

The background features several large, organic, teardrop-like shapes in a teal color, arranged in a pattern that resembles a molecular structure or a stylized network. A single grey circle is positioned in the upper right quadrant. The overall aesthetic is clean and modern.

HOW TO USE AND PLACE:

SEQR Codes

for print: invoice and direct marketing

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SEQR Code

This is the SEQR code

The SEQR code is **the way to initiate a payment or a authorisation** via SEQR.

The SEQR code provide the **user recognition** of the payment solution.

The payment code is a **brand carrier** for SEQR.

The payment code gives the user information about available technology: **NFC, QR code or both**.

For all the above reasons the SEQR code is an important part of the **User Experience**.

Layout

The SEQR codes have a simple and clean look. There are two colors available.



Get the SEQR app

1. Download SEQR from AppStore or Google Play.
2. Get a payment account through the app..

Pay with SEQR

1. Scan the QR code with your SEQR app.
2. Confirm the payment with your personal PIN code.

The space between the boxes is 4 mm, no matter what placing they have.



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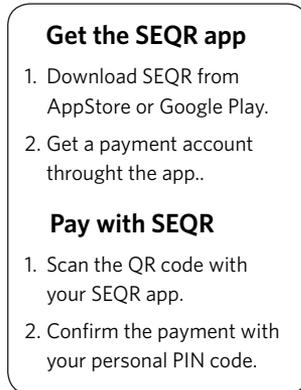
1. Scan the QR code with your SEQR app.
2. Confirm the payment with your personal PIN code.

Placement

It is very important that you place the payment code correctly. That way your customer will get the best experience paying with SEQR.

The original size of the SEQR-code can not be modified, that will make it more difficult to scan.

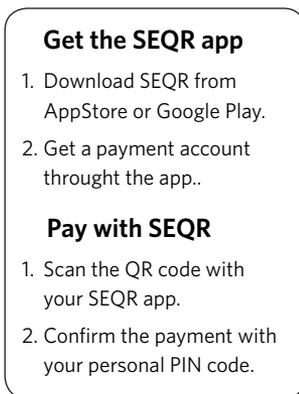
Do's.



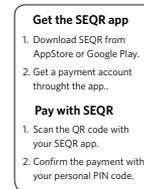
- ✓ Show SEQR code on the left side and information box on the right side.



- ✓ Use SEQR code without the information box.



- ✓ Show SEQR code on the right side and information box on the left side.



- ✓ Place SEQR code above the information box.

Don'ts.



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✗ Don't mix the two color variants.

✗ Don't place the boxes apart from each other.

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✗ Don't use the information box without the SEQR code.

✗ Don't place the SEQR code below the information box.

✗ Don't rotate the SEQR code.

Examples

Take a look at our examples to get ideas of how you can use SEQR in your print material.



GOLD RESERVE

PO. Box 1512 Stockholm
Phone: 08-613080 02
gold@gold.se
www.gold.com

Invoice date:
2013-05-07

Expiry date:
2013-05-13

Invoice number:
17786446

Membership number:
10515878

Email:
jack.jacksson@test.com

Jack Jacksson
Jackssonstreet 2
52152 Stockholm

10 g Gold (a 411kr/g)

4110

To Pay:
4110

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2. Get a payment account through the app..

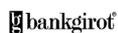
Pay with SEQR

1. Scan the QR code with your SEQR app.
2. Confirm the payment with your personal PIN code.



Pay with SEQR

seqr.com



GIRO PAYMENT AVI

OCR

Jack Jacksson
Jackssonstreet 2
52152 Stockholm

Expiry date: 2013-05-13

Membership number: 10515878

Invoice number: 17768776

5303-6968

9
Gold Reserve

8504153169 #

4110 00

2

53036803453#

Gold Reserve
PO. Box 1512 Stockholm
Phone: 08-613080 02
gold@gold.se
www.gold.com

INVOICE

Jack Jacksson
Jack Jacksson
Jackssonstreet 2
52152 Stockholm

Invoice # 0000001
Invoice Date 06/07/2013
Due Date 06/19/2013

Item	Description	Unit Price	Quantity	Amount
Product	10 g Gold (a 411kr/g)	411.00	10.00	4,110.00
Subtotal				4,110.00
Total				4,110.00
Amount Paid				0.00
Balance Due				4,110.00

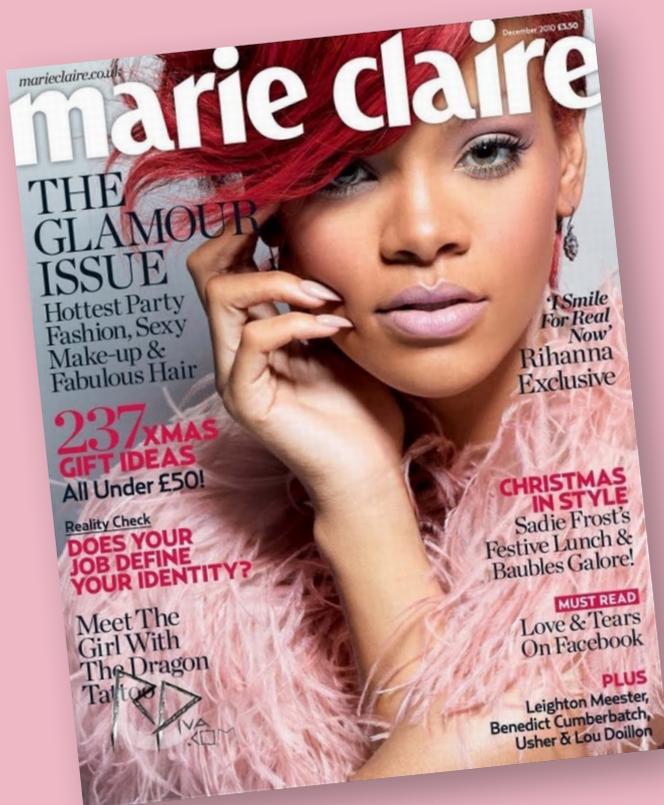
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3 NUMBERS OF MARIE CLAIRE FOR £ 10

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Pay with SEQR

seqr.com

Technical requirements

The QR-code must follow these standards,
contact Seamless for specific details.

QR code version: **4 (33×33)**

Up to 50 characters

Alfa numeric

Error correction: **Level M (Medium)**

Padding around QR-code: **2**

Color QR code: **CMYK 67% 67% 67% 100%**

QR code background color: **CMYK 0% 0% 0% 0%**

QR code content

The QR-code will consist of an encoded URL for each bill that can be scanned and decoded by the SEQR app. The URL (e.g. "HTTP://SEQR.SE/S123?adfsd,2300") to be embedded in the QR-code will be unique for each bill and will be provided by SEQR.

To merchants

This document is written to you, our partner and merchant. Use it well, spread it to your designers and agencies, and help us create a better payment solution.

A big thanks

We appreciate you reading through this document. It is very important to us that the SEQR payment code is treated with respect and used properly. Because we simply care of our user experience.