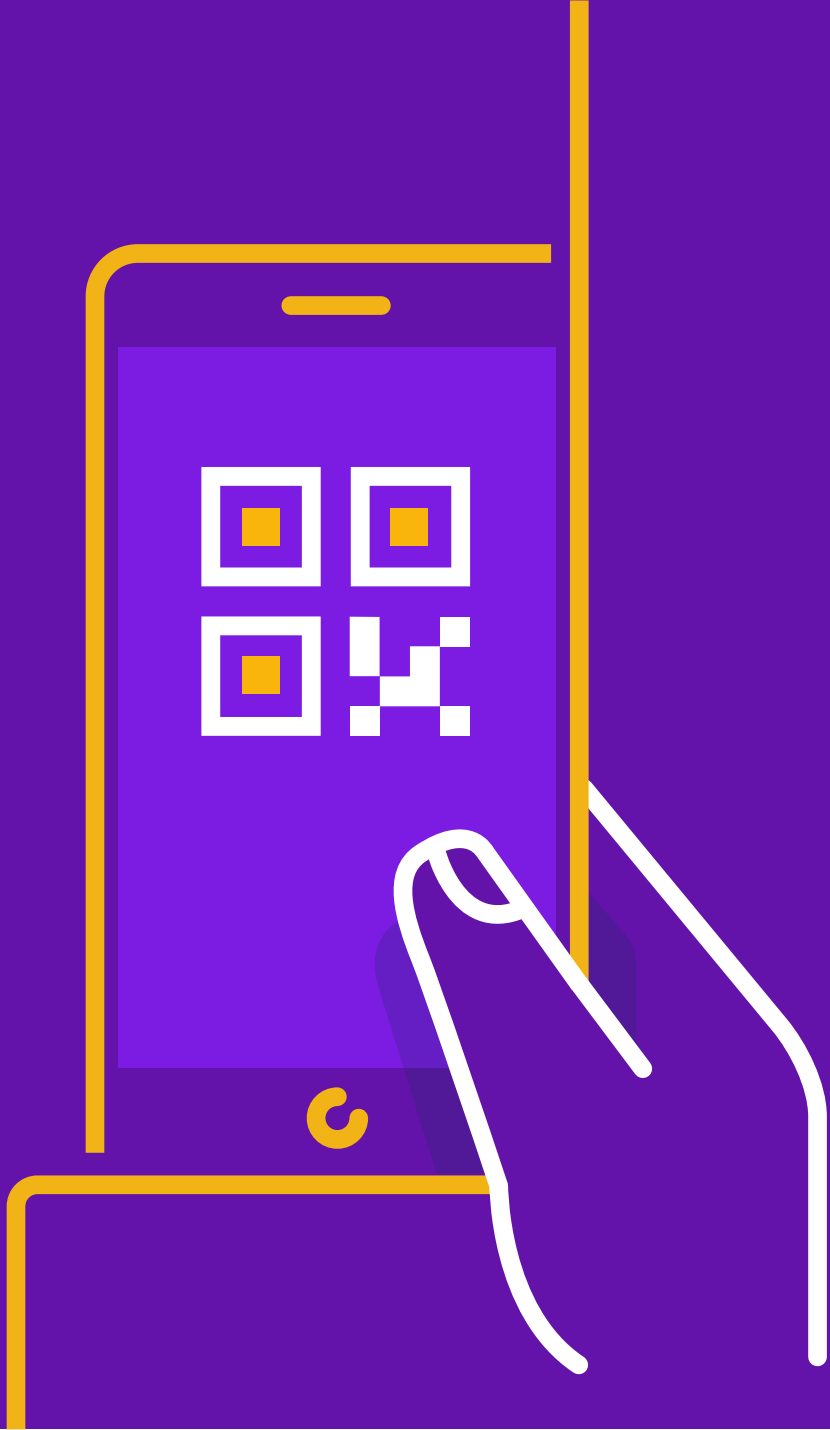




Using **QR codes** in your Marketing

Best practise for making the most
of your print technology



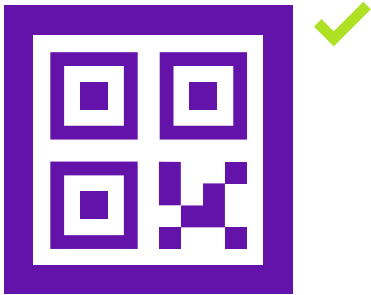
Using your QR code on print

QR is a versatile solution that can be used on virtually any kind of printed material. From fabric to paper, and as far as more creative materials such as soldered wood. So long as the QR adheres to the limitations and guidelines set out in this document, your QR will take users directly to your digital content with minimal effort.

