

Use and Placement of Digital Object Identifiers (DOIs), International Standard Serial Numbers (ISSNs), and Quick Response (QR) Codes on USGS Series Information Products November 2016

Introduction

This document provides usage and placement guidance for Digital Object Identifiers (DOIs), International Standard Serial Numbers (ISSNs), and Quick Response (QR) codes for USGS information products. The SPN began displaying DOIs and ISSNs on USGS series information products in October 2013.

The SPN has established a DOI account with [CrossRef](#), an association of publishers that facilitates links between content hosted at various sites. The use of DOIs is mandatory, and the DOI for each publication will have the prefix 10.3133 (identifying it as a USGS product) and a unique suffix that is based on the series name and number. It will be displayed as a permanent Uniform Resource Locator (URL), beginning with <https://doi.org/>, that links to the product residing on the USGS server. An example URL is <https://doi.org/10.3133/ofr20141166> (for Open-File Report 2014–1166). The Publications Warehouse will assign DOIs and enter them into the IPDS during the *SPN Production* task following approval so that they can be copied and placed on product materials as part of the URL by SPN staff or by authors (for author-prepared online-only open-file reports) according to the guidance in this document.

ISSNs are unique eight-digit numbers used to identify print or electronic periodicals. The [SPN has established ISSNs](#) through the Library of Congress for the nine USGS series information product that are published online and occasionally in print or other format and for the Minerals Yearbook, which is published only in print. Like DOIs, ISSNs are mandatory for all series products. Version 4.0 of the manuscript template includes a table of ISSNs for series products so that authors may include the appropriate numbers on both the back of title page and the back cover for manuscripts intended for release as author-prepared, online-only open-file reports. SPN staff will include the numbers as part of the design and layout of other series products.

Although use of QR codes is optional, consistent placement of the codes on printed USGS information products by the SPN is required (see [USGS Publishing Standards Memorandum 2013.01](#)). For technical information products, there shall be only one QR code per product, and the code shall link to the online version of the information product. For nontechnical information products, such as fact sheets, circulars, and general information products, more than one QR code may be used. The URLs represented by the codes should also be shown; for the online version of the information product, the URL is based on the DOI for the product as indicated in the suggested citation for that product.

The USGS procedures for obtaining and placement of [International Standard Book Numbers \(ISBNs\)](#) for print products remain unchanged.

General Considerations

General considerations to keep in mind when you format DOI and ISSN information and work with QR codes are listed below. Specific visual examples of the placement of DOIs, ISSNs, and QR codes for printed and online-only USGS series information products are shown in the following pages.

DOI URL

- Use the product DOI URL as follows:
 - At the end of suggested citations placed (1) in the “Citation” field on the Bibliodata tab of the IPDS, (2) in products, (3) on product Web citation pages, and (4) in online publication notification emails.

- Generally below the ISSN in products. See “Placement and Format of DOI URLs, ISSNs, and Optional QR Codes” section for additional information.
- In product files as a link back to the Web citation page for access to other product files.
- In product files, the product DOI URL is set in Univers 57, 6-point type except where it appears at the end of suggested citations (Arial Narrow, 9-point type in MS Word; Univers 47, 9-point type in InDesign) or at the bottom of single-page fact sheets (Univers 67, 7-point type, paragraph style “ISSN DOI”).
- The SPN will use the default character style (typically black) for all DOI URLs in information product files prepared for printing.
- In the online version of products, make all DOI URLs hyperlinks and make them blue (B255 in MS Word and C100, M80 in Adobe InDesign and Illustrator) by applying the “Hyperlink” character style to them.

ISSN

- ISSNs for most series products are shown in Univers 57, 6-point type.
- Use hyphens, and not en dashes, in ISSNs.
- When print and online versions are issued, then both of the ISSNