

Engineering progress
Enhancing lives

QR Code Guideline

Status 14.04.2021
Brandmanagement
Veit Larisch reh 2022



Generally

QR codes are used to provide additional information that the print medium cannot generate - videos, websites, interactions that are called up by scanning the code. The QR code must offer real added value. QR codes at REHAU are always black and are on a white surface. In the ad the minimum size for legibility is 15 x 15 mm if they contain only one link.

To know the ideal size, use the following simple formula: Size of the QR Code = Distance between the QR Code and the Scanner / 10. Example : 20 cm square to read it at 2 m away.



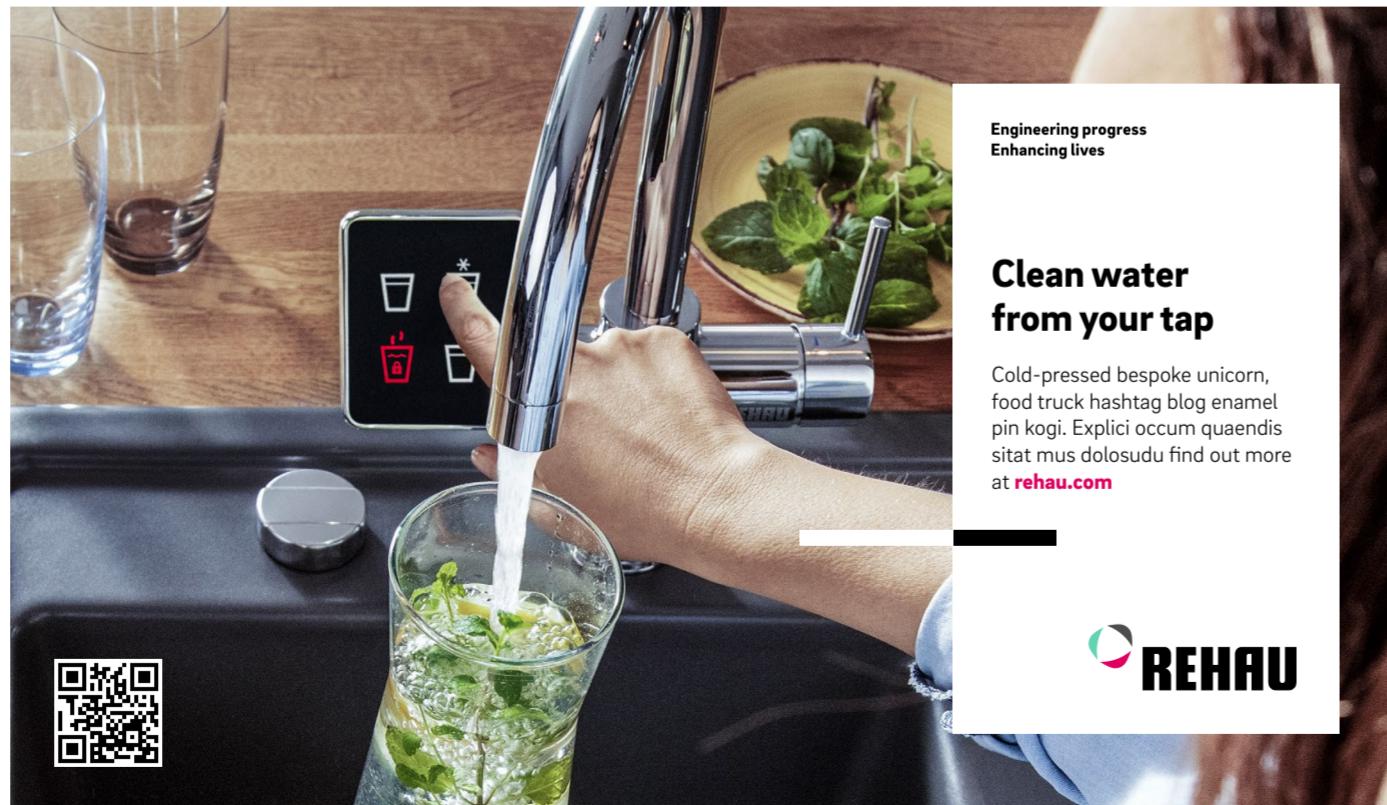
It is easy to generate
the QR code directly
in Adobe InDesign.
Object > Generate QR Code



Find suitable media

Scanning takes time to get the cell phone out of your pocket and start the corresponding app. The users wait, have time and may already have the smartphone in the hand. Bus stops, shop windows, brochures and advertisements are suitable, for example.

