



## Science Publishing Network

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[Publishing Home](#) [SPN Only Home](#) [International Standard Book Number \(ISBN\) and Bookland EAN Bar Code Symbol Information](#)

# International Standard Book Number (ISBN) and Bookland EAN Bar Code Symbol Information

This page contains information about International Standard Book Numbers (ISBNs) and Bookland EAN bar code symbols and how to use and obtain them for the appropriate printed or replicated (hard copy) USGS series publications or other information products. The information is intended for authors and publishing professionals who are involved in the production of hard copy USGS publications. This information does not apply to online publications.

## About ISBNs

An ISBN is a unique 13-digit number that identifies one title or edition by a specific publisher. Libraries, bookstores, and book distributors use ISBNs for marketing, sales, and inventory management, and the USGS Information Delivery, in Denver, Colo., uses the ISBN and bar codes made of ISBNs for its warehouse inventory management.

## Using ISBNs in printed or replicated information products

ISBNs are required for printed or replicated (hard copy) information products published in the following [USGS series](#): Techniques and Methods, Open-File Reports, Scientific Investigations Reports, Scientific Investigations Maps, Data Series, General Interest Publications, Circulars, and Professional Papers. ISBNs are not needed for online USGS information products.

In addition, an ISBN and a bar code of the ISBN may be required for any hard copy USGS information product that will be sold by the Government Printing Office (GPO).

## Obtaining ISBNs

A block of ISBNs has been purchased by the USGS from the [International Standard Book Numbering Agency](#).

The process for obtaining an ISBN for hard copy USGS series information products is as follows:

- The Science Publishing Network (SPN) editor, graphic designer, or printing coordinator will request by email from [Patrick Donahoo](#), the USGS ISBN Issuer. Along with the ISBN request, supply the series, the series number, the publication title, the publication date (or print date), the authors' names, and indicate if the product will be sold by the GPO.

## Placement of ISBNs

Guidance on the placement of the ISBN on hard copy USGS series and other products is as follows:

- For formatted USGS series book products that are not Circulars or Professional Papers, delete the placeholder type heading "Library of Congress Cataloging-in-Publication Data" and the text below it on the back of the title page in the Report Template. Then type the ISBN flush left in the space underneath the "Suggested citation."
- For Circular or Professional Paper book products, the SPN editor or graphic designer must also supply the ISBN to the Library of Congress on the online form for requesting [Cataloging-in-Publication \(CIP\)](#) information for the publication. The SPN editor or graphic designer will place the CIP information on the back of the title page in the space provided in the Report Template. The CIP information will include the ISBN; therefore, the ISBN does not need to be repeated elsewhere on the back of the title page. Visit the [SPN CIP Data](#) page for more information.
- If the product is not in a USGS series and it will be sold by the GPO, then type the ISBN toward the bottom of the back of the title page below other publication information.

## About the Bookland EAN Bar Code Symbol

The bar codes on publications are called Bookland EAN bar code symbols. They resemble the bar codes on other products, such as the Universal Product Codes (UPCs) on grocery items. The ISBN is the input for the software that creates the Bookland EAN bar code symbol.

Bookland EAN bar codes are required for all printed or replicated (hardcopy) USGS series publications that carry an ISBN because the GPO, Libraries, bookstores, book distributors, and the USGS Information Delivery use the Bookland EAN bar code symbol for inventory management.

Visit the [Book Industry Study Group](#) Web site for more information about Bookland EAN bar code symbols.

## Bar Code Symbol Specifications

The Bookland EAN bar code symbol is printed at the bottom of cover 4 (back outside cover) of a book, on the back outside card of a CD, DVD, or video, or on the back of a map envelope. Specifications for the bar code symbol are as follows:

- The bar code symbol should be positioned one-quarter inch from the bottom of the booklet back cover, CD/DVD/video back tray card, or map envelope.
- The bar code symbol for a book should be 1-inch high and 2-and-three-sixteenths-inches wide; the height is measured from the top of the bar symbols to the bottom of the type below them. The width includes some white space on both sides of the bars, or the "quiet zone," required for electronic scanners.
- The bar code should not be scaled when it is imported into the cover or card layout, because scaling may render the bar code unreadable by electronic scanning devices.
- The bars in the symbol must always be a dark color so that electronic scanning devices can read them; black or dark blue bars, for example, can be scanned.
- The background of the bars should be white (paper), yellow, or red; black and blue should not appear in the background color.
- Bar codes with short bars may be appropriate for CD, DVD, and map products, and these bar codes also should be created in bar code creation software. The bar height for CD and DVD bar codes may be 0.35 inch. A bar height of 0.5 inch may be used for bar codes on some maps.

### Obtaining a Bar Code Symbol

The process for obtaining Bookland EAN bar code symbol for USGS series products is as follows:

- Forward the assigned ISBN (received from [Patrick Donahoo](#)) to one of the following SPN staff: [Mark Bonito](#), [Mari Kauffman](#), [Paul Mathieux](#), [Joy Monson](#), [Sue Roberts](#), or [Natalie Trahan](#).
- Optionally, Bookland EAN bar code symbols can be created at no cost online at <http://www.tux.org/~milgram/bookland/>; however, the site does not guarantee that the bar code symbol will be acceptable when scanned.

### Using a Bar Code Symbol

Guidance on proper use of the bar code symbol is as follows:

- For USGS series products that have several parts, for example, a map and a booklet inside of an envelope, place the bar code symbol in the lower right corner of the map, on cover 4 of the booklet, and on the bottom back of the envelope in the event the parts become separated.
- Do not change the color or background color of the bar code unless black ink will not be one of the colors used for printing the cover, CD/DVD/video back tray card, or envelope.
- Avoid truncating or altering the appearance of the bar code.

### Additional Information

For additional information about ISBNs and the Bookland EAN bar code symbol for USGS series publications, contact [Patrick Donaho](#).

U.S. Geological Survey Intranet

URL: <http://internal.usgs.gov/publishing/team/isbnnumbers.html>

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