

QR Code Quick Guide

A practical guide to creating, testing, printing, and sharing QR codes successfully.

Quick goal: Create a QR code that is easy to scan, points to the correct destination, and remains usable in the final printed or digital design.

1. Decide What the QR Code Should Do

- Choose the exact destination before generating the code.
- Use a URL, contact information, text, or other supported content that visitors can access.
- Keep the destination useful and mobile-friendly.
- Recheck the destination for typing errors before publishing.

2. Keep the QR Code Easy to Scan

- Maintain a clear contrast between the code and its background.
- Leave sufficient white space around the outside edge of the QR code.
- Avoid covering important code patterns with logos, text, or decorative elements.
- Do not distort the QR code by stretching it disproportionately.

3. Choose a Practical Size

- Make the QR code large enough for the expected scanning distance.
- Check small printed versions before producing many copies.
- For posters, signs, menus, labels, and packaging, test the actual final print size.
- For digital use, make sure the code is large enough to scan comfortably from a screen.

4. Test Before You Publish

- Scan the QR code using more than one phone when practical.
- Test from the distance and angle where visitors will normally scan it.
- Confirm the code opens the intended destination.
- Test again after resizing, exporting, printing, or placing the code into a final design.

5. Use QR Codes in Useful Places

- Business cards and contact materials.
- Menus, brochures, posters, flyers, and signs.
- Product packaging and labels.
- Event information, maps, registration pages, and digital resources.

6. Keep the Destination Reliable

- Use a stable URL whenever possible.
- Avoid linking to a temporary page that may disappear soon.
- Check that the destination works on a phone without unnecessary barriers.
- Update or replace the QR code when the destination itself changes and the code is not designed for a changeable destination.

QR Code Pre-Publish Checklist

Check	Done
Correct destination	☐
Strong contrast	☐
Clear white space	☐
Correct size	☐
Scanned on a phone	☐
Tested after final export/print	☐

Listovix tip: A QR code is only useful when people can scan it quickly and reach a reliable destination. Always test the final version, not just the original generated file.