



QR Scan Icon Reproduction Guidelines

Version 1.0 (May 2018)

The QR Scan Icon is a pictogram that is used within mobile applications to initiate the scanning of a QR code.

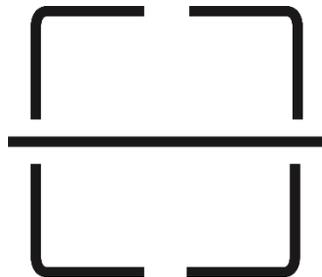
These standards relate to the use of the EMV[®] QR Scan Icon (referred to herein as the “QR Scan Icon”) in conjunction with the EMV[®] QR Payment Mark, which is a trademark of EMVCo, LLC (“EMVCo”) used to signal QR acceptance.

This document includes the guidelines for in-app use of the QR Scan Icon to initiate a merchant presented QR code for a consumer scan transaction on mobile phones, other payment and non-payment form factors, and within supporting marketing collateral. Following these guidelines will help ensure an optimal user experience.

A written Trademark License Agreement must be in place with EMVCo for the right to use the EMVCo QR Payment Mark. This Trademark License Agreement also contains an agreement to follow these guidelines when using the QR Scan Icon in conjunction with the EMV QR Payment Mark. For more information on entering into a Trademark License Agreement with EMVCo, please visit www.emvco.com/about/trademark-centre/. EMVCo reserves the right to terminate the Trademark License Agreement in instances of non-compliance with these guidelines.

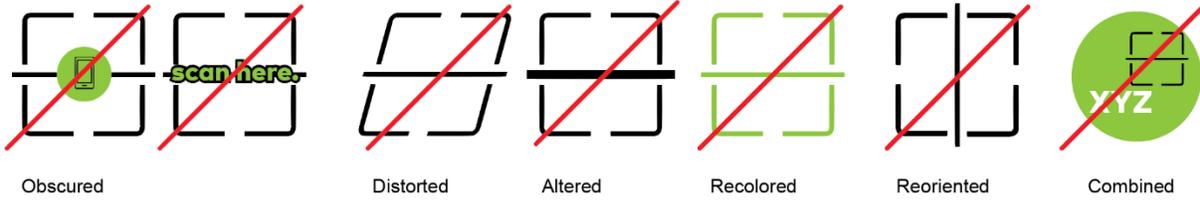
Elements of Imagery

The QR Scan Icon image comprises a QR focus frame with horizontal representation of a QR scan bar.

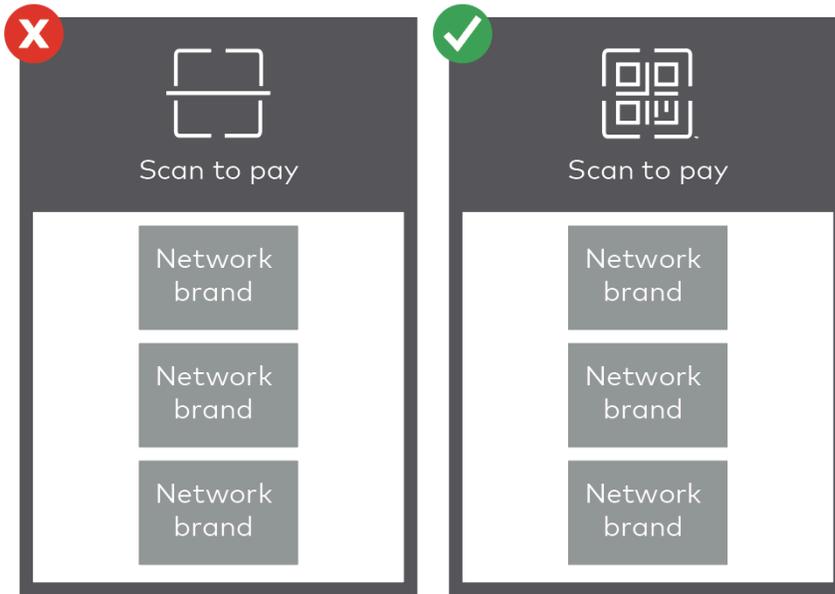


Unacceptable Use of QR Scan Icon

Except as discussed within this document, the QR Scan Icon must always appear exactly as shown in the image above and must never be broken apart or visually altered in any way. Examples of unacceptable usage are as follows:

