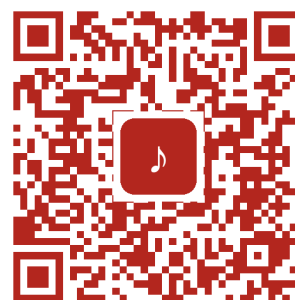


Printing QR codes from QR For Good

One page for the printer, signage company or stationer. Follow it and the code that scanned on screen will scan off the print.



Sample: festival stage board code, error correction H

What you are given

- One PNG (1024 × 1024 px, RGB) and one SVG per code. Use the SVG for anything printed; use the PNG for screens or if your workflow cannot take vectors.
- Bulk orders also include a PDF contact sheet showing every code with its label and full destination, and a verification report.
- Every code was decoded by machine after generation and confirmed to return exactly the destination ordered.

Encoding

- Static codes: the destination URL is in the pattern itself. No redirect, no expiry, nothing to renew.
- Error correction level H (about 30% recoverable) when a logo is present; level M (about 15%) when there is no logo.
- Logo occupies 22% of the code width on a small pad in the background colour. Do not enlarge the logo in the artwork.

Quiet zone

- The files include the required clear margin of 4 modules (small squares) on every side, in the background colour.
- Do not crop it, and do not run borders, text, illustration or a second logo into it. This is the most common cause of a failed scan.

Size

- Rule of thumb: a code scans comfortably from about ten times its own width.
- Minimum 20 mm across for anything read in the hand (place cards, tags, programmes). Prefer 25 mm or more.
- 80 to 120 mm for signs read from a metre: bar fronts, stall signs, table displays.
- 300 mm or larger for boards read from three metres: stage boards, entrance boards, campsite notices.
- Size the SVG in the artwork. Never scale the PNG up; soft edges fail in sunlight.

Colour and contrast

- Code colour must be clearly darker than the background. Dark on white or near-white is safest.
- Avoid two mid-tones together (sage on blush, teal on orange), white on pale colours, and metallic foil or spot varnish on the code itself. Foil the logo or the text instead.
- The files are RGB. Convert to CMYK in your RIP as normal; a rich black is fine, as is any dark brand colour.

Materials

- Coated and uncoated stock, Correx, foamex, vinyl, laminate: all fine at the sizes above.
- Mesh banner: go at least 1.5 × larger than the table above and test one first; the perforations break up small codes.
- Kraft and coloured stock: treat the stock as the background colour. If it is mid-tone, use a white panel behind the code.

Before the run

- Print one proof at final size on the final stock. Scan it with two different phones. Confirm it opens the intended page, not just a page.
- Scan the first finished piece off the press as well. Two minutes now against a reprint later.
- Anything wrong with a file: hello@qrforgood.com. If a code does not decode to the ordered destination, the order is refunded in full.