Brochure



Ad



Billboard

Billboard

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Jeden Tag ein
bisschen smarter.

REHAU entwickelt Produkte und Services für die Zukunft. Intelligente Technologien helfen uns, das Leben der Menschen zu verbessern.



Billboard / Positioning QR Code

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Possible placement for the QR code

**Jeden Tag ein
bisschen smarter.**

REHAU entwickelt Produkte und Services für die Zukunft. Intelligente Technologien helfen uns, das Leben der Menschen zu verbessern.

REHAU

Advertisement



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Clean water from your tap

Cold-pressed bespoke unicorn, food truck hashtag blog enamel pin kogi. Explici occum quaendis sitat mus dolosudu find out more at rehau.com

 **REHAU**

Advertisement / Positioning QR Code

Possible placement for the QR code

REHAU

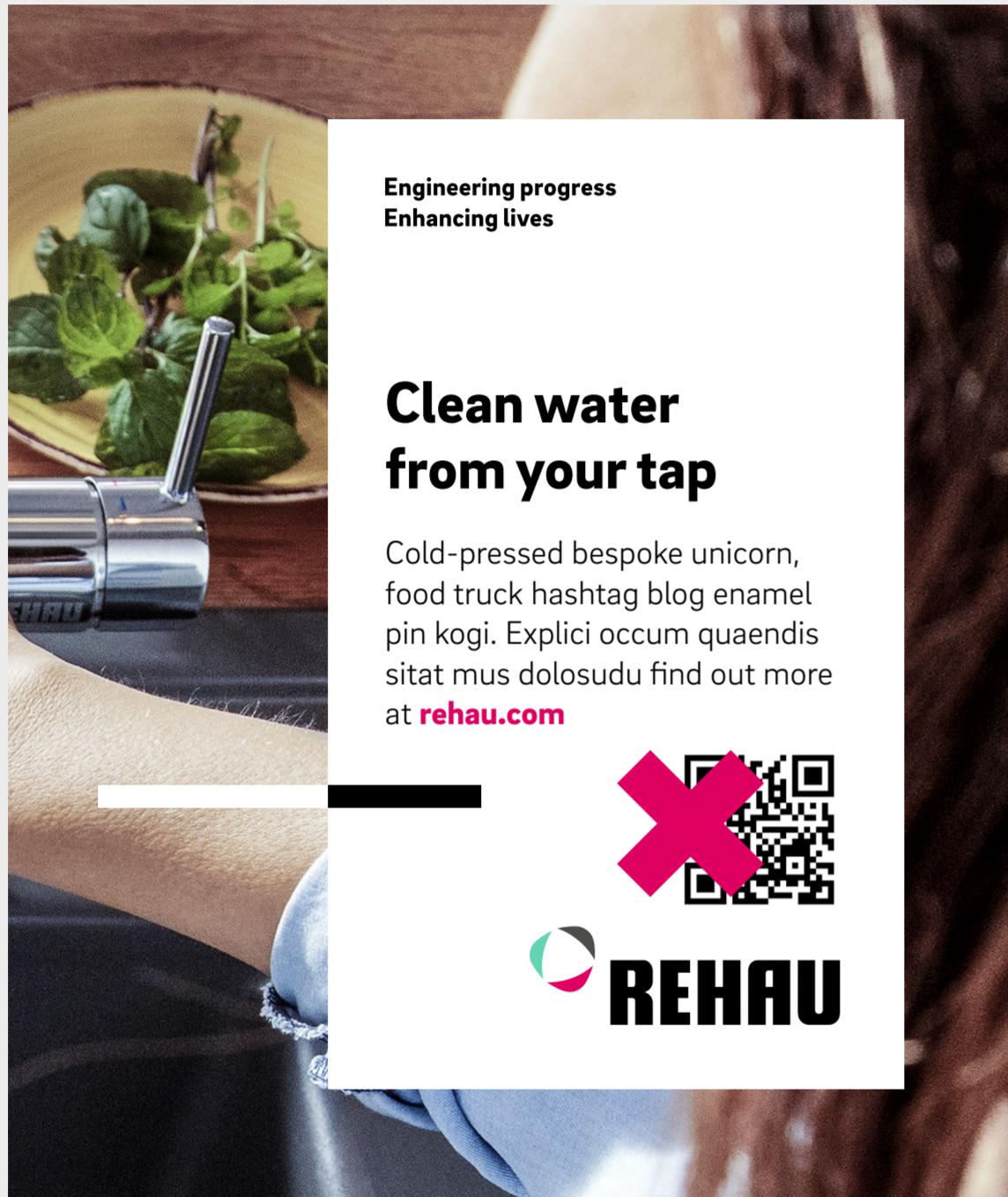
Engineering progress
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**Clean water
from your tap**

