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FREE GUIDE

Business card QR code checklist and layout guide

Decide what the code holds, fit it on the card, and test it before the print order.

1. Contact card or link?

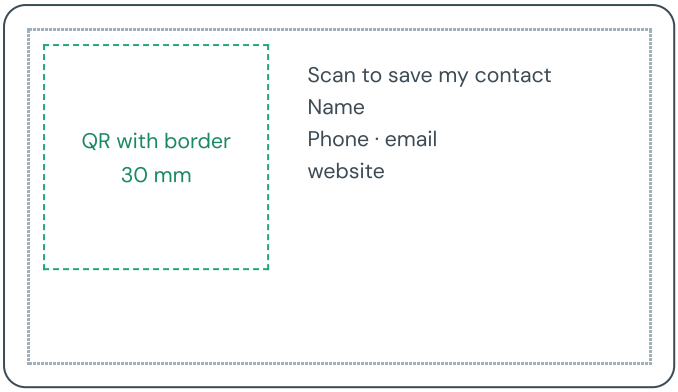
	Contact card (vCard) code	Link code
What happens on scan	Phone offers to save your contact	Phone opens a web page
Works offline	Yes	No
Can change after printing	No	The page can
Code size	Larger, grows with each field	Small
Best for	Details that will not change for a year	Booking pages, portfolios, changing details

2. Field planner

Field	Include?	Exactly as it should save
First and last name	Yes	
Company		
Job title		
Mobile (with country code)		
Email		
Website		
Street address		

3. Layout on a standard card

US cards are 3.5 × 2 in (88.9 × 50.8 mm); many other countries use 85 × 55 mm.



Dotted line: keep everything inside a 3 mm safe margin from the trim.

4. Before you order

- ☐ Code at least 2.5 cm wide including the white border
- ☐ Dark code on a light, matt area of the card
- ☐ A few words beside it saying what scanning does
- ☐ Scanned from a printed proof on an iPhone: name, phone, email in the right fields
- ☐ Scanned on an Android phone: same check
- ☐ Your details also printed as text, for people who will not scan