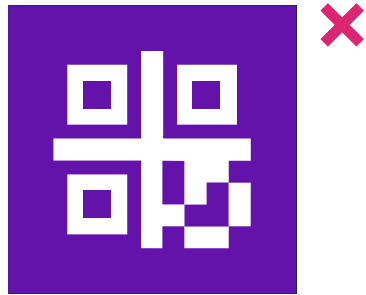


Clearance for your QR Code

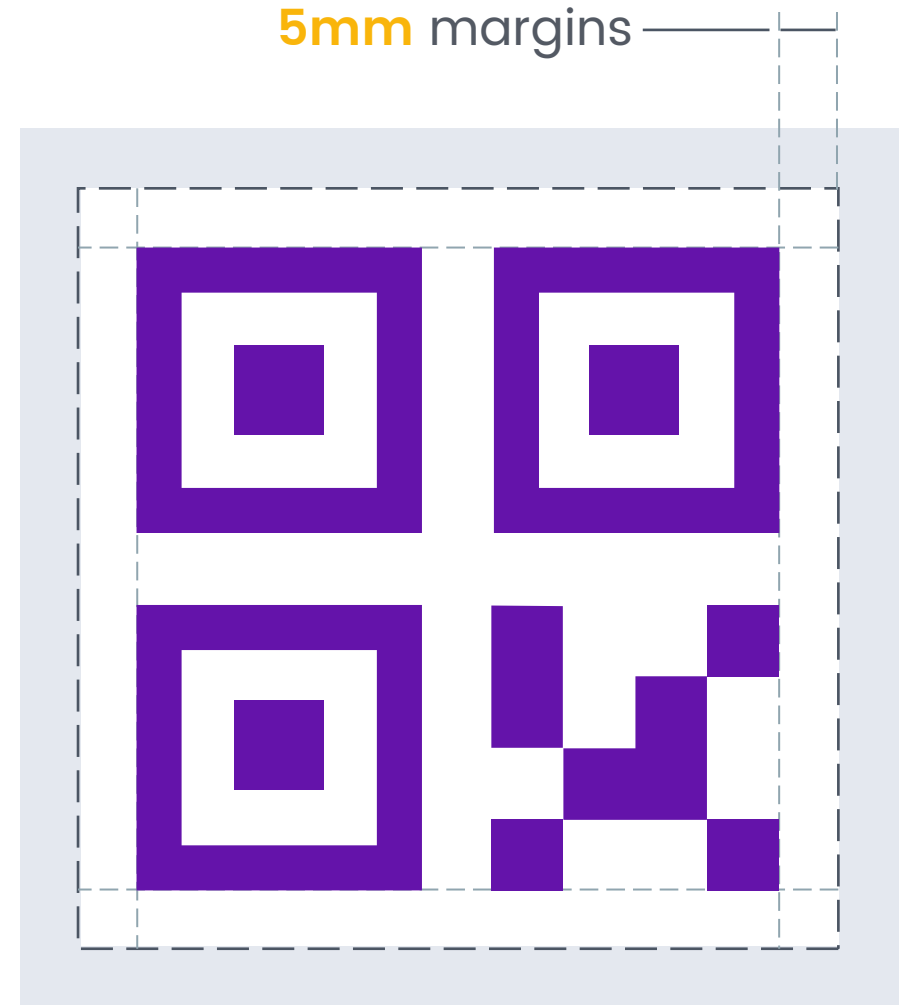
For a QR to read correctly, it can't have any other graphics within a 5mm margin around the QR itself. Any obstructions will make it difficult for the camera to detect and read the data of the image.