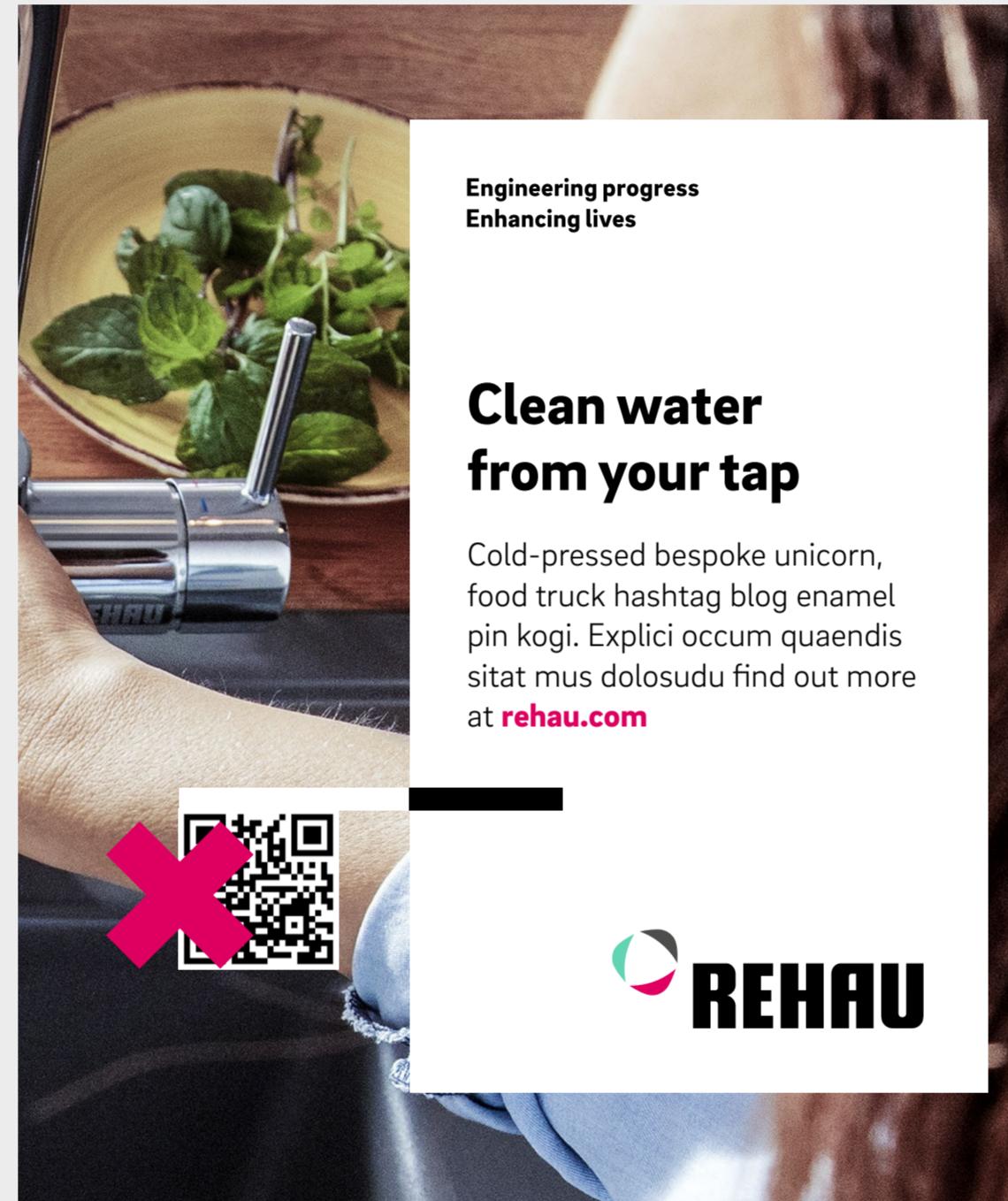
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REHAU

