Snapcode
Scan Guidelines

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Snapchat

Welcome!

Snapcodes provide an easy way to add friends on Snapchat. Snapchatters can add you by pointing their camera at your snapcode and tapping their screen.

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Snapchat

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Technical
Requirements

The Snapcode vector file is comprised of three shapes:

1. Ghost

2. Code

3. Frame

1
Ghost

2
Code

3
Frame
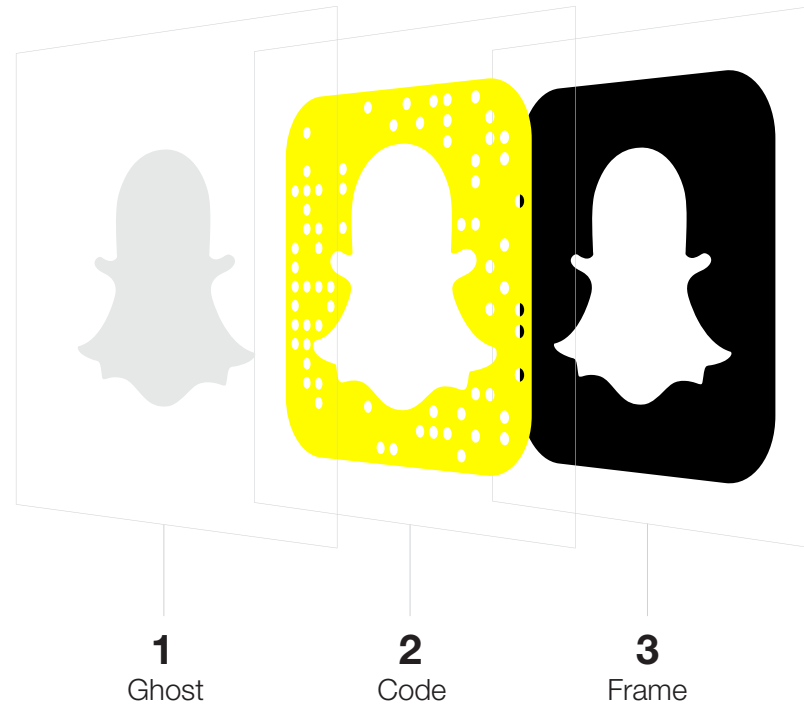
Snapcode Ghost

The ghost body is white by default. While it is possible to change the ghost body to any color or image, we recommend you keep the ghost body white.
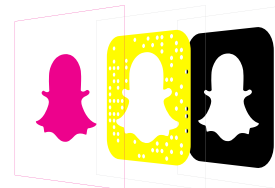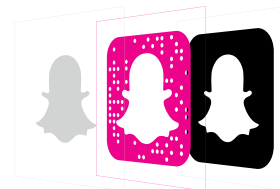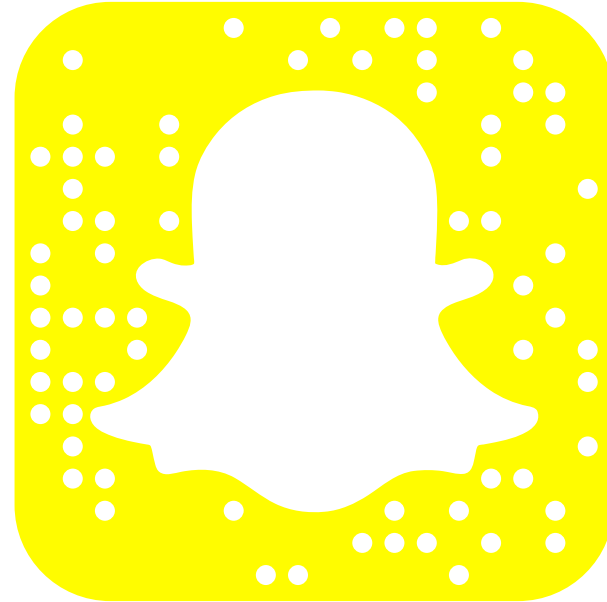
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Snapcode
Code

Here are the rules for the coded dots: don't move
them, don't connect them, don't interrupt them in
any way. The dots must stay in their exact pattern
in order for the scan to be successful.

The code layer color is not required to be yellow.
While yellow is definitely the preferred color, other
colors that provide high-contrast to the darker
frame and dot color will also scan.

The proportions of the boundary, dots, and ghost
on this layer are the most important proportions of
the code for scanning. Changing these proportions
will result in your code becoming unscannable.

