

QR Code Pre-Print Success Checklist

Ensuring Compliance with International Standards (ISO/IEC 18004:2015)



1. High Contrast (ISO 18004 Sec 4.1)

Ensure your foreground color is significantly darker than the background. Scanning algorithms require distinct pixel contrast to decode the matrix accurately.



2. Minimum Size Requirements

The printed QR code must be at least 0.8 x 0.8 inches (2x2 cm). Smaller codes may cause camera auto-focus failures on older consumer smartphones.



3. The Quiet Zone (Margin)

Maintain a clear margin of white space equivalent to at least 4 data modules around the entire code. Design elements touching the code will cause fatal read errors.



4. Multi-Device Verification

Never assume a code works perfectly just because it scanned on your personal device. Test with multiple iOS and Android scanning environments.



5. Vector Format Export

For large-scale professional printing (banners, posters, storefronts), always use the SVG vector format. PNGs will pixelate when scaled, destroying scannability.

Design & Deployment Best Practices

- Always add a clear Call-to-Action (e.g., 'Scan to View Menu') adjacent to the code.
- If incorporating a brand logo, ensure it covers less than 30% of the surface area.
- Avoid deploying behind reflective glass or high-gloss laminates without testing.
- Verify that the destination URL is fully mobile-optimized before printing copies.