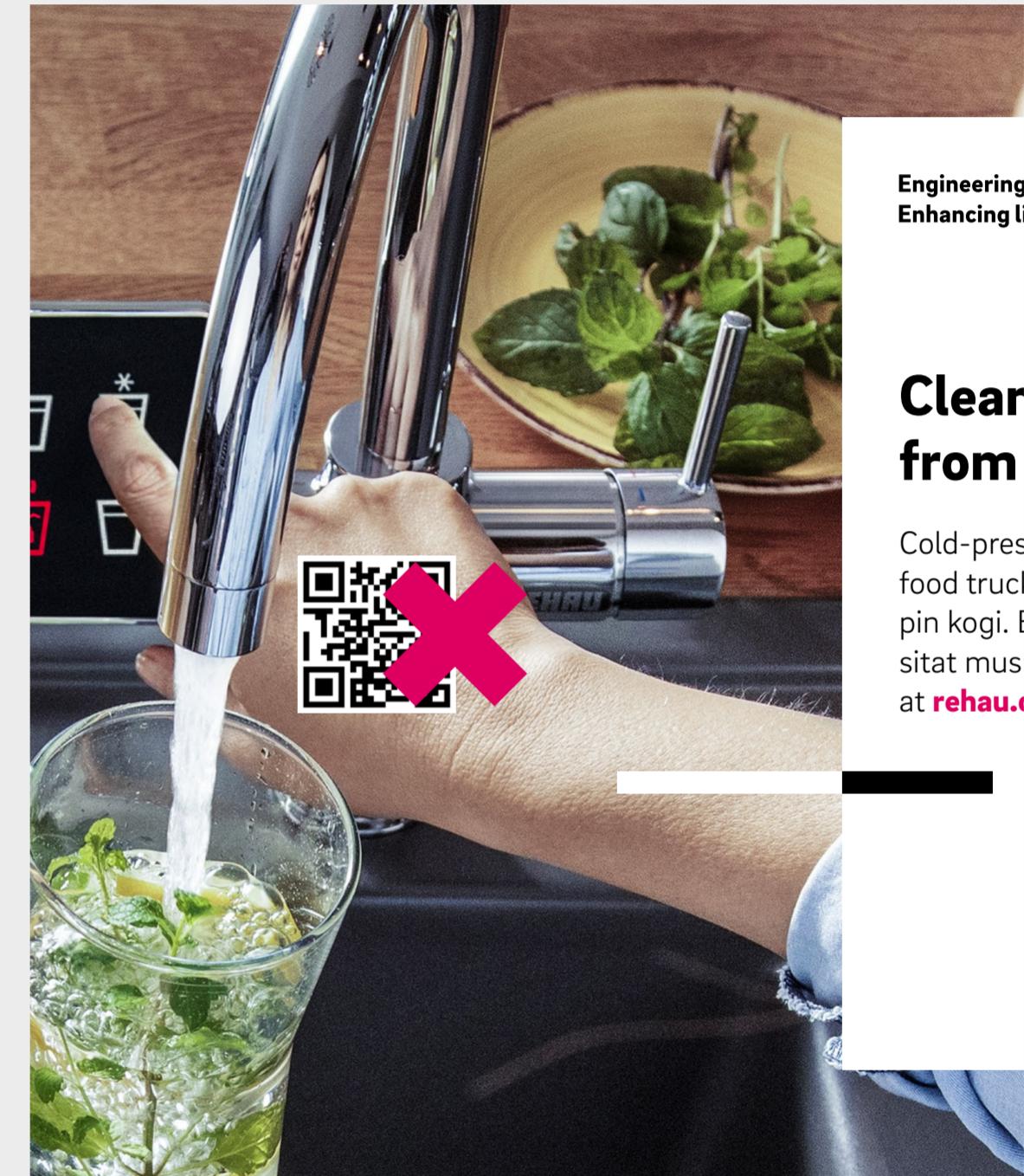
Advertisement Billboard / Please do not do that