Snapcode
Frame

The snapcode frame is critical to the scanning process. It provides the border, the dot fill-color, and the ghost outline. It must provide high-contrast to the lighter code layer color, so keep it black or near-black.
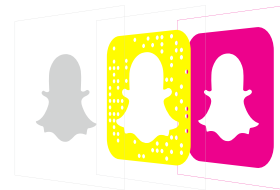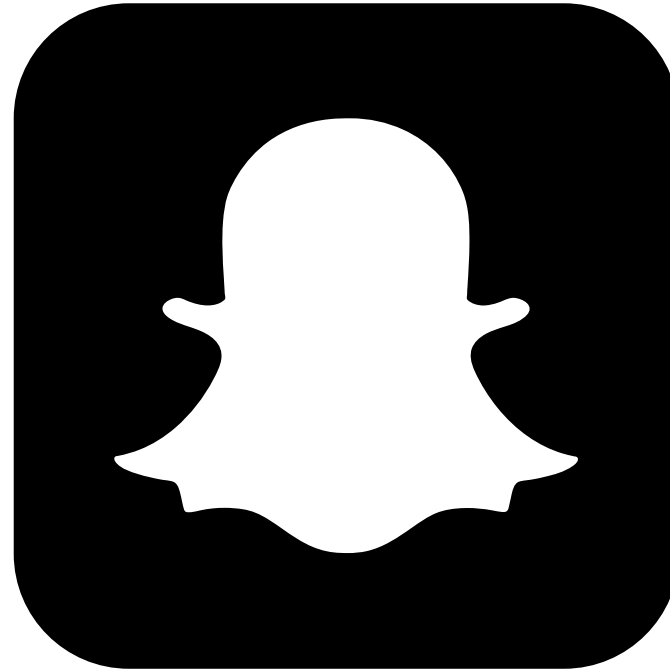
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Snapcode Specifications

Don't print your snapcode smaller than 1". Anything smaller than 1" and your users will not be able to successfully focus on and scan your snapcode.

Be mindful of the distance at which your users will be scanning. A 1" snapcode can be scanned from up to 7" away. If you need your users to scan from a greater distance, you'll need to enlarge the print size of your code.

The maximum ratio of snapcode size to scan distance is 1:7. So, if you need your code to scan from up to 7 feet away, you will need to print your snapcode at least 1 foot in size.

Newer devices support a digital zoom feature. This allows the user to pinch to zoom the camera view. Certain devices are reporting a scanning distance approaching 30x the code size.

Always test your code before publishing. Always test a small publishing run before making your complete order.

Minimum Dimensions

1"

1"

Maximum Scanning Distance

1x

up to 7x
(on devices that support zoom a user
may be able to scan at up to 30x the distance)

Snapcode Color Palette

Spot Colors

White:	PMS White
Yellow:	PMS 102
Black:	PMS Black

Process Colors

White:	0, 0, 0, 0
Yellow:	0, 10, 100, 1
Black:	60, 40, 40, 100

Hex Values

White:	FFFFFF
Yellow:	FFFC00
Black:	000000

Snapcode
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Snapcode Dont's

Do not remove the snapcode's frame. Doing this will remove the frame border and ghost outline which will make your snapcode unscannable.
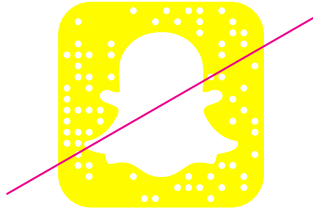
Do not break or impede the border or ghost outline. This will make your snapcode unscannable.

Do not tamper with the ghost-to-frame proportions. The designated proportions are critical to the scanning process.
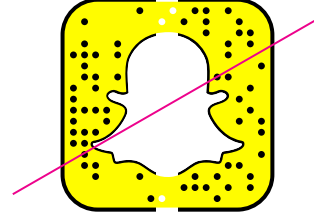
Do not skew or stretch the snapcode.

Do not invert the colors of the snapcode. The outer border, dots, and ghost outline must provide dark contrast to the lighter code layer color. Remember, always test your codes before publishing.
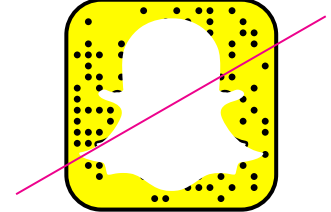
Do not print your snapcode on glossy material. The reflections of light and sheen from the material may interfere with the ability for the snapcode to be scanned.
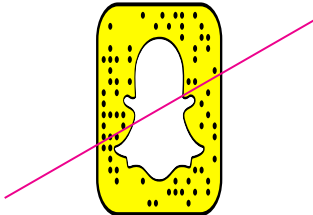
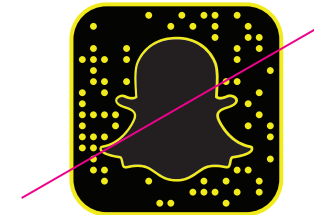Do not remove the border or ghost outline.

Do not break the border or ghost outline.

Do not tamper with the ghost-to-frame proportions.

Do not skew or stretch the snapcode in it's entirety.

Do not invert the colors of the snapcode.

Avoid printing on high-gloss papers, as the sheen could obstruct a sucessful scan.

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Snapcode Support

For more information, reach out to the Snapcode Team at **snapcodes@snapchat.com**

Happy Snapping!

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Snapchat