



QR code design guidelines (draft)

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QR codes | design guidelines

QR codes or Quick Response Codes are a form of two-dimensional, matrix barcode that can be read using smart devices, such as smart phones or tablets, and link directly to text, emails, websites, phone numbers, promotional activities etc.

QR codes can be printed onto a wide range of marketing materials from product packaging, printed and display advertising through to in-store displays and even buildings themselves.

Widely used in some Asian countries and occasionally used in other countries, this document outlines how to construct and apply QR codes in accordance with the Philips brand guidelines.

N.B. The creation of the actual code is not part of this guideline. It should be created by the Business (together with IT to ensure it remains available through the lifetime of the QR code carrier) and supplied to the designer.

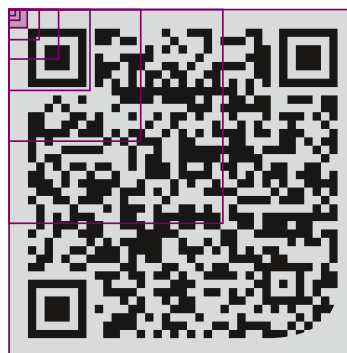


QR codes | types and building proportions

These are the three types of QR codes we use:

1. For Philips branded touchpoints

If a QR code is being used in a Philips branded environment or touchpoint e.g. on Philips product packaging, literature, brochures, advertising, trade shows etc. then the QR code can exist as a square box on its own.



1. For Philips branded touchpoints

- QR-code is set to step 3 in the ratio



2. For non-Philips branded touchpoints

- Gray area is set to step 2 in the ratio
- QR-code is set to step 3 in the ratio
- Width of wordmark is set to step 7 in the ratio
- Position of wordmark is set to clear zone



3. For non-Philips branded touchpoints: small usage only

- Size of wordmark is decided by clear zone for maximum result

2. For non-Philips branded touchpoints

If a QR Code is being used in a non-Philips branded touchpoint e.g. touchpoints owned by third parties within a retail store or in non-branded communications, it should be constructed so that it is held within the Philips Shape and features the Philips wordmark bottom right.

3. For non-Philips branded touchpoints: small usage only

A smaller QR code, with some design adaptations, suitable for small usage applications only.

Only create QR-codes with the provided templates.
Do no attempt to recreate them.

Download template



QR codes | size and scaling

The minimum size of the wordmark is 15 mm or 100 px width. We set our templates to this minimum size. Therefore never scale these templates below 100% or its minimum width.

For Philips branded touchpoints

This QR code can be used at smaller sizes down to a maximum of 15 mm* width.

For non-Philips branded touchpoints

Always use the QR-code template at 100% or bigger (minimum 40 mm width).

For non-Philips branded touchpoints: small usage only

Use this QR-code template when the default QR-code is used smaller than 100% or its minimum width of 20 mm.

The stroke or border line width does not change, even on flexoprint. It is always set to 0.4pt.



For Philips branded touchpoints



For non-Philips branded touchpoints



*For non-Philips branded touchpoints:
small usage only*

** Minimum QR code size for Philips branded touchpoints depends on the amount of modules (black squares) that make up QR code image. The amount of modules depends on the length of the URL (characters). If the size of the modules fall below the resolution limit of the camera, the QR code won't be able to be read by the device. Therefore we advise the following minimum QR code sizes:*

Modules (characters)	Min. width
25 (26)	15 mm
50 (163)	30 mm
75 (407)	45 mm
100 (739)	60 mm

Download template



QR codes | use case types

Use case type explanations such as ‘Download the information’ or ‘Go to app store’ can be listed below the framed QR code with the usage type taking the Philips brand Centrale Sans font.

Refrain from scaling down the QR codes below 100%. As a result the font size will never be smaller than the minimum of 6 pt.

If the QR block is going to be used on a large scale (e.g. for in-store promotions, window graphics, building hoardings etc.), the use case font can be reduced to fit the layout and to ensure that it does not conflict with headlines and other copy. This should be applied when the width goes above 150 mm. Maintain text size and leading one to one.

Use cases

Experience more

Join the conversation

Download information

Customer care

Register your product

Go to app store

Chinese translations

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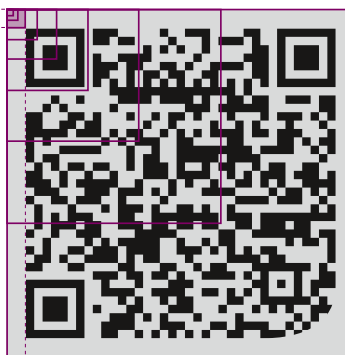
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Position and x-height of the use case type is always set to step 3 in the ratio. Minimum size is 6pt with a 6pt leading.



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For Philips branded touchpoints chinese examples

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QR codes | color

QR codes are often seen in black and white only. But in some cases we have the opportunity to use color*. In this way you could match the QR Code color to your domain's Brand Experience Playbook color palette. Any new color combinations should adhere to this principle.

To make sure that a colored QR code works properly, we need to ensure optimal contrast. These combinations have been selected with that point in mind.

These use case colors are not interchangeable. The use case type takes the same color as does the border line. If restrictions apply (including brand identity decisions previously agreed on at a category or business domain level) or there are printing limitations then the black and white version should be used instead.

