

QR code technical specs

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.