QR Code + Unique Identifier (UID)
Print Ready Artwork Best Practices for VDP

When using QR codes in variable data print (VDP), include a human readable Unique Identifier (UID) printed near the QR code. The UID corresponds to the database record or encoded URL used to generate the QR code and provides redundancy, traceability, and production quality control.

Example

Guidelines

1. **Place UID beside the QR code**

2. **Use short alphanumeric identifiers**

3. **Link each UID to its QR code data**

4. **Ensure readability in print**

5. **Use the UID to check and troubleshoot prints**

Implementation Details

- Use identifiers between **6–10 characters** to balance uniqueness and minimal visual footprint.

- Choose a **clear sans serif font** at a minimum of **6–8pt** for reliable production printing.

- Make sure every UID is connected to the correct QR code URL or data in your variable data file.

- Keep the UID positioned **visually associated with the QR code** to prevent confusion.

- Use the UID during **production sampling and QA** to confirm correct variable data output.