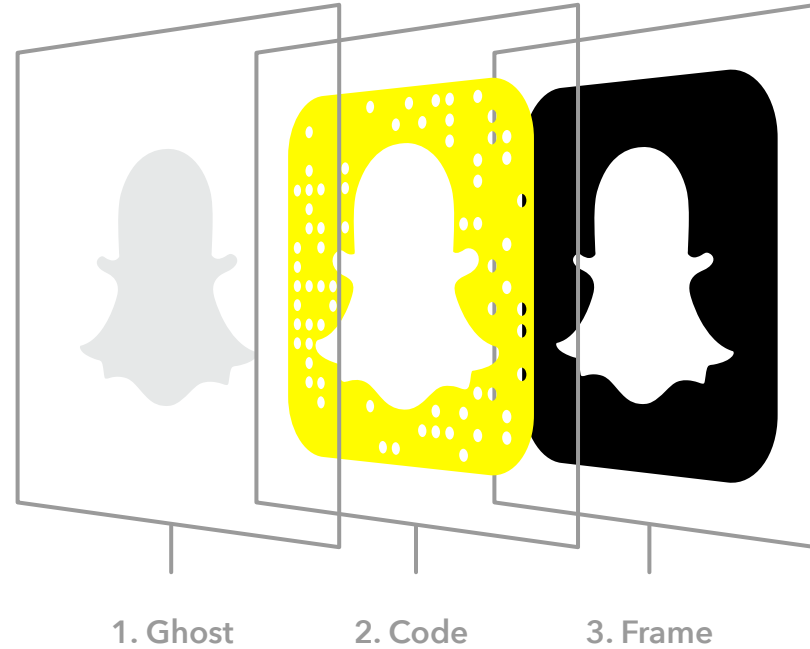


Technical Requirements

The Snapcode .SVG file is comprised of three shapes:

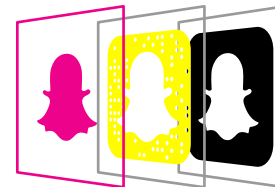
1. Ghost
2. Code
3. Frame



SNAPCODE GUIDELINES

Snapcode Ghost

The ghost body is white by default. While the Snapcode will work best when the ghost body is white, consider adding decorative design elements inside the ghost. Remember to always test the Snapcode before sharing it.

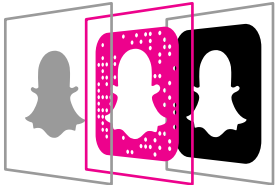
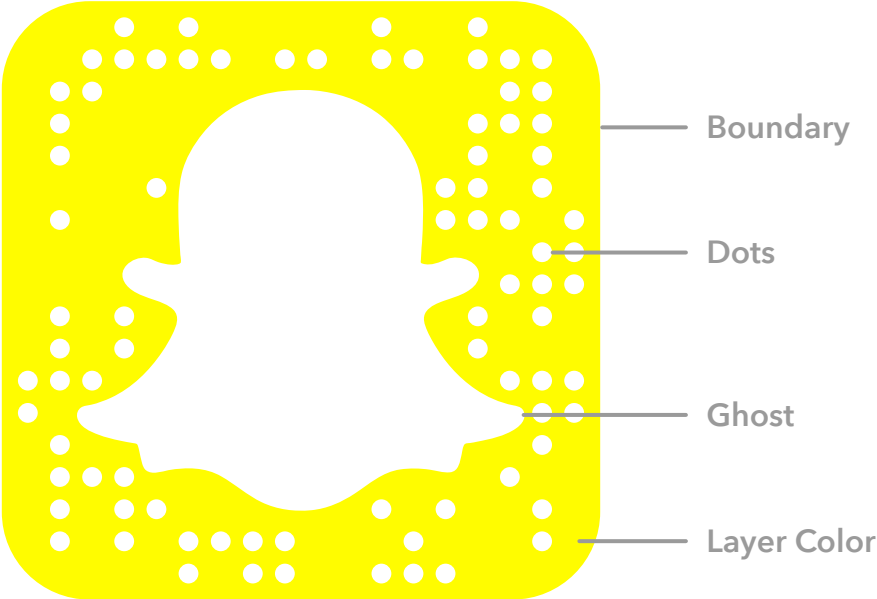


Snapcode Code

Don't move, connect, or interrupt the dots in any way. The dots must stay in their exact pattern in order for the scan to be successful.