Never place the QR code
in the floating box



Never place the QR code
too close to the Smartline



Never place the QR code
in the center of the image

Brochure / Positioning QR Code

04

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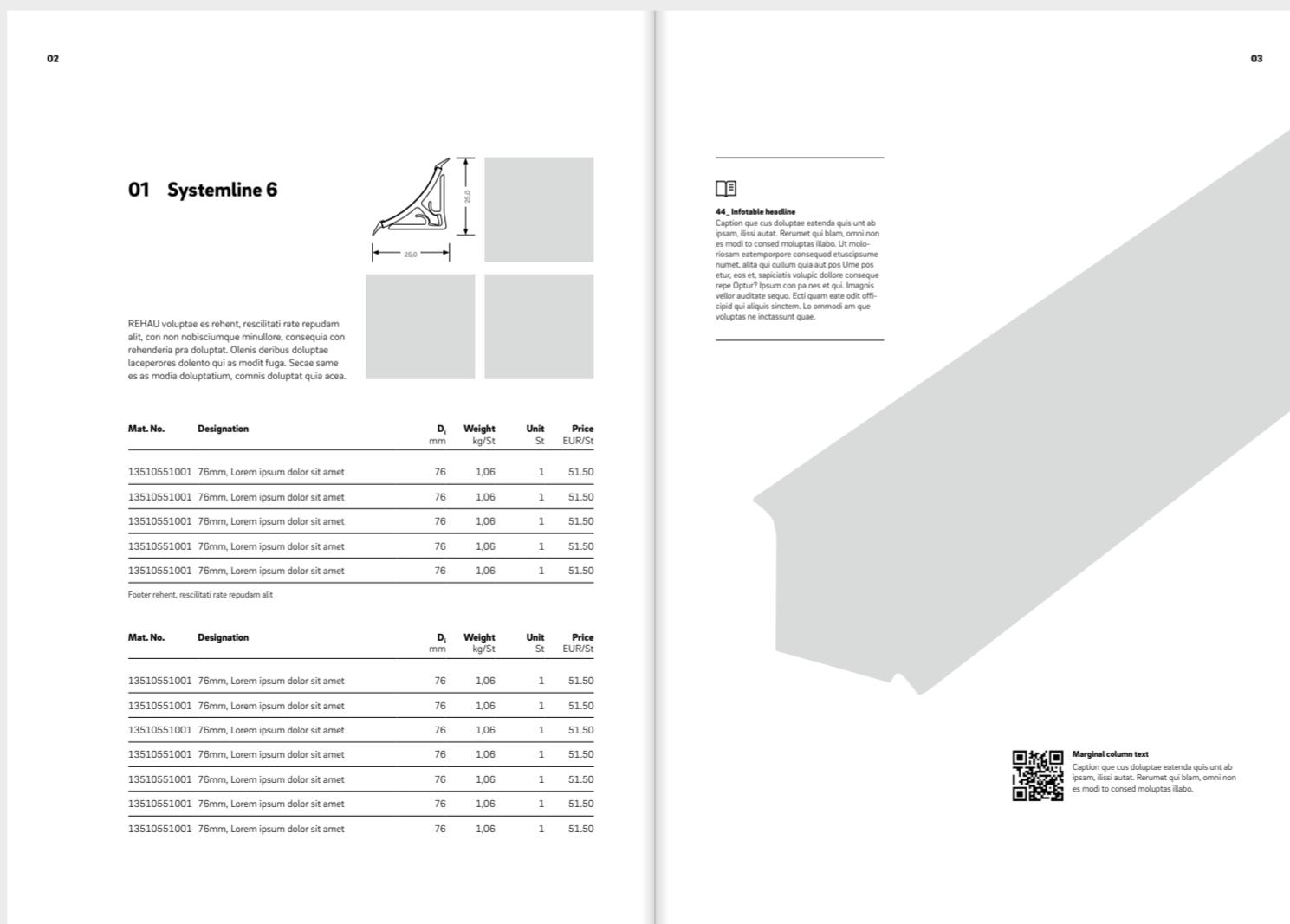
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QR codes are placed
within the type area
and are aligned with
the design and
baseline grid.

Brochure / To do and not to do



Never place the QR code on the title page.



Use the QR code on the inside pages of the brochures and technical information as well as on the back pages.