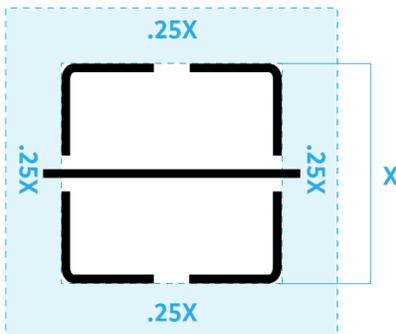


The QR Scan Icon must never be used to signal QR payment acceptance (examples below). Only the EMVCo QR Payment Mark may be used to signal QR acceptance.



Clear Space Requirements

As a general requirement, the minimum clear space around all four sides of the Icon must be equal to $.25X$ the overall height of the focus frame (X), as shown below.





Exceptions to Clear Space Requirements

On mobile devices or equivalent form factors or in marketing materials (where space may be extremely limited), the clear space requirement above does not apply in full - in these instances, the minimum clear space required around all four sides of the Icon is 2mm.

Size Requirements

For most form factors, the QR Scan Icon must appear at a height no smaller than 7mm. On extremely small form factors, the Icon must appear at a height no smaller than 5mm.

In addition to these minimum size requirements, it is expected that the QR Scan Icon will appear at a size equal to the other brand imagery displayed.

Exceptions to Clear Space and Size Requirements

Use in Mobile Device Operation System (OS) Status Bar

Where the Icon is being applied within the status bar of an OS on a mobile device to denote availability, the minimum size and clear space rules do not apply. In these instances, the Icon may be used at a smaller size, provided it remains clearly legible.



Color Options

The QR Scan Icon must appear in solid black, tints of black or white, whichever provides sufficient color contrast and legibility against the selected background color or material. When only one color printing is available, the Icon may appear in the color that the communication is printed in.

Functional Messaging

When used within a QR application or communication, “Scan” or local language equivalent may be shown with the QR Scan Icon for the sole purpose of instructing the end user how to make a QR transaction, such as in the following example.



The functional messaging must not interfere with the visibility or integrity of the Icon and must meet all clear space requirements.

Use in Marketing Collateral and other Communication Materials

The Scan Icon may be displayed in marketing collateral and other communications, provided the above use guidelines are followed. In marketing collateral and other communications, the following language should be included where space permits: “*The QR Scan Icon is used with permission of EMVCo, LLC.*”

When describing the Icon in text, the complete name “EMV® QR Scan Icon” should be used in the first or most prominent mention. Thereafter, the shorthand “QR Scan Icon,” or “Icon” is acceptable, provided there is clear distinction made between this Icon and the EMV® QR Payment Mark.

Obtaining QR Scan Icon Artwork

The QR Scan Icon artwork can be readily obtained from EMVCo by downloading, completing, signing, and submitting the QR Payment Mark Trademark License Agreement, which can be found at www.emvco.com/about/trademark-centre/.

Organisations working in partnership with an EMVCo member payment network (American Express, Discover®, JCB, Mastercard, UnionPay and Visa) may also obtain the QR Scan Icon artwork via the relevant payment network. Use of QR Scan Icon artwork obtained through organisations working in partnership with an EMVCo member payment network must comply with these guidelines.



EMVCo Right to Review and Decline Use Cases

Use of the QR Scan Icon for any new use case that may fall outside of the reproduction guidelines outlined above may be made only with EMVCo's express written permission. EMVCo reserves the right to decline a particular use case or refuse such permission of use. Requests for proposed new use cases and/or permission of use that may fall outside of the reproduction guidelines outlined above must be made to EMVCo via email to secretariat@emvco.com at least thirty (30) days prior to such use. EMVCo reserves the right to withdraw permission of use in instances of non-compliance with these guidelines.

In all cases, it is the responsibility of the service provider to ensure quality assurance testing occurs to confirm that the mobile phones, other payment and non-payment form factors or solutions deployed meet expected levels of performance and interoperability.