



What is a QR Code

What a QR Code Is

A QR code is a scannable shortcut that sends someone to a specific link without typing. It works best when it leads to one clear action.

What QR Codes Are Great For

- **Pay now** (payment link, invoice, or text to pay page)
- **Donate** (one tap donation page)
- **Leave a review** (Google review link)
- **Book now** (appointments or contact form)
- **Menu or info** (digital menu, pricing, FAQs)
- **Forms** (intake, quote request, registrations)

Tip: One QR code should do one thing.
If you need two actions, use two QR codes and label them clearly.

Where QR Codes Work Best

Counters or Front Desks so customers can pay or leave a review while they are already there

Invoices & Receipts so the next step is obvious and fast

Events and Job Sites so you can take payments on the spot

Security note: If the QR code goes to a payment link, do not leave it unattended.
Remove it or disable the link when it is no longer needed.

Quick Design & Sizing Tips

- Use high contrast (dark code on a light background).
- Leave clear white space around the code so phones can read it.
- For close up scanning, aim for at least 0.8 in by 0.8 in (2 cm by 2 cm).
- For signs, posters, or anything scanned from farther away, go bigger.
(A common rule is a 10 to 1 distance to size ratio).

Quick QR Test Checklist

- Scan with two phones if you can (iPhone and Android)
- Try once on Wi Fi and once on cellular data
- Make sure it opens the right page and the page loads fast
- If it is going on paper, print one test copy first

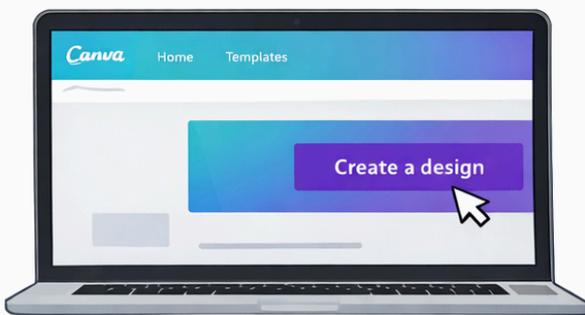
How To Make A FREE QR Code In Canva

You can create a QR code right inside Canva using the built in QR Code app.

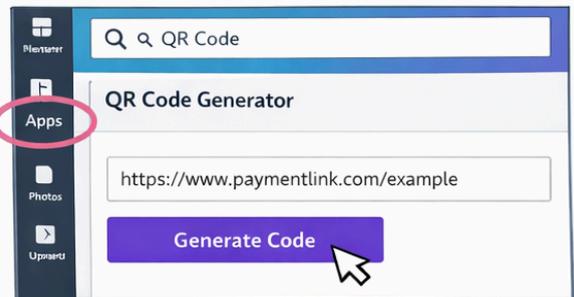
Step By Step

- 1) **Choose your link** Copy the exact URL you want customers to land on (payment page, review link, booking page, or form).
- 2) **Open your Canva design** Start a new design or open the one you are working on. *If you do not have a Canva account, you will need to create a FREE one, before continuing.*
- 3) **Go to Apps** On the left side panel, click **Apps** and search for **QR Code**.
- 4) **Generate the code** Select Canva's **QR Code** app, paste your link, and click **Generate QR code**.
- 5) **Place and size it** Click the QR code to add it to your design. Keep space around it, and make it large enough for the distance it will be scanned from.
- 6) **Download** Download as **PNG** for digital use, or **PDF Print** for anything you will print.
- 7) **Test before you share** Scan it with your phone before you print or post. If the link is wrong, generate a new QR code with the correct link.

Step 1: Log Into Canva & Open a New Design



Step 2: Click Apps & Search 'QR Code'



Step 5: Click Generate Code



Step 5: Resize & Place Clearly in Your Design



Step 6: Add a Clear Label



Step 7: Download as PDF or PNG