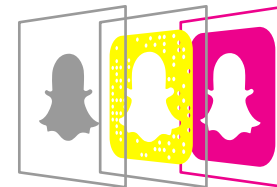
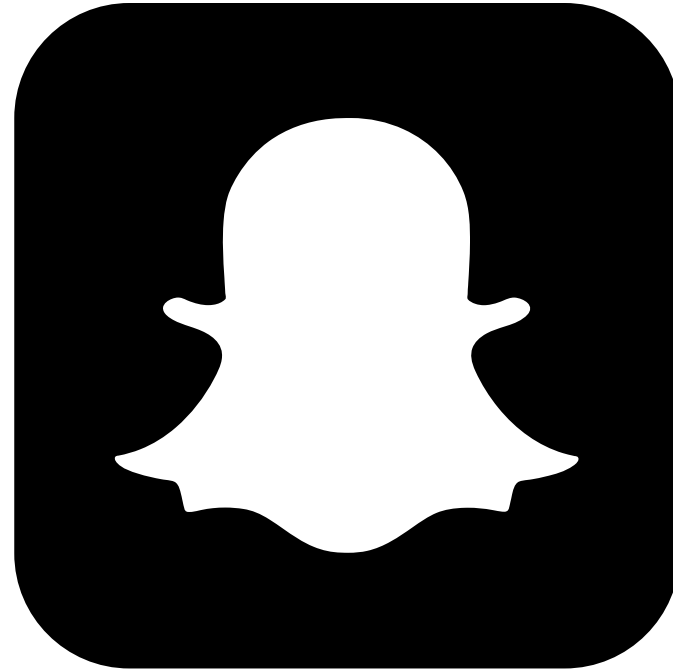
You can change your Snapcode's code layer color as long as you maintain high contrast with the dots and frame.

The proportions of the boundary, dots, and ghost on this layer must not be altered. Changing these proportions will result in your Snapcode becoming unscannable.



Snapcode Frame

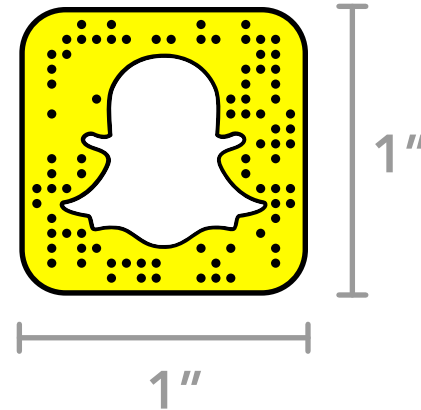
The Snapcode frame is critical to the scanning process. It provides the border, the dot fill-color, and the ghost outline. It must provide high-contrast to the lighter code layer color, so keep it black or near-black.



Snapcode Minimum Size

Don't print your Snapcode smaller than one inch tall and one inch wide. Snapchatters will not be able to successfully focus on and scan Snapcodes smaller than one square inch.

Be mindful of the distance at which your Snapchatters will be scanning. A one square inch Snapcode can be scanned from up to seven inches away. If you need your Snapchatters to scan from a greater distance, you'll need to enlarge the print size of your code.

