Some publishers balk at integrating an anonymous black-and-white square QR code into a campaign’s design. But branding QR codes with a company’s logo makes them different from others and will catch people’s attention.

My company, soQR.fr, has automated a way to create free branded codes that can integrate an image or logo into the center of a QR code. When you upload your logo and enter a shortened link to your mobile web site (if the url is too long, the created code will be too complicated) to the web site, SoQR.fr’s generator resizes your logo if necessary and creates a QR code with the logo in the center of the code.

**HOW IT’S DONE**

According to Denso-Wave, which invented QR codes but has decided not to enforce its patent, QR codes have error correction capability to restore data if the code is dirty or damaged. Four error correction levels are available: L, M, Q and H. With H level, error correction capability is approximately 30%. SoQR.fr assumes that with the H level, even if part of the QR code is hidden, QR readers can decode and access data. This means that an image, such as a company logo, an icon or a picture, can be placed onto the QR code. You just have to be careful that the three corners position detectors that allow 360 degree high-speed reading are not hidden. That’s why the best area to place an image or logo is in the center of the code.

**IS IT POSSIBLE TO GO FURTHER?**

You also can change the color of a QR code as long as the code maintains enough contrast from the background. Contrast is very important for devices and QR readers, so always test your QR codes with different devices and QR readers. You can also imbue a description about where the QR code will resolve on a smartphone by adding an icon such as YouTube, Facebook or Twitter. Or you can use your picture from your LinkedIn profile or a picture of your product.

SoQR.fr is also developing ways to create in just a few minutes ‘designer’ QR codes that play with shapes, background images and textures.

**FULL CUSTOMIZATION?**

Branded QR codes aren’t meant to be a substitute for custom codes, however. Designers such as QR Arts, which developed the designer QR code for the cover of this issue of The Bulletin, Warbasse Design, and French code designers QR Code Designer and Aestetype can create fully customized codes that can uniquely blend into an advertisement or other message.

**ABOUT THE AUTHOR**

Pascal Cauhepe is a French developer who founded iW-wiT near Toulouse, France, in 2010. His website, soQR.fr, discusses the use of websites and tools for creating, managing and tracking QR codes.

SoQR.fr provides tools for creating personalized QR codes easily and quickly.

Your Brand, Your Code

By Pascal Cauhepe