



EZQR

How to Make a Colored QR Code That Still Scans

1

Open EZQR's custom QR code generator

Visit ezqr.ca/custom-qr-code. Free, no account needed — color, shape, and logo controls all in one place.

2

Pick a dark foreground and a light background

The phone camera reads QR codes by contrast. Dark navy, deep green, burgundy, or charcoal on white scans reliably. Avoid yellow, light blue, or pastel pink for the foreground — they read as low-contrast and fail.

3

Apply your brand colors

Set the foreground (the dots) to your brand color and the background to white or a very pale tint. Optional: add a gradient or color the corner frames separately. Preview updates live.

4

Download as SVG for print or PNG for screen

SVG keeps the colors sharp at any size — best for posters, packaging, or signage. PNG is fine for email, social, and web. Toggle a transparent background if you want to drop the QR onto an existing design.

5

Test scan distance on both iOS and Android

Stand at the distance customers will actually scan from. If either phone struggles, increase contrast or scale the code up. Always test before mass-printing.

Make your own QR code → ezqr.ca/colored-qr-code



ezqr.ca/colored-qr-code

Scan the code or visit the URL to get started.