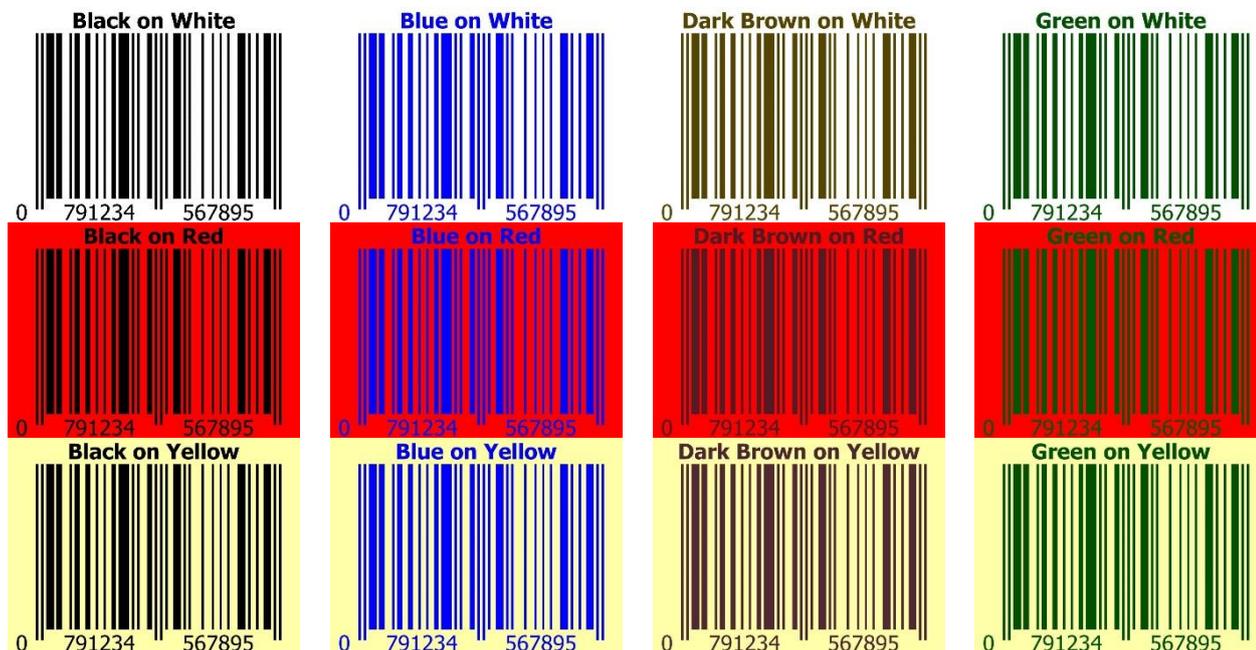


Barcode Colour Guide

Acceptable barcode colour combinations



Unacceptable barcode colour combinations



Things to Remember:

- **Black bars on a white background is the best combination**, however some other colour combinations will also work.
- **White and warm colours (yellow and red) are invisible** to barcode scanners therefore these colours are appropriate for the barcode background.
- **Black and cold colours (blue, purple, green, and dark brown) are visible** to the barcode scanner therefore these colours are suitable for the vertical barcode bars.
- **Contrast is important** - the vertical bars should be printed in a darker colour than the background.
- If you're using one of the colour combinations above **we recommend that you test your printed barcode label** with a few different barcode scanners to make sure that its easily readable (because different scanners can have slightly different colour calibrations).
- **Metallic inks aren't suitable for printed barcodes** because they reflect light away from the scanner.