


# QR Code Best Practices

Quick response codes, or QR codes, are a type of bar code that can be easily read by cell phone cameras. Courts can use QR codes to easily direct patrons to websites and documents with important information. This resource offers practical tips for using QR codes and real-world examples from courts.



Recommended Practice	Details
Use QR codes in a targeted way to reach a specific audience.	<ul style="list-style-type: none"><li>• Who are you targeting and why?</li><li>• What information will you convey through the QR code?</li><li>• What goals do you hope to achieve by using a QR code ?</li></ul>
Generate a dynamic QR code if you want to edit, track, and monitor your QR code.	Dynamic codes offer the flexibility to update and improve your QR code, as well as track performance data. Static codes have a permanent destination, and may be a good option if you do not need to track or edit your QR code.
Use an online QR code generator to create a QR code. Make sure that your code will not expire, especially if selecting a free site.	Many websites can generate QR codes for free or for a fee. Some options include: <a href="#">QR Code Generator</a> (free static option, and 2 free dynamic codes with ads), <a href="#">Hovercode</a> (free static option and free dynamic option includes 10 dynamic codes), and <a href="#">Adobe Express</a> (free static options).
Ensure your QR code sends your audience to a mobile-friendly destination.	Most people will scan your QR code on their mobile device. Check that the target website is mobile-friendly and easily navigable from a smart phone or tablet.
Consider customizing your QR code using your court logo. Most generators have an option to upload your logo image.	Including a court logo may convey legitimacy to your audience. Here is an example of a QR code with an embedded logo. 

## Practice

## Details

**Always use contrasting colors for QR codes with a darker color for the foreground and a lighter color for the background. Using light colors for the code can cause difficulty when scanning.**



**Avoid manipulating the shape of your QR code, and be sure to use a high-quality image.**

Changing the shape, shrinking, and stretching your QR code can affect the pattern and scanning ability. Photocopying QR codes can also affect usability.

**Consider the size of your QR code.**

QR codes should be a minimum of 0.8 inches by 0.8 inches. Resize your QR code based on the distance it will be placed from your audience. The farther away your audience will be scanning, the larger you should make the image.

**Don't overcrowd your QR code.**

Leave space around the 4 edges of your QR code. This can help the scanning device more quickly capture the QR code. Also avoid placing too many images or text near your QR code or it may not stand out to your audience.

**Consider the environment, material, and placement of your QR code.**

A QR code should be convenient and accessible to your audience. Avoid placing your codes in corners if you are printing a document, and make sure the material won't change the way your QR code looks.

**Add a Call-to-Action.**

Examples include "scan to download PDF" and "scan to watch video."

**Test your QR code.**

Test your QR code before sending it out to ensure that everything works as designed.

**QR codes should complement, but not replace, URLs.**

Not all court users have mobile devices or will be able to scan a QR code. QR codes can be a helpful tool, but you should also provide a website address or printed information as a backup.

## Example 1:

Finding Legal Help in Spanish - District Court of Utah



**Para acceder esta página  
escanee el código QR**

## Example 2:

### Sharing Legal Information - Alaska Court System



Get **free** legal information  
from the court's webpage:  
visit **ak-courts.info/housing**  
or scan the QR code.

### Example 3:

#### Providing Resources to the Public - Maryland Judiciary

**Maryland Court Help**  
Free. Online. In Person. By Phone.

