

## How to Produce a QR Code

### What is a QR Code?

A QR Code is simply a type of 2-dimensional Barcode that can store much more than a series of numbers. QR codes often contain data for a locator, identifier, or tracker that points to a website or application. They can store much more information such as a Restaurant Menu or an Obituary?

### An example of a QR Code that will open a web Site.

Note How the Logo can be placed in the Code as an identifier as to what the code is for. (In this case open the web site.

One simply uses a QR code reader on their phone to 'read' the code and open the website.



### Two Things you need to create a QR Code to direct a reader to your club website

1. The Logo of your club on a jpg file format
2. The free online Code Generator <https://www.qrcode-monkey.com/>



### Download the Club Logo from RI's "My Rotary"

1. Go to <https://my.rotary.org/en/login> and sign in
2. Top Menu click on "NEWS & MEDIA" and then "Brand Center"
3. Scroll down to LOGOS and click "LEARN MORE"
4. Under LOGO TEMPLATES click on VIEW
5. Click on ROTARY LOGO TEMPLATES
6. On the Choose Logo arrangement dialogue box use the following
  - a. Logo: Regular
  - b. Color: Full Color Recommended
  - c. Alignment: Below Logo
  - d. Text below: Type in Club Name ie "Niagara Falls Sunrise" (Without Prefix of "The Rotary Club of....")
  - e. Click Download Logo then it opens to File Type and Click "JPG"

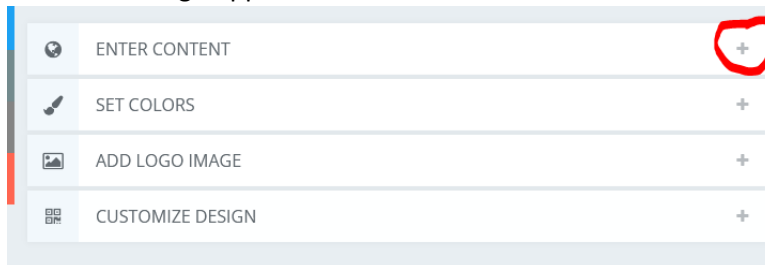
The Logo file will be automatically downloaded to your browser to be saved for use.

Hint: The logo produced usually has far too much white boarder space. It is suggested that a simple Photo editor be used to crop out the white space and save it as a club logo file.

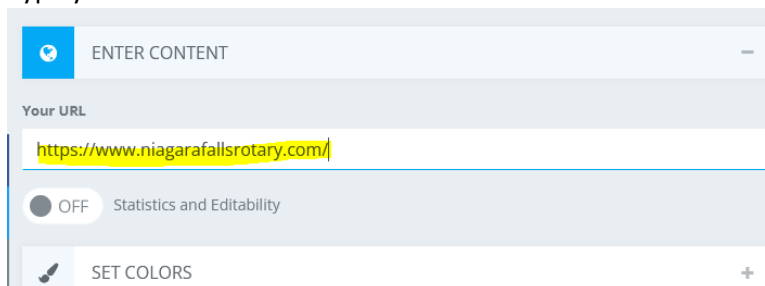
## How to Generate a QR Code



1. Go to the QR Code generator site: [www.qrcode-monkey.com](http://www.qrcode-monkey.com)
2. Click the “+” sign opposite ENTER CONTENT



3. Type your URL as so



4. Click the “+” sign opposite ADD LOGO IMAGE



5. Click “Upload Image” and Open logo file that was saved on your directory
6. Then on right side Click Create QR Code

Create QR Code

7. Once generated Click Download PNG or PDF or EPS file as desired.

Download PNG

8. QR Code will be placed in your “Download Directory and can be saved where more logical

QR Codes can be placed on Websites, Facebook page and Marketing flyers. They can be produced for any event flyer to draw more readers to your event site.