

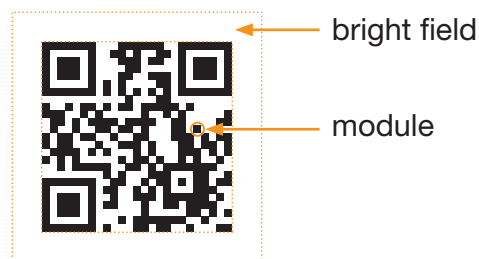
Code guideline



Druck- und
Verpackungslösungen

QR-Code

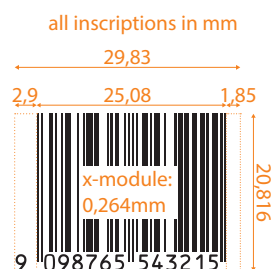
- **Format of symbol (without bright field):** the minimum size of an QR-Code is 21 x 21 modules
- **bright field:** the bright field around the QR-Code equals the size of four modules
- **Format of module/box:** at least 0,28 mm
- **Error correction:** there has to be the following error correction depending on the usage of the code:
 - L 7 % of the code value
 - M 15 % of the code value
 - Q 25 % of the code value
 - H 30 % of the code value(Percent ratings are the allowable defects; it can still be read if this much of the code is covered or damaged)
- **Contrast:** basically all colours are allowed, but a contrast must be given (at least 55 %)
- **Modulation:** the proportions of black and white have to be balanced
- **Bending / deformation:** should not happen



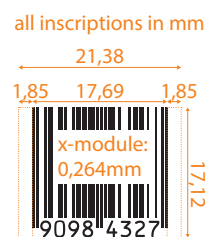
EAN-13 & EAN-8

The significant condition for bar codes is the x-module (enlargement factor) in mm.
It equals the width of the slimmest element (bar or break) of the symbol.
The enlargement factor is from 0,8 to 2 (80 % to 200 %).

- **Format of EAN-Code (without bright field):** the minimum size is 80 %
- **minimum width of an EAN-13 with bright field:** at least 29,83 mm
- **minimum width of an EAN-8 with bright field:** at least 21,38 mm



EAN-13



EAN-8

Code guideline

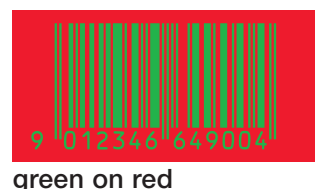
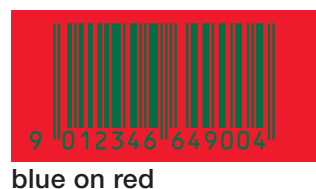
Colour guide for bar codes

The conversion of a bar code being scanned into an analogue signal, which can be read by a computer, depends on the reflection of the bright breaks and the dark bars of the bar code.

Therefore the contrast is affected by many parameters.

There are many other possible colour combinations besides the usual colour combination “black bar on white background” .

✓ readable colour combinations for the scanner:



✗ not readable colour combinations for the scanner:

