QR Codes powered by GS1
Branding design guidelines supplement
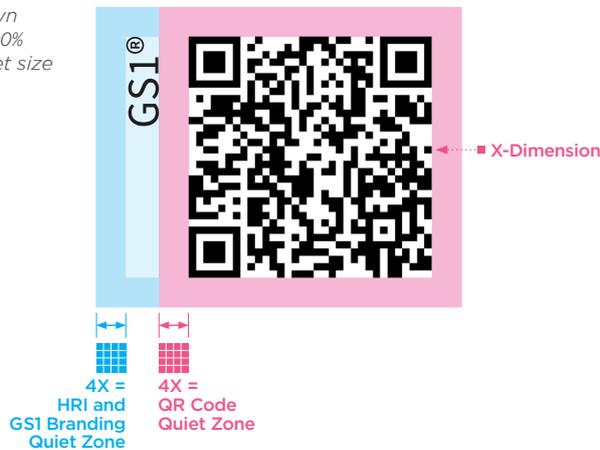
Alternate "GS1®" placement

Refer to the main branding design guidelines for additional specifications.

- The recommended placement of the "GS1®" text is above the top left corner of the QR Code. *Shown in main guidelines.*
- An alternate placement of the "GS1®" text is on the side of the top left corner of the QR code, oriented vertically. *Shown below.*

- The "GS1®" text must be outside of the QR Code Quiet Zone.
- Any additional branding, graphic elements or other text must be placed outside of the HRI and GS1 Branding Quiet Zone to avoid interfering with the scanning of the code, the readability of the HRI and the consistency of the QR Code's appearance.

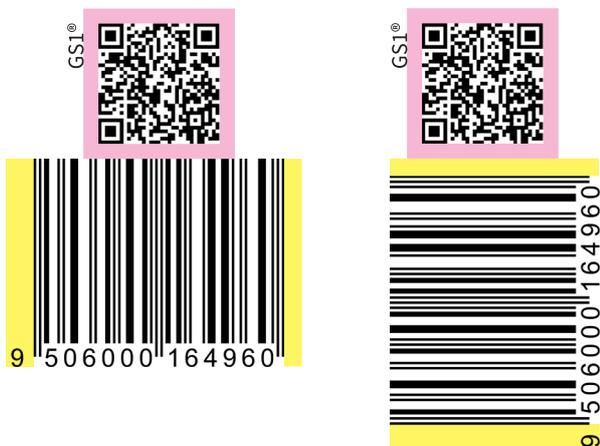### Transition—linear and QR Code on pack

Shown at 200% target size

GS1®

X-Dimension

4X =
HRI and
GS1 Branding
Quiet Zone

4X =
QR Code
Quiet Zone

Ambition 2027—just QR Code on pack

GS1®

(01)09506000164960

QR Code transition placement for POS—examples

QR Code stacked above linear barcode

GS1®

9 506000 164960

GS1®

9 506000 164960

QR Code to the left of the linear barcode

GS1®

9 506000 164960