Microsoft Tag Specs:

Color Tag – minimum size of 3/4" x 3/4" (includes white border)

Black and white Tag – minimum size of 7/8" x 7/8" (includes white border)

Custom Tags -minimum of 1.25" x 1.25" (includes white border)

Minimum size on monitor display should be 54px x 54px at 120ppi

Best Practices:

1. Be sure to let the user know what the tag is and where to download the scanner. Include the download URL adjacent to the tag: http://gettag.mobi

2. Do not place your logo adjacent to the tag. Microsoft frowns upon third party branding.

3. Do not position text or other markings in the white border of the tag.

Note: The width of white space around the tag is equal to the height of the bottom black bar of the tag.

4. If tag is used as part of a video, the tag download info must be present at the beginning of the video content. The tag URL must be displayed as part of the video.

5. Be sure to use a vector version of the tag so it can be scaled as needed without a loss of resolution.

6. When customizing, the white boxes on the sides cannot be altered in any way.

Further Recommendations:

1. Don't risk using the color version. Use the black/white version, and customize with a color background if preferred.

2. Never assume the reader knows what the tag is called. Be sure you identify "Microsoft Tag" in your download instructions. This way, the reader knows what to search for in the app store.