Do have enough clearance

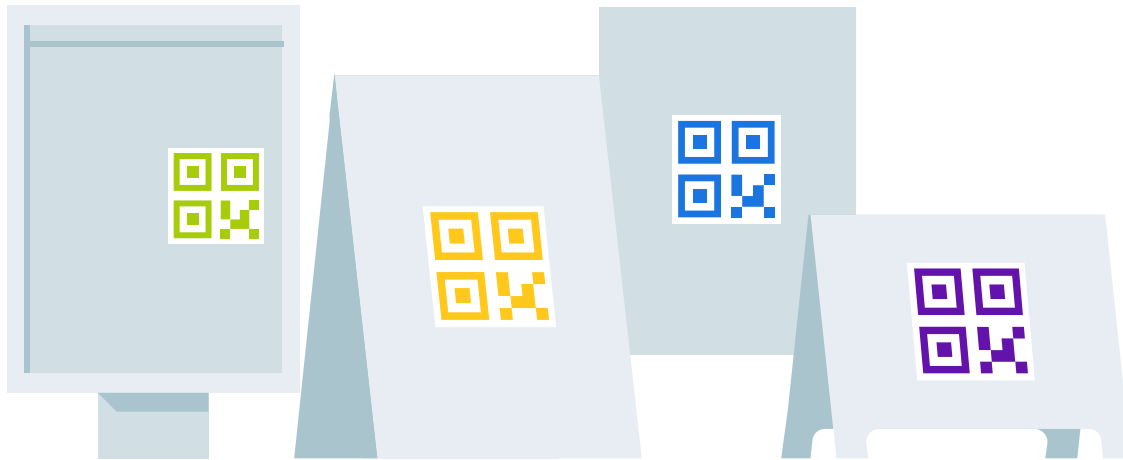


Don't remove the margin

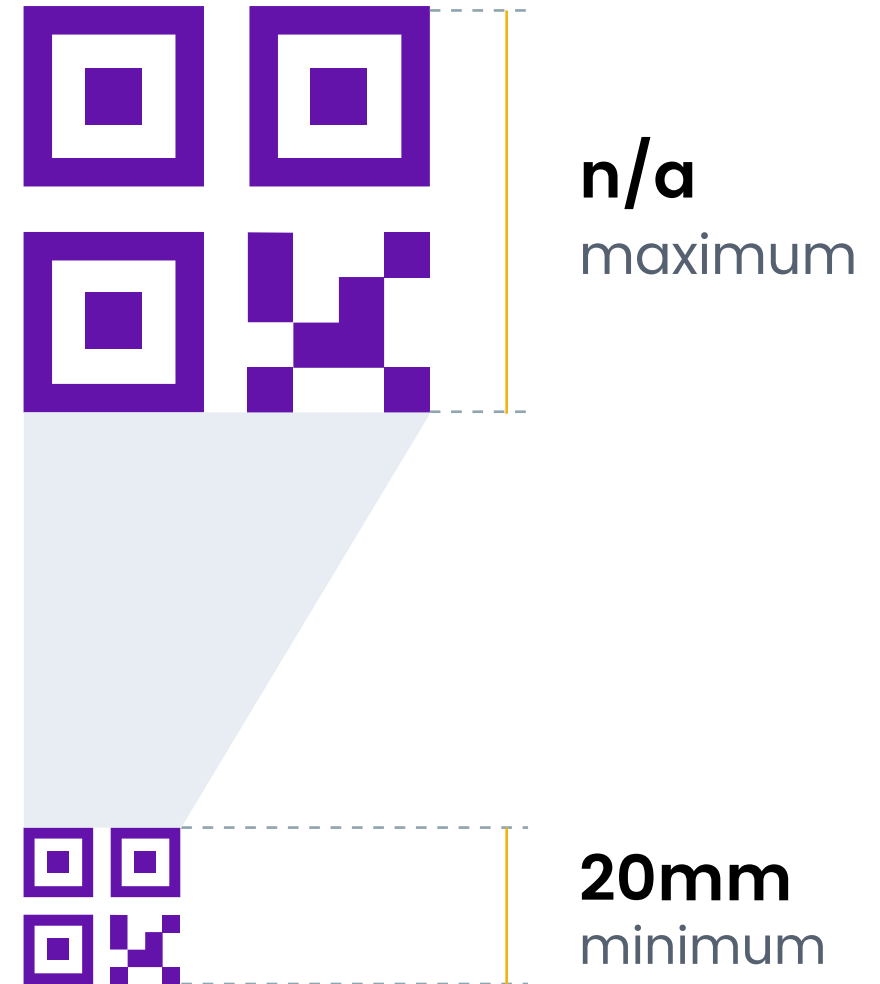


Sizing your QR

Whilst a QR doesn't necessarily have a maximum size, the minimum size it can be reduced to while still being readable by all handsets is 20mm x 20mm. The context needs to be considered as well including how far the user is from the QR. 20 mm assumes the user can get relatively close to scan.



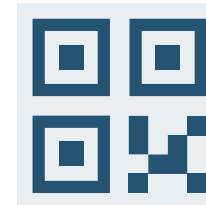
signage would need larger QRs comparative to table standees



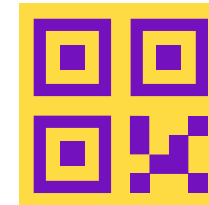
Contrast & Colour

QRs are relatively versatile as far as what colours and backdrops they can work on, however there are some considerations to take into account if making a custom design.

