


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">• Who are you targeting and why?• What information will you convey through the QR code?• What goals do you hope to achieve by using a QR code ?
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: QR Code Generator (free static option, and 2 free dynamic codes with ads), Hovercode (free static option and free dynamic option includes 10 dynamic codes), and Adobe Express (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.

Examples from Courts:

Example 1: Finding Legal Help in Spanish - District Court of Utah

Finding help
The court's Finding Legal Help web page (utcourts.gov/help) provides information about the ways you can get legal help, including the Self-Help Center, self-help attorneys, limited legal help and free legal clinics.

Cómo encontrar ayuda legal
Para información sobre maneras de obtener ayuda legal, vea nuestra página de Información de Ayuda Legal.

الإرتفاتة
An Arabic version of this document is available on the court's website: utcourts.gov/arabic-ev

الترجمة الصينية
A Simplified Chinese version of this document is available on the court's website: utcourts.gov/chinese-ev

Việt ngữ
A Vietnamese version of this document is available on the court's website: utcourts.gov/viet-ev



Para acceder esta página escanee el código QR

Example 2: Sharing Legal Information - Alaska Court System

Alaska Court System
Eviction Diversion Program
Pre-Filing Information Sheet

Your landlord has given you a **Notice to Quit**. This is the first step in the eviction process. If you and your landlord do not work things out, your landlord may start a court case to evict you.

Act
Do not ignore the Notice to Quit.
If you ignore the notice to quit, your landlord may start a court case to evict you. You have options:
• Try to fix the problem.
• Talk to your landlord and try to work out an agreement, or
• Move out.

Learn
It is always a good idea to get legal information and advice.
Get free legal information from the court's webpage: ak-courts.info/housing or scan the QR code.

Get Help
Contact the court's Eviction Diversion Program for free help. Get more information:
• Go to ak-courts.info/evd or
• Scan the QR Code or
• Call 907.264.4003

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

NOTICE OF INTENT TO FILE A COMPLAINT FOR SUMMARY EJECTMENT (Eviction to Pay Rent)
(Form JUDGE-10-1)

FROM: Landlord/Agent
Name: _____
Address: _____
City: _____
State: _____
Zip: _____
Phone: _____

TO: Tenant
Name: _____
Address: _____
City: _____
State: _____
Zip: _____
Phone: _____

DATE AND METHOD OF PROVIDING NOTICE
This notice is being provided to the tenant by the landlord on: _____
 Personal and-mail service certificate of mailing Affidavit Day Night
 By hand (personally) Email message First message Electronic least prefer

RECOMMEND FOR TENANTS AND LANDLORDS
• Maryland Judiciary's Eviction Diversion Program (EDP) offers information and resources to help tenants and landlords resolve their disputes.
• Landlords are encouraged to contact the EDP for help. The EDP is a free service and does not charge any fees.
• Tenants are encouraged to contact the EDP for help. The EDP is a free service and does not charge any fees.
• If you need more information, please contact the EDP at mdcourts.gov/evd or call 410.326.7000.

MARYLAND JUDICIARY
Maryland Court Help
Free. Online. In Person. By Phone.

