

Quick Tips for Best Practices

1

Make your code larger

Large codes can be easier to scan and help increase customer engagement. Small codes end up unnoticed or unscannable

Tip: If printing on small to medium sized items (ex: business cards or flyers), **codes should be at least 1 inch in diameter**

2

Include call to action

Encourage viewers to interact with your code by telling them what to expect when they scan. You can add text above, below or around your code

3

Be intentional with placement

When placing your code onto printed or digital materials, you'll want to ensure that it's in a location where it can be easily seen and scanned

4

Always test

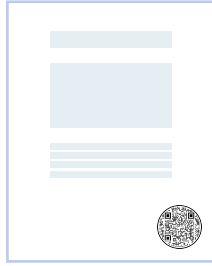
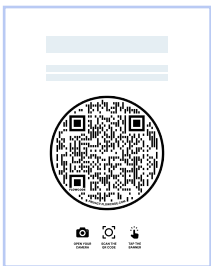
Scannability may vary with different materials, colors, and placements. It's always important to test before implementing



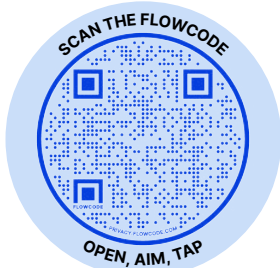
Do's and Don't's

Do

Make it stand out



Add a call to action and education

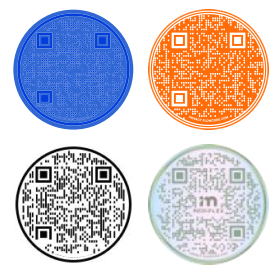
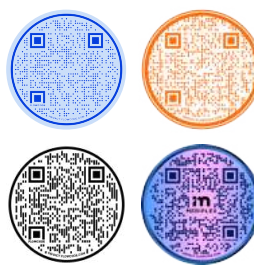


Talk to us if you will be using this in a video,
flowcode.com/tv



Don't

We don't encourage any post edits to the code design or data pattern, as any edits will effect scannability



If downloading a transparent code, don't place on top of textured or similar colored backgrounds



Don't warp or rotate the image

