Google Cardboard
Viewer Profile Guidelines

Introduction

Use the information in this guide to understand the appropriate use of the viewer QR profile. This guide is intended for participants making their own Cardboard viewers. If you are creating software VR apps for Google Cardboard, see the UX guidelines on Designing for Virtual Reality.

Viewer QR Profile

To ensure that all Google Cardboard apps work well on your virtual reality viewer, generate a QR profile. Here is the typical output from the QR profile generator:
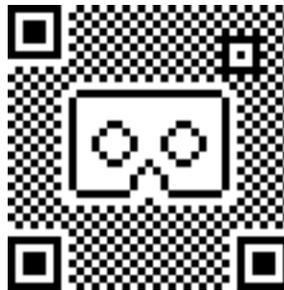

The generated QR profile encodes the viewer lens parameters, input details, names, and so on. You can place this generated profile on your physical viewer (recommended) and on the viewer's packaging. You can also include the generated QR profile on the viewer's website (recommended). The guidelines below describe the proper use of the viewer QR profile.

Size

You can change the size of the QR profile as needed, as long as the minimum size requirements are respected. Ensure that aliasing is not used if you are resizing a raster version of the QR profile.
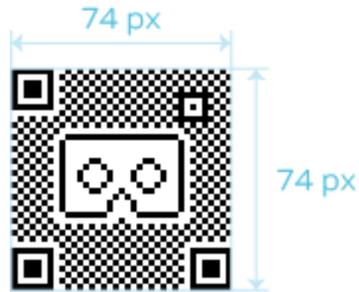
When used in digital media, the QR profile size should never be smaller than 74 x 74 px (in other words, the individual QR modules should never be smaller than 2 x 2 px.) When used in print, the QR profile size should never be smaller than 0.6 x 0.6" / 15 x 15 mm
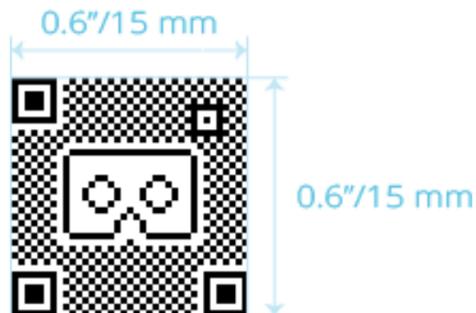

Do not increase the size of a QR profile to the point where it would become a dominant graphical element in your design.

Placement

Here are the guidelines for the QR profile placement.

Clear space

To avoid visual clutter, the clear space around the viewer profile should be equal to or greater than the QR code position patterns ( ). Do not place photos, text or any other graphic elements inside the minimum clear space.
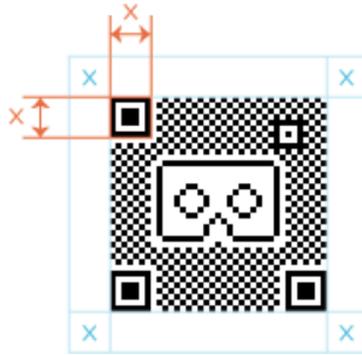
Multiple QR codes

QR codes are difficult to scan when multiple codes are placed closely next to each other. If your viewer, packaging, website or other materials include multiple QR codes, ensure that these QR codes are spaced sufficiently far apart.
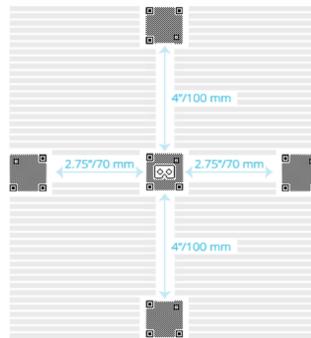
For example, at 7" / 175 mm scanning distance, a typical smartphone QR reader covers about 5.5 x 8" / 140 x 200 mm area. Do not place any other QR codes in this area.

Colors

You can adapt the colors of the QR code to match the design of your viewer.

