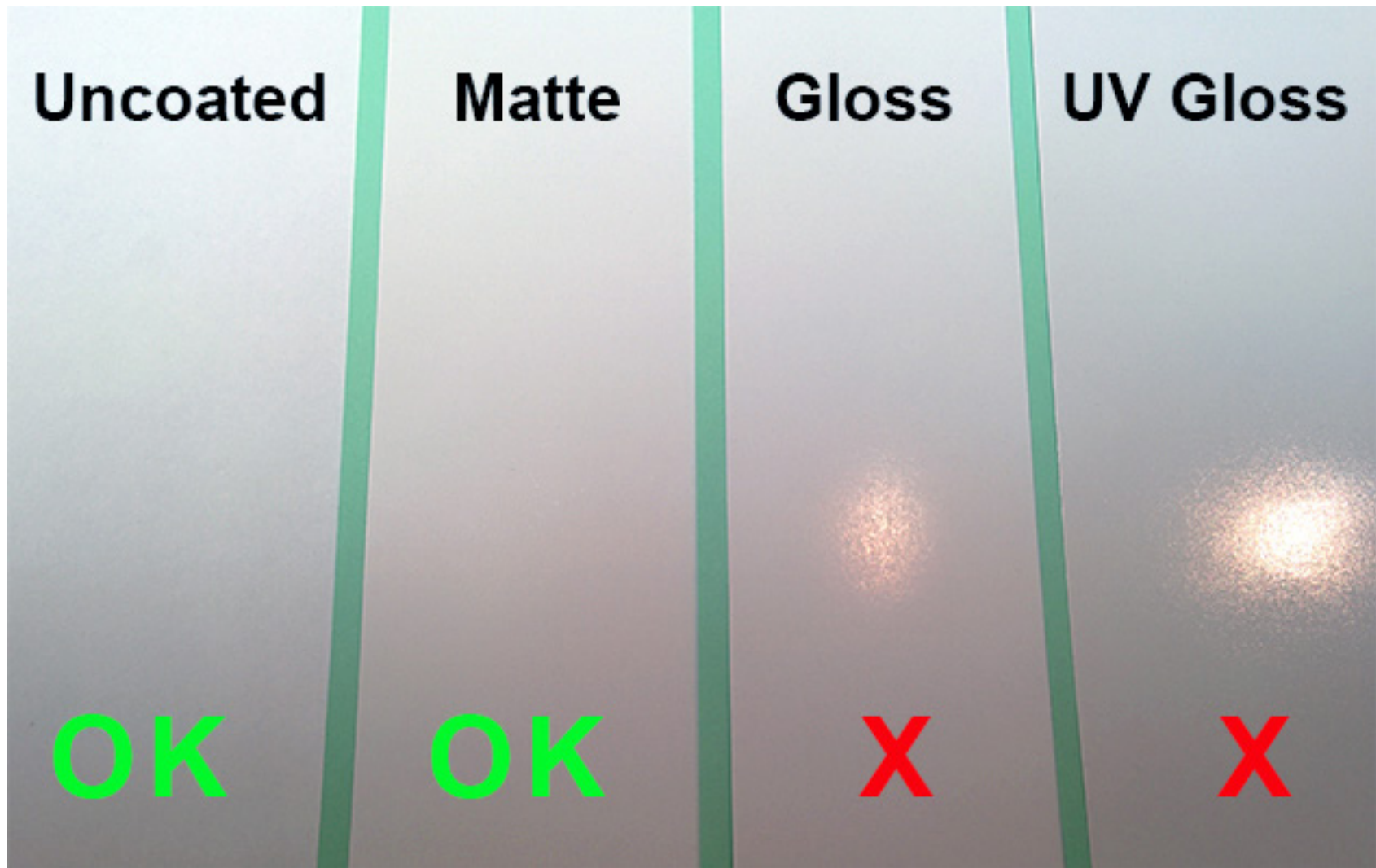
light contrast or pattern = Bad



General useful hints for the target image :

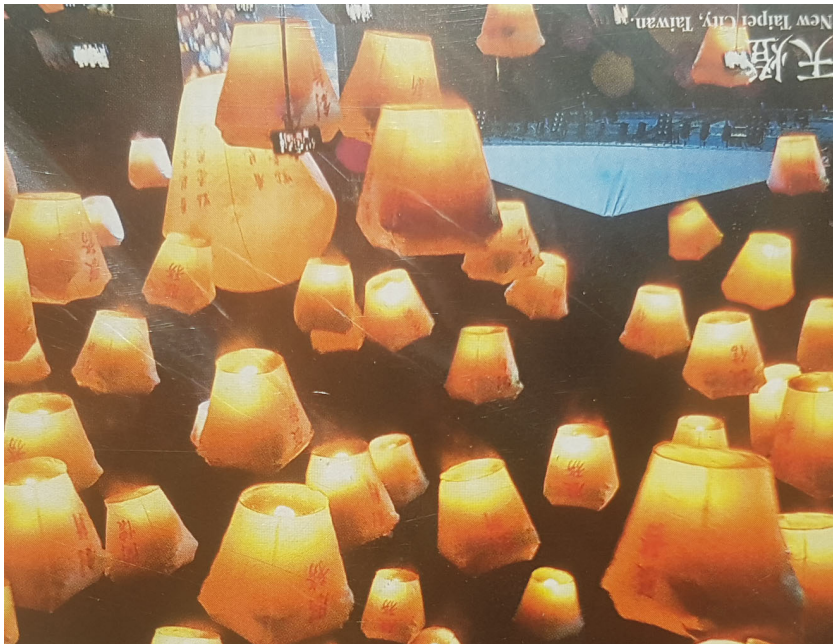
- Avoid symetry
- Avoid big flat color surfaces
- Keep some contrast in picture

Paper Finishing – Difference Between Uncoated, Gloss, and Matte



Paper Finishing – Difference Between Uncoated, Gloss, and Matte

Angle matters: This picture is ok



Angle matters: This SAME picture is not ok

