Barcode Size Standards and Printing Specs

1.25″

1″

1 23456 78901 2

100% (GS1 Recommended)

1″

.8″

1 23456 78901 2
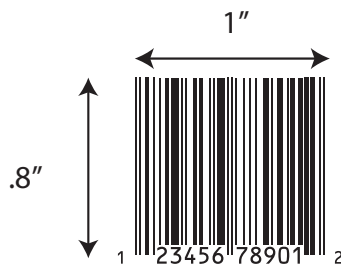
80% (GS1 Recommended
minimum size-width)

GS1 Standards suggest
no less than this size.

.5″

1 23456 78901 2

80% (GS1 Recommended
minimum size-width)
.5″ bar height minimum
This is also the size seen on two
CDs sitting in front of me on my desk.

.67″

.375″

1 23456 78901 2 $1.00 US

Size seen on things like
DVDs. This is below GS1 specs,
however it doesn't seem to matter
as long as it is scanable.

If you are unsure, we suggest printing a sample on your inkjet or laser at the highest quality setting and taking it to a store and scanning it. Also request specifications and requirements from your retailers.

Technical Specifications for Designers and Printers for commercial printing:
Barcodes should be 100% K only, no rich black (CMYK) builds. This is to prevent mis-registration making the bars bleed together. If colorizing the barcode to match a color scheme, use a dark ink color that preferably is only a two-color build such as 100%C, 100%M to limit registration problems.

The Vector EPS file should be used whenever possible by placing in Quark XPress or Adobe InDesign. The TIF and JPG are Grayscale 600 dpi. When using non-professional desktop programs such as Microsoft Publisher or Word the program will insert the picture at 72dpi, therefore selecting "Link to File" is a must.