QR Code Guidelines

Below are some helpful guidelines for printing QR codes.

1. Colour
Create a QR code in black and white, only 1 colour (C:0 M:0 Y:0 K:100). The ideal colors for QR codes are black and white (C:0 M:0 Y:0 K:100). You can use the "dark" color (full colour 4C), and any contrasting color for the "light" color, but this may reduce the scan ability of your QR.

2. Print on white or soft pastel color background.
A QR scanner will attempt to match the Three Corner (top left, top right, bottom left) and if there isn’t sufficient contrast in your colors it won’t scan.

3. Don’t scale the QR code inappropriately
QR codes should be printed as crisp as possible. This means all edges should be sharp and by scaling a QR code with most image software by just 10% could make the dot pattern fuzzy and reduce scanning ability.

4. Size
As small as ¾ inch (20mm) on business cards [best 1 inch (25mm) square or larger]. Most all camera phones can properly read a 1.25 x 1.25” code. The latest models have been known to read codes that are less than 0.4”x0.4”, but why take the risk? So the larger the better. Make sure when you’re resizing your graphic to scale it proportionately. Don’t stretch or distort the code. Shorten the URLs. This reduces the amount of data the code needs to hold and makes it much easier to scan.

5. Give it a small border of white space [at least 1/8” (3.2mm) gap]
By leaving a 1/8”(3.2mm) gap around the edge of a business card and black portion of your QR code it will help some scanners find the edges of the darker contrast color.

6. Position
Keep away from the fold, this improves the ability to scan without reflection of the other facing page. Also, know the binding method of the magazine or newspaper and keep it far enough away to avoid part of the code not being visible.

ACC will not liable to any claim of defect/dispute caused by artwork sent not complied to these requirements.