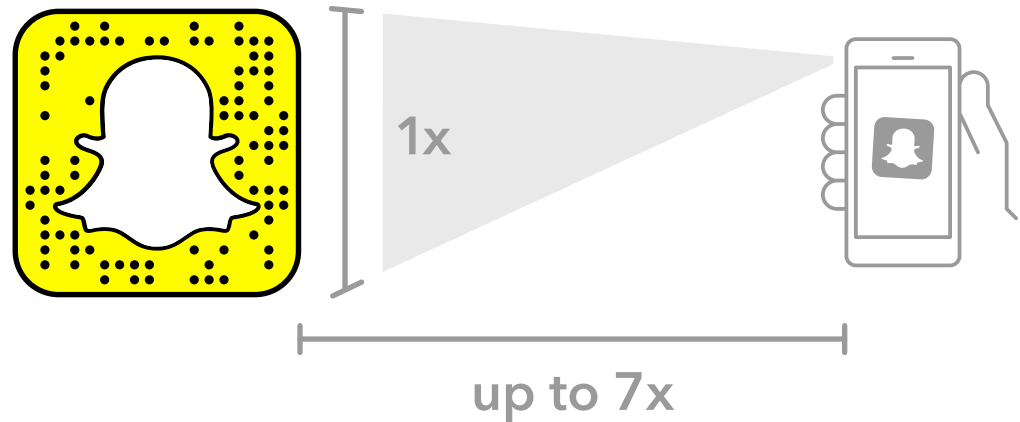


Snapcode Scan Distance

The maximum ratio of Snapcode size to scan distance is 1:7. So, if you need your code to scan from up to seven feet away, you will need to print your Snapcode at least one foot in size.

On devices that support zoom, a Snapchatter may be able to scan at up to 30x the distance.

Always test your code before publishing.
Always test a small publishing run
before making your complete order.



Snapcode Default Palette

Spot

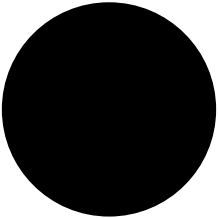
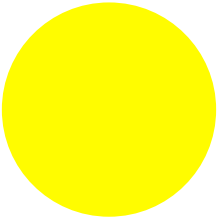
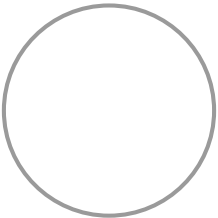
White	PMS White
Yellow	PMS Process Yellow
Black	PMS Black

Process

White	0, 0, 0, 0
Yellow	0, 0, 100, 0
Black	63, 62, 59, 94

Hex

White	#FFFFFF
Yellow	#FFFC00
Black	#000000

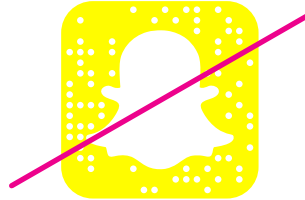


Snapcode Don't's

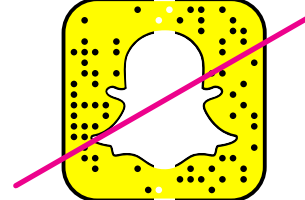
1. Do not remove the Snapcode's frame.
2. Do not break or impede the frame or ghost outline.
3. Do not tamper with the ghost-to-frame proportions.
4. Do not skew or stretch the Snapcode.
5. Do not invert the colors of the Snapcode. The frame, dots, and ghost outline must provide a darker contrast to the lighter code layer color.
6. Do not print your Snapcode on glossy material. The reflections may interfere with the ability for the Snapcode to be scanned.

Remember, always test your Snapcode before publishing.

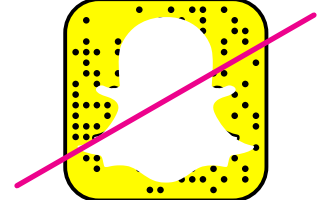
1.



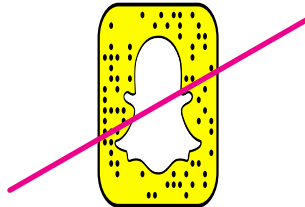
2.



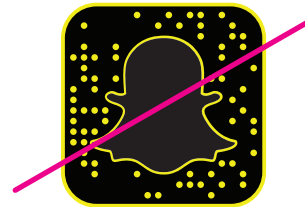
3.



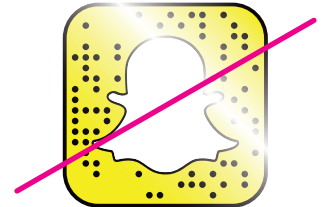
4.



5.



6.



Snapcode Creative Examples

1. Arsenal
2. Disney's *Sleeping Beauty*
3. Hillary Clinton
4. *Scream Queens*
5. Netflix
6. New England Patriots

1.



2.



3.



4.



5.



6.



Happy Scanning!