Do

- Use only two colors (e.g. white and orange, instead of white and black):
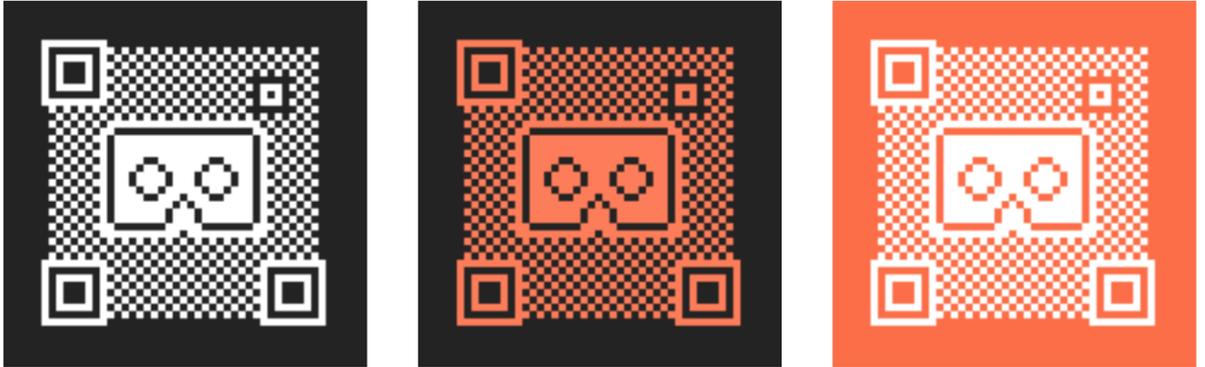
- Preserve the color contrast on dark backgrounds by reversing-out the print process. Ultimately, pixels which were black in the original QR code should remain darker than the pixels which were originally white:

Make sure to leave a border around the position patterns ( ) as per images above if you are using reversed-out QR profiles.

Alternatively, you can include a one-module width border around the whole reversed-out QR profile:


Don't

- Use more than two colors:

- Decrease the contrast between the foreground and the background:
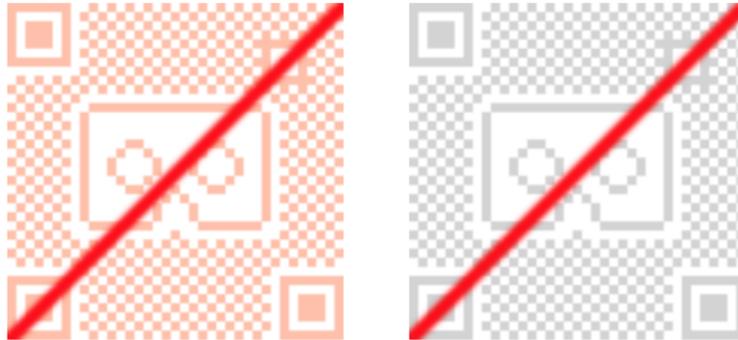
- Invert the color contrast such that the pixels which were originally black end up being brighter than the originally white pixels.
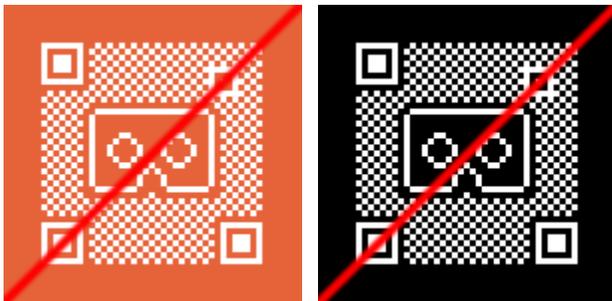
- Place the profile on a busy or non-uniform background:

- Use a different color for the border:

Modifications

Avoid modifying the generated QR viewer profile in any way, apart from scaling/color changes as described above.

Don't

- Change the shape of QR modules:

- Add or modify the existing visual elements:

● Add shadows:

● Disproportionately stretch or skew the QR profile.
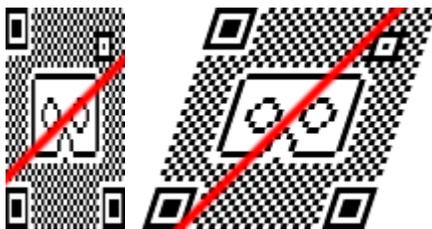
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Change Log

Version	Date	Change description
2.0	12/02/2020	Updated to address the Cardboard open source project. Removed WWGC program content.
1.2	02/20/2016	Removed Magnet as an acceptable input type
1.1	2/12/2016	Removed Magnet as an acceptable input
1.0	4/14/2015	Initial "Works with Google Cardboard" viewer profile and badge guidelines.