

# QR code technical specs

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For all ads: Supply files as single page press quality pdfs. Alternatively we will accept Illustrator eps files. Please convert all text to paths/outlines, embed all images, and make sure all colours, scans etc are CMYK. All images should not be scaled.

## QR codes

These specifications are applicable for all directories. They only work well in a 2UH or larger.

## Size

- Always ensure that you do not shrink your QR smaller than 1.5cm square.
- Smaller Tags will be difficult to Snap on older devices with lower resolution cameras.
- For best results, use an EPS file to allow your QR to scale to the required size without loss of quality.
- Aim for the high end with your campaign but plan for the low end with your implementation.



## Clear space

- Always leave enough space around the Tag for a clear camera Snap.
- If you allow artifacts on the page to get too close to the readable area, the Tag Reader software may not read the code properly.
- A general rule of thumb is to use the width of the large square as a guide for white space around the Tag.



## Legibility

- Printed material can be placed in many physical situations, and you want to ensure clarity and durability, especially on outdoor posters where the sun may potentially bleach the colour.
- Ensure that thorough trials are carried out on glossy pages to ensure that reflected light does not interfere too much with the camera when a Tag is Snapped.

## Colours

- A general rule of thumb is to use darker colours with QR codes to ensure that the camera always Snaps a strong clear image.
- Lighter colours can be used but thorough testing will be required to ensure that the Tag will Snap well in a variety of lighting conditions.
- When in doubt, make it darker.