KNOWLEDGE BASE ARTICLE

Downloading and Copying a QR Code: PNG, JPEG, SVG and WebP



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Introduction

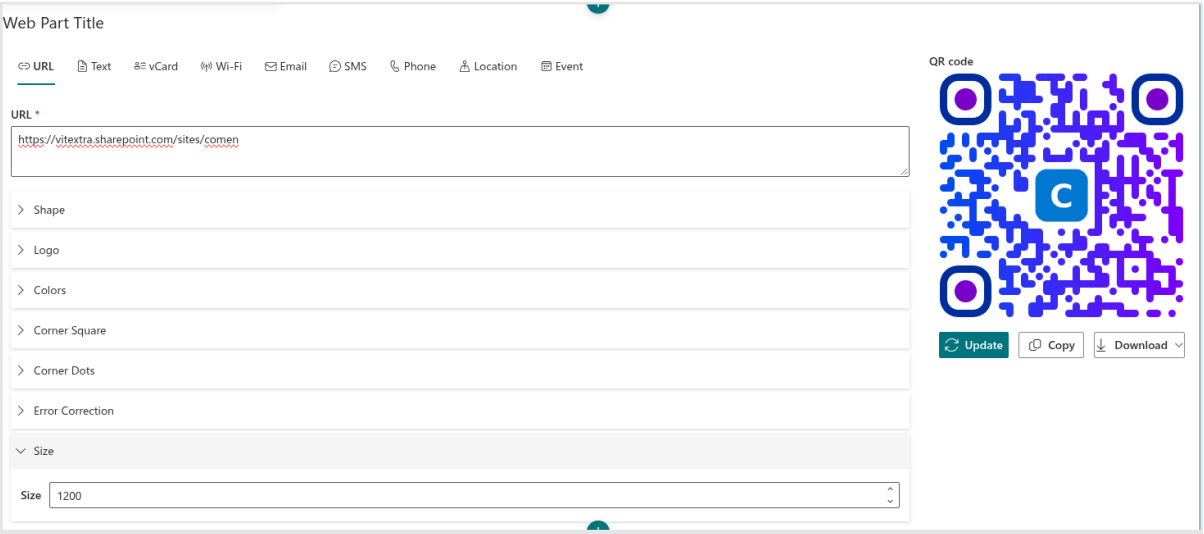
A QR code prepared in QR Code Generator is usually needed somewhere else: in an email, on a slide, on a poster or a badge. The web part offers two ways to take the code out of the page — download it as a file or copy it to the clipboard. This article explains both, helps to choose the file format and shows how to set the size of the image. No edit permission is needed: any visitor of the page can download and copy the code.

Setting the image size

The preview in the web part is always 300 pixels wide. The downloaded and copied image has its own size, set in the **Size** section.

1 Expand the **Size** section below the data tabs.
2 Enter the value in the **Size** box or change it with the arrows, in steps of 100.

The value is the width and the height of the image in pixels; the image is always square. The allowed range is from 300 to 4000, and the default is 1200. A value outside the range is replaced by the nearest allowed one.



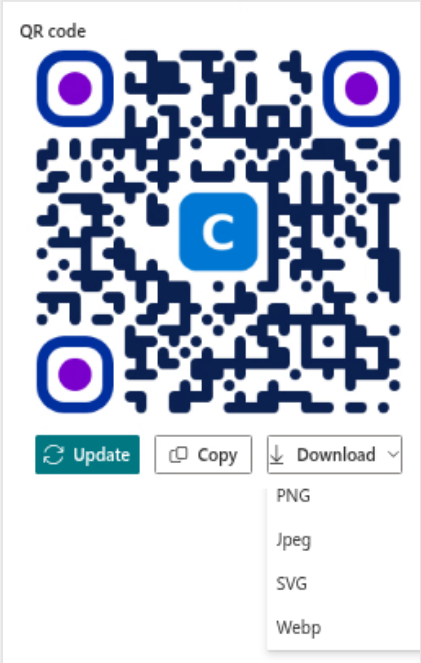
The Size section of the web part

Where the code is used	Recommended size
Email, chat, web page	300 – 600
Document, presentation	1200
Flyer, badge, business card	1200 – 2000
Poster, banner, roll-up	3000 – 4000, or the SVG format

Downloading the code

1 Make sure that the preview shows the code you need.
2 Click **Download** under the preview.
3 Choose the format from the menu: **PNG**, **JPEG**, **SVG** or **WebP**.

The browser saves the file to its downloads folder under the name `qrcode` with the extension of the chosen format, for example `qrcode.png`.



The Download menu with the file formats

Choosing the format

Format	Type	Transparent background	Best for
PNG	Raster, lossless	Yes	The universal choice: documents, presentations, email, web pages
JPEG	Raster, lossy	No	Systems that accept nothing but JPEG
SVG	Vector	Yes	Print and design layouts: scales to any size without

Format	Type	Transparent background	Best for
			loss of quality
WebP	Raster, compact	Yes	Websites, where a small file size matters

If you are not sure, choose PNG. For anything that goes to a print shop or a designer, choose SVG: the code stays sharp on a business card and on a banner alike, and the **Size** value matters much less.

Warning

JPEG cannot store transparency. By default the **Background Color** of the code is fully transparent, and in a JPEG file such a background turns black, which makes the code unreadable. Before downloading a JPEG, set an opaque light color in **Colors** > **Background Color**.

Copying the code to the clipboard

1 Click **Copy** under the preview.
2 Wait for the message *Copied to clipboard*. It is shown for a few seconds.
3 Switch to the email, document, chat or presentation and paste the image with **Ctrl+V** (⌘**+V** on a Mac).

The code is copied as a PNG image of the size set in the **Size** section, with the transparent background preserved.



The confirmation shown after the code is copied

Note

Copying uses the clipboard of the browser. If the message *Copied to clipboard* does not appear, the browser or the app in which the page is opened has blocked the access to the clipboard. Allow the clipboard access for the site in the browser settings, or use **Download** instead.

When the buttons are disabled

Copy and **Download** are disabled while a required field of the selected tab is empty; the preview shows the message *One or more required fields is empty. Check that all required fields are filled in and try again*. Fill in the fields marked with an asterisk, and the buttons become available. The required fields of every tab are listed in KB10264. QR Code Data Types: URL, Text, vCard, Wi-Fi, Email, SMS, Phone, Location and Event.

Summary

Set the size of the image in the **Size** section, then use **Download** to get a PNG, JPEG, SVG or WebP file, or **Copy** to paste the code straight into another app. PNG suits everyday use, SVG suits print, and JPEG needs an opaque background.

Tip

The file contains the code exactly as it is styled in the preview. To change the colors, the shape or the logo before downloading, see KB10265. Customizing the QR Code Design: Shape, Colors, Gradient and Corners and KB10266. How to Add a Company Logo to a QR Code.