Barcode Guide

Barcodes on Plastic Cards, Keytags and Combo Cards must scan first time, every time. Follow these rules.

01

Recommended Symbologies

Code 128

Best for member, loyalty and gift numbers. Letters and numbers, compact and reliable.



EAN-13

For retail Gift Cards scanned at a POS. 13 digits incl. check digit; needs a registered GS1 number.



02

Quiet Zone And Minimum Size



Quiet Zone	At least 10× the narrowest bar (min 3 mm) clear on both sides. No text, art or edges in it.
Bar Height	Code 128: min 8 mm on Plastic Cards, 6 mm on Keytags. Taller scans better.
Narrow Bar (X)	Min 0.25 mm. We recommend 0.33 mm for Plastic Cards and Keytags.
EAN-13 Size	Nominal 37.3 × 25.9 mm. Do not go below 80% (29.8 × 20.7 mm).
Colour	100K black (C0 M0 Y0 K100) bars on a white or very light panel. Never rich black.
Position	Inside the safe zone, at least 3 mm from any trim, hole or snap line.

03

Do And Don't

Do



Black on white

Do



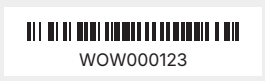
Black on a light panel

Don't



No quiet zone, artwork touching the bars

Don't



Too short or squashed

Don't



Coloured bars

Don't



Rotated or too close to the hole

Never place a barcode on a dark ground, a photo, rich black or a coloured panel, and never reverse it (white bars).

Always test-scan a printed proof with the scanner your team will use.