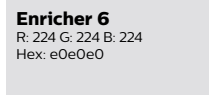
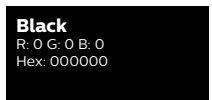
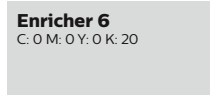
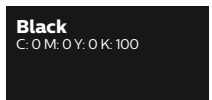
If you can't use a color because it doesn't match the business proposition color – you should use the Black and white version non colored.

Please note that the color may match differently from CMYK to RGB. Always test to ensure absolute accuracy.

Dark blue C: 100 M: 68 Y: 7 K: 30	Dark aqua C: 86 M: 20 Y: 32 K: 53	Dark orange C: 8 M: 94 Y: 99 K: 34	Dark purple C: 74 M: 100 Y: 2 K: 12	Dark green C: 91 M: 12 Y: 92 K: 44	Dark pink C: 9 M: 100 Y: 24 K: 38
Very light blue C: 30 M: 14 Y: 0 K: 0	Light aqua C: 54 M: 0 Y: 25 K: 0	Light orange C: 0 M: 35 Y: 99 K: 0	Very light purple C: 10 M: 18 Y: 0 K: 0	Very light green C: 13 M: 0 Y: 60 K: 0	Very light pink C: 0 M: 23 Y: 6 K: 0
Dark blue R: 0 G: 52 B: 120 Hex: 003478	Dark aqua R: 21 G: 101 B: 112 Hex: 156570	Dark orange R: 152 G: 50 B: 34 Hex: 983222	Dark purple R: 99 G: 29 B: 118 Hex: 631d76	Dark green R: 0 G: 105 B: 60 Hex: 00693c	Dark pink R: 145 G: 0 B: 75 Hex: 91004b
Very light blue R: 179 G: 200 B: 230 Hex: b3c8e6	Very light aqua R: 202 G: 227 B: 233 Hex: cae3e9	Light orange R: 238 G: 175 B: 0 Hex: eeaf00	Very light purple R: 219 G: 207 B: 233 Hex: dbcfe9	Very light green R: 224 G: 233 B: 110 Hex: e0e96e	Very light pink R: 233 G: 197 B: 203 Hex: e9c5cb

* Our colleagues in China have identified the need to create specific color and use case combinations:

<i>Experience more</i>	<i>Dark orange</i>
<i>Join the conversation</i>	<i>Dark blue</i>
<i>Download information</i>	<i>Dark aqua</i>
<i>Customer care</i>	<i>Dark purple</i>
<i>Register your product</i>	<i>Dark green</i>
<i>Go to app store</i>	<i>Dark pink</i>



QR codes | color in a Philips branded environment or touchpoint

These QR code examples, portraying optional use cases, could be used in a **Philips branded environment or touchpoint** e.g. on Philips product packaging, literature, brochures, advertising, trade shows etc.

Always consider legibility of the use case type when placing it on a colored background.

These examples include use cases in different languages and non-use cases too.



Download
information



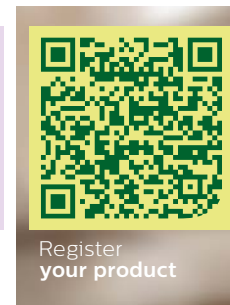
Join the
conversation



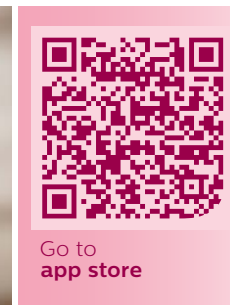
Experience
more



Customer
care



Register
your product



Go to
app store

QR code with background color with darker identifying use case and QR code matrix barcode. No border line is used.

Use a white use case type on a dark color or photography background

Use a colored use case type on a light color or photography background



Experience
more



Experience
more

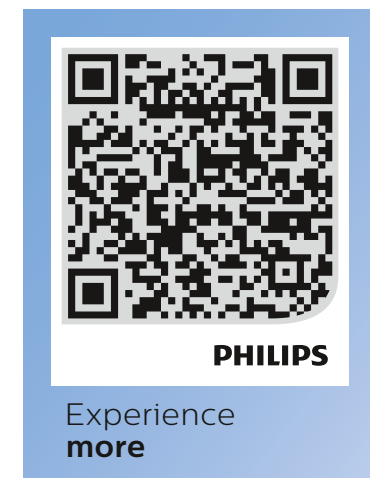
Black and white version for greyscale or flexoprint – No borderline on greyscale, borderline on flexoprint option

QR codes | color in a non-Philips branded touchpoint

If a QR code is being used in a **non-Philips branded touchpoint** e.g. touchpoints owned by third parties within a retail store or in non-branded communications, only use the two colors applied in the template; black or blue.

Always consider legibility of the use case type when placing it on a colored background.

For non-Philips branded touchpoints



For non-Philips branded touchpoints: small usage only



The colored border line is only used on white backgrounds



Use a white use case type on a dark color or photography background



Use a colored use case type on a light color or photography background

QR code building tools

Codes will be generated using the Philips code generator. The Business will provide the QR code to the designer and the Business and designer should test the code to ensure that it works and links to the correct location.

The only exception to using the Philips code generator applies to China. China will build its own code generator using local offline generators due to internal country restrictions.

Image of a QR code generator

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