Piece by Piece: Navigating the Complexity of Logo-Embedded QR Codes

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While integrating a QR code into a logo can be an effective branding strategy, embedding a logo within a QR code is generally not recommended.

Imagine you have a puzzle with lots of little pieces that fit together to make a picture. A QR code is kind of like a puzzle that your phone can read to take you to a website or show you a message.

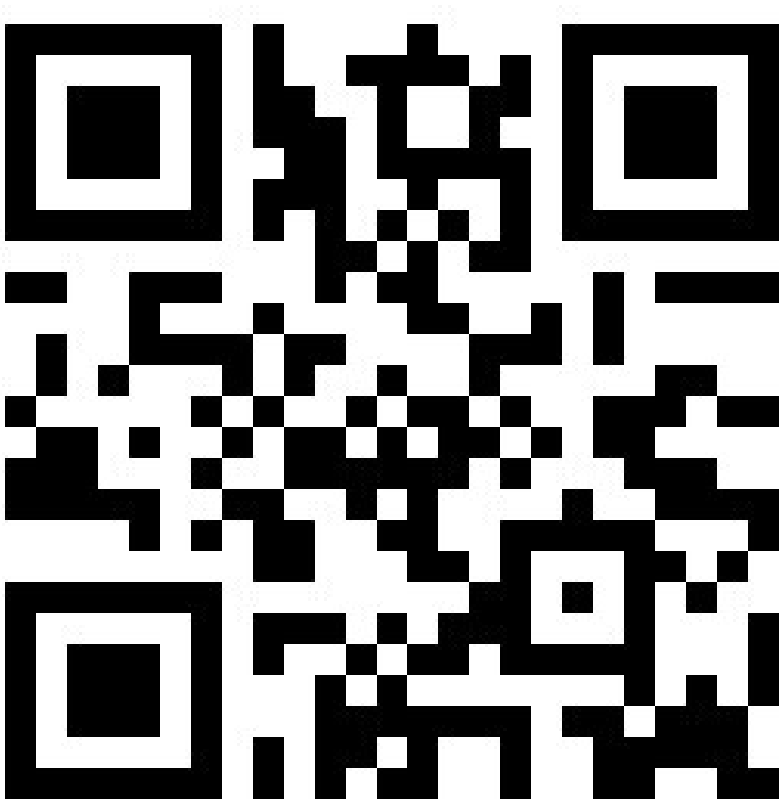
When you put a logo in the center of a QR code, it's like you're taking some of those puzzle pieces out and replacing them with different pieces that don't quite fit. This can make it harder for your phone to "solve" the puzzle and read the QR code.

To fix this, we can add more information to the QR code to help the phone understand the message even if some of the pieces are missing. This is called "increasing the error correction." It's like adding extra hints or clues to help you solve a puzzle even if some pieces are missing.

But, adding more error correction also makes the QR code more complex and harder to read. It's kind of like if you had a puzzle with too many pieces—it might be overwhelming and take a long time to solve.

So, while it is possible to put a logo in the center of a QR code, it's usually better not to because it can make the QR code harder to read and might not work as well. It's like having a puzzle that's just the right difficulty level—it's challenging but still fun to solve!

The two QR codes below are both configured with 7% error correction. While the one incorporating a logo initially needed 30% error correction to function properly, the logo-free version operates flawlessly at 7%.



Conclusion

In evaluating your approach, consider these pivotal questions: 1) Are you willing to prioritize aesthetic appeal, albeit at the risk of potentially inconveniencing your customer, or 2) do you prefer a seamless, hassle-free experience that prioritizes functionality?

Source: https://record7.com/piece-by-piece-navigating-the-complexity-of-logo-embedded-qr-codes/