

QR Design Guidelines

Step-by-step process for creating your custom QR Codes

QR Codes

A QR Code is a matrix barcode (or two-dimensional code). Common in Japan, where QR Code was created by Toyota subsidiary Denso-Wave in 1994, the QR code is one of the most popular types of two-dimensional barcodes. QR Codes storing addresses and URLs may appear in magazines, on signs, buses, business cards, or on just about any object about which users might need information.

Design Software

There are several online resources that can be used to create a QR code to your requirements. There are also applications that can be purchased to create them as well.

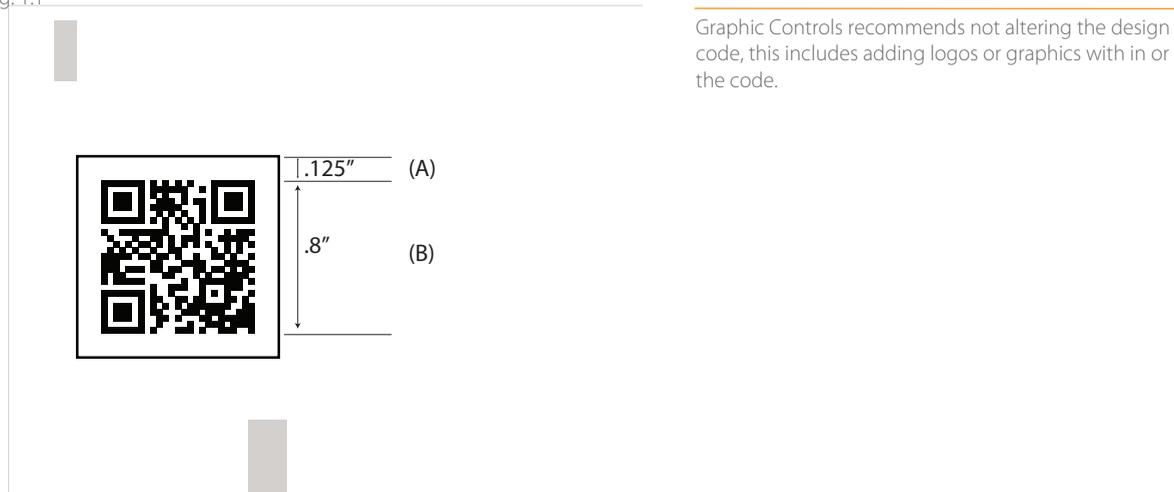
QR Code Sizes

When designing QR codes for tickets+ TITO slot machine tickets the size needs to be .8"x.8". Inclusive of a clear zone.

QR code Example

Below is a QR code example. This can be used a guide if you like. When printing, please make sure your output setting is at 100%. Make sure "fit to page" is not selected.

Fig. 1.1



QR code Specifications

All QR codes should include an "error" correction within the code. Graphic Controls recommends a error correction of "M" when creating codes. An "M" Level of error correction represents 15% correction.

Scanning

All QR codes that you create should be scanned and checked for accuracy. Graphic Controls recommends using several different apps and several smart phones to validate.

QR Code Contrast and color

The QR code needs good contrast in order to work properly. This means the background and foreground need to have high contrast. The QR code does not necessarily need to be Black and white does need to be dark in color.

Knockouts should be avoided when creating QR codes.

Please provide at least .125" of clear zone around every QR code as shown in Fig. 1.1, A

Avoid using warm colors such as reds, yellows and oranges. These colors can have difficulty scanning with some scanners.

Other Recommendations

Graphic Controls recommends not altering the design of the QR code, this includes adding logos or graphics with in or on top of the code.

