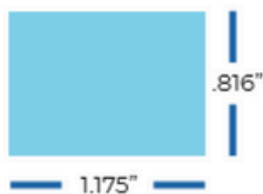

BARCODE STANDARDS

- Barcodes should be provided as live codes, not images.
- If a barcode needs to scan, follow the below guidelines:
 - Barcode readers perform best when the background reflects light and the bars do not reflect any light. Because of this, black and white barcodes are the recommended combination to ensure readability.
 - Ensure there is a white background
 - If you need assistance building a white file, refer to our White File Creation guide.
 - The barcode should be in black
 - The minimum barcode size should be 1.175" x .816"
 - The maximum barcode size is 2.938" x 2.04"
- If a barcode is being provided for shrink sleeves, please ensure the barcode is vertical.
- If a barcode can't be supplied, the following information must be provided:
 - Barcode type
 - Barcode number
 - Exact location for barcode placement

Barcode Size

The below are various sizes of barcodes including the recommended minimum, which is half of the normal size. An important note regarding barcode sizing is that the width is most vital to getting the barcode to scan.

Minimum Size



Normal Size



Maximum Size

