QUICKQR TOOLS · FREE PRINT GUIDE

QR Code Print Guide

Size, contrast and a checklist before you print. A QR code that scans on a screen can still fail on paper. Most failures come from three things: a code too small for the scanning distance, colors without enough contrast, and a margin that was cut off. This one-page guide covers all three.

1. Minimum QR code size

Rule of thumb: the code should be at least **1/10 of the scanning distance**, and never under **2 cm (0.8 in)**. Add about **25%** for dense codes: long links, vCards, events and long text.

Where it's printed	Scanning distance	Short link, WiFi, phone	Long link, vCard, event
Business card, label, package	30 cm / 1 ft	3 cm / 1.2 in	3.8 cm / 1.5 in
Flyer, menu, table tent	1 m / 3 ft	10 cm / 3.9 in	12.5 cm / 4.9 in
Wall poster	2 m / 6 ft	20 cm / 7.9 in	25 cm / 9.8 in
Window or store sign	5 m / 16 ft	50 cm / 19.7 in	62.5 cm / 24.6 in
Billboard or banner	10 m / 33 ft	1 m / 39 in	1.25 m / 49 in

Sizes are the width of the code itself, without its white margin.

2. Contrast and colors

- **Dark code on a light background.** Light codes on dark backgrounds fail on many phones.
- **Aim for a contrast ratio of at least 4:1** between code and background. Black on white is about 18:1.
- **Keep the quiet zone:** a white margin of at least 4 modules (the small squares) on every side. Never let a frame, a photo or the edge of the card touch the code.
- **Avoid glossy foil, embossing and textured paper** on the code itself. Matte finishes scan best.

3. Checklist before you print

- [ ] The link opens the right page on a phone, on mobile data (not only on office WiFi).
- [ ] The page loads fast and reads well on a small screen.
- [ ] The file sent to the printer is vector (SVG or PDF), not a small PNG.
- [ ] The printed width matches the table above for the real distance.
- [ ] A short call to action sits next to the code: “Scan for the menu”, “Scan to save my contact”.
- [ ] A printed proof was scanned with two different phones (iPhone and Android), from the real distance.
- [ ] If the destination may change, the code points to a page you control, so you can update it without reprinting.

Check your own code in 30 seconds.
The free QR code test at **quickqrtools.com/qr-code-print-check** gives the right size for any distance, checks your colors and scans an image of your code. Free, no sign-up.