



Friends of Fox Spring

QR Code Users' Notes

Here are the primary components of the North Star Community Foundation's QRC web donation campaign on behalf of Friends of Fox Spring, along with best practices recommendations.

NSCF Website Browser/Mobile Device Donation URL:

<https://www.nscfundalaska.org/Support-FoFS>

(Print Materials, Email signature, Email and Facebook sharing)

This URL directs the browser to a static URL which is redirected by the server to the final donation page. It will not break in normal email/web use.

The actual URL contains passed parameters and can break in some cases. Never copy the final URL for inclusion in email, or printed material. The donation process allows for anonymity by not requiring a name and advising not to enter one if the donor prefers not to be revealed. Donors can donate in the name of an organization if they desire. Donors can commit to recurring donations.

QRC Graphics package:

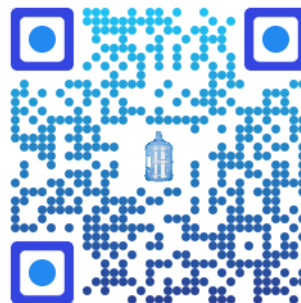
There are two design versions available for design flexibility. They have been encoded with medium-high error correction to minimize scan errors.

They are:

FoFS Version 1



FoFS Version 2



Bitmap vs. Vector Graphic format:

Bitmap (PNG) Format:

Bitmap PNG format files include data for every pixel (dot) in the image. They are useful to insure lossless display in printed applications and on the web at smaller sizes.

They can be scaled, however the preference is to *not* scale these images. If scaling is done it should be in an even multiple, such as 200%, 400%, etc and the bitmap scaling algorithm should be adjusted for best results.

Several sizes are provided to avoid the need for scaling.

Vector Graphic (SVG, EPS, PS, et.al)

Vector Graphic format files include instructions for recreating the image by the display device or print driver. They are typically smaller and allow for re-sizing (scaling) with no loss of resolution. They can, however, suffer from format issues where the embedded water bottle logo can be misplaced.

Several formats are provided to avoid such artifacts.

Included images:

FoFS Version 1

Bitmap:

FoFS-qr-code-1-325.png
FoFS-qr-code-1-866.png

Vector:

FoFS-qr-code-1.eps
FoFS-qr-code-1.svg

FoFS Version 2

Bitmap:

FoFS-qr-code-2-300.png
FoFS-qr-code-2-600.png
FoFS-qr-code-2-900.png
FoFS-qr-code-2-1500.png

Vector:

FoFS-qr-code-2.eps
FoFS-qr-code-2.svg
FoFS-qr-code-2.ps
FoFS-qr-code-2.pdf

NOTES:

ALWAYS do a practice scan on the printed or displayed proof.

Never assume a QRC will work in a given design until you have scanned the proof.

Use color print wherever possible.

Size, if present in file name (FoFS-qr-code-2-300.pdf) is image pixels width and height. Depending upon the DPI selected, the actual printed size will vary.

Use the largest bitmap (PNG) resolution available that works.

Insert directly and do not scale if possible.

If you must scale PNG files, scale down, not up.

Scale bitmap (PNG) files in even multiples.

Scale vector graphics to suit design. Scalability is their purpose.

Always be certain to scale proportionally.

H and V dimensions should be equal in the placed graphic.

Use the shift key on a corner marker to enforce aspect ratio.

Always leave a clean margin around the QRC graphic.

(Version 2 PNG graphics have a margin built-in)

A zip file copy of the complete package is available at:

<https://www.nscfundalaska.org/FoFS-QRC>