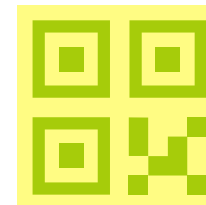
- Ensure at least 30% contrast between the foreground and background colours.
- Ensure the QR is darker than its background to ensure Android users can read it.
- Keep the background a matte colour, no gradients or images behind it.
- Experimenting with colour is fine so long as the above considerations are met.



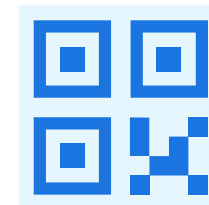
Do keep the QR darker



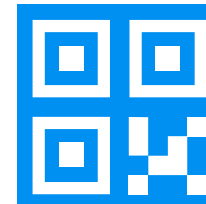
Do experiment with two colours



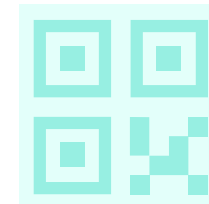
Do keep contrast high



Do use a lighter background



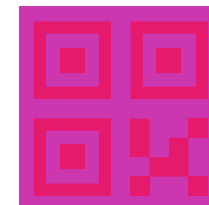
Don't inverse the contrast



Don't make the QR light



Don't use image backdrops



Don't use low contrast colours

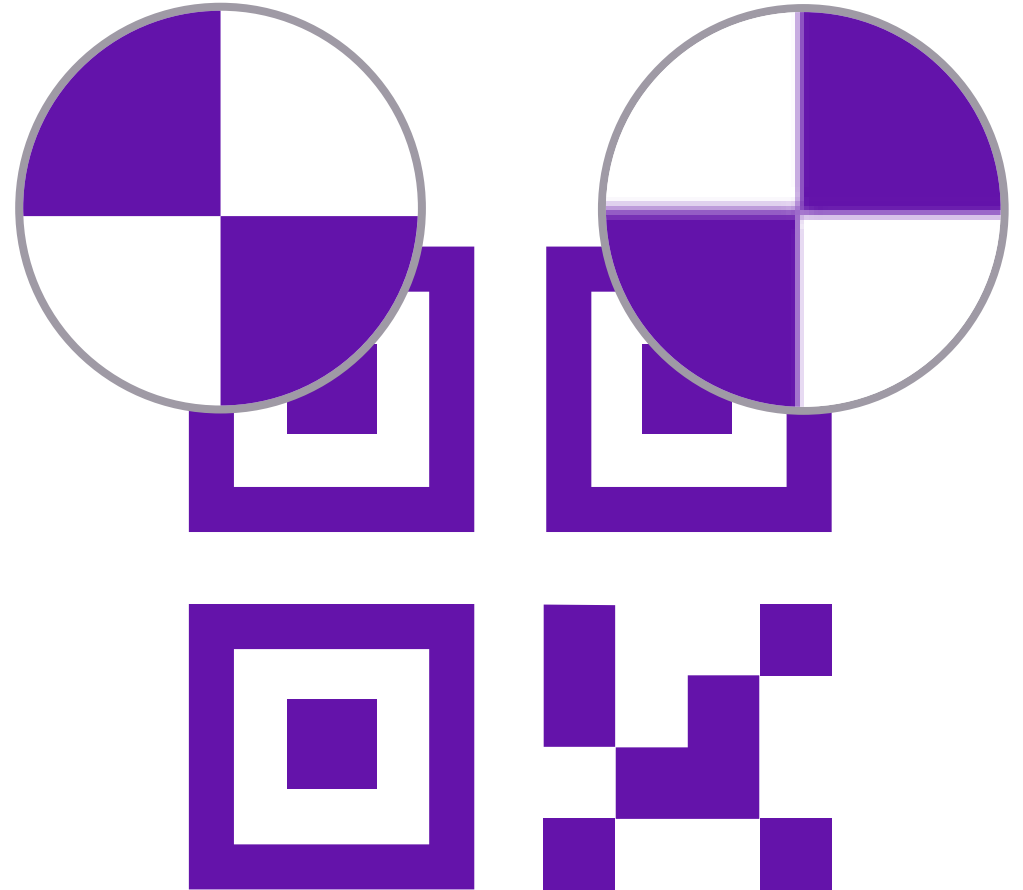
Digital Resolution

Digital QRs require the same considerations as physical ones when it comes to colour and contrast, though are more forgiving due to the context. However they come with their own considerations:

- 'Preserving hard edges' when scaling up a bitmap QR will not impact resolution due to the right angles of the edges.
- Minimum of 72ppi, or 240 pixel width.
- If on an outdoor display, consider a higher contrast to compete with screen glare and other external effects.

