



QR CODE SPECIFICATIONS & PRINTING GUIDELINE

These guidelines offer best practices for printing QR codes, with all sizes given in metric units and refer to exact square shapes.

Important Considerations for All QR Codes:

1. HIGH-QUALITY IMAGES:

Always use high-resolution images or vector art for QR codes. Pixelated or blurry codes can be unreadable by scanners or cause scanning delays, leading to user frustration. High-quality images are essential for professionalism and functionality.



Blurry QR Code vs High quality QR Code

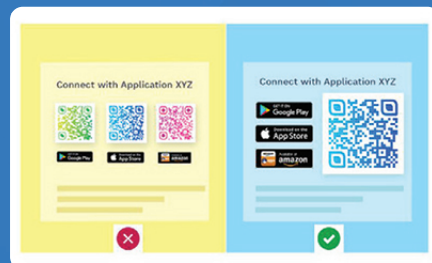
2. STRATEGIC PLACEMENT:

Ensure your QR code is placed in an easily visible and clutter-free location within your advertisement. Ideal placement is crucial for accessibility.

3. AVOID MULTIPLE QR CODES IN ONE AREA:

Having several QR codes close together can lead to incorrect scans or intrude on each other's "breathing space." Maintain a wide distance between multiple QR codes. If you must place two on a single piece of collateral, position them at opposite ends. Alternatively, consider using a dynamic QR code that can store various types of information.

Multiple QR Codes for different app stores for a single app vs a single dynamic QR Code for an app.



• STANDARD QR CODES

For print applications like newspapers and magazines, adhere to these specifications for standard black and white QR codes:

Minimum Size: 10 mm.

Recommended Size: 12 mm, excluding the quiet zone (margin), to ensure optimal performance.

It is recommended that QR codes not be placed on a transparent background.

• CUSTOM QR CODES

QR codes don't have to be limited to the standard black and white design. Many brands are now incorporating custom colours, logos, and other design elements. However, these customisations require different specifications, primarily an increase in the minimum size.

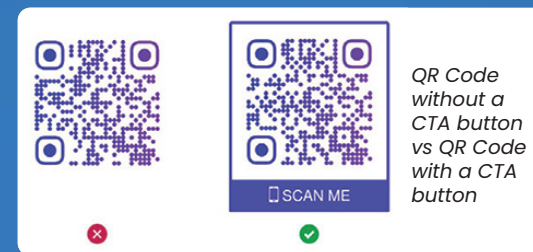
Minimum Size for Lightly Customised QR Codes: 20 mm, excluding the quiet zone (margin).

• TEST THE QR CODES

Our internal testing has shown that some custom QR codes that can be read by iOS devices cannot be read by some Android devices. Be sure to test the QR codes you create on both types of devices to ensure that all consumers will be able to successfully access your content.

4. INCLUDE A CALL TO ACTION (CTA):

Adding a small CTA like "scan me" alongside the QR code can clarify its purpose, build user trust, and encourage scanning. This can significantly increase engagement compared to codes without a CTA.



QR Code without a CTA button vs QR Code with a CTA button

5. THOROUGH TESTING:

After creating your QR code, always test it with multiple devices and operating systems (eg: iOS and Android) to confirm functionality for your campaign.

Always remember there is a dot gain in Newsprint. QR codes that are too small with too many elements (pixels) may bleed or become blurry.