Sharpness of the edges is maintained if 'preserve hard edges' is enabled while scaling

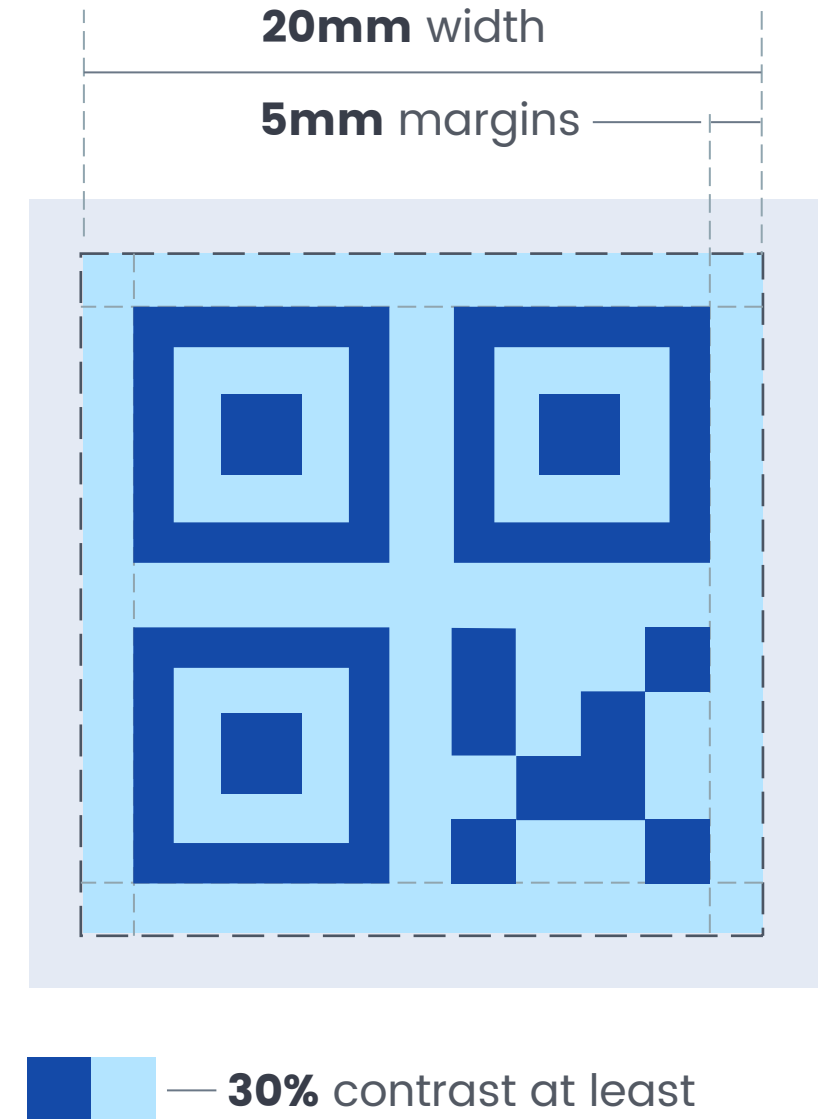
blurring can occur if **hard edges** are not set when scaling your QR up



Quick Summary

As a quick reference guide, make sure to adhere to the following:

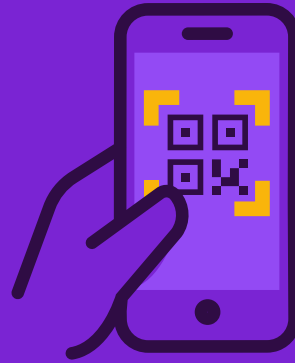
- ✓ Keep a 5mm margin (minimum) around the QR.
- ✓ Digitally use 72ppi minimum or 240px width.
- ✓ Scale appropriate to the distance the user will read from.
- ✗ Do not go smaller than 20mm x 20mm.
- ✗ Do not reduce the contrast beyond 30% from the background.
- ✗ Do not use busy backgrounds that will confuse QR readers.
- ✗ Do not inverse the QR and make it lighter than the background.
- ✗ Do not conceal more than 30% of the QR.



Digital Instructions



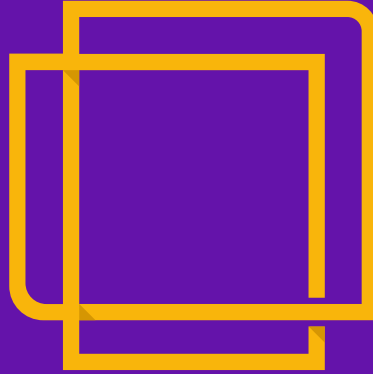
Turn on camera app



Frame the QR



Click the pop-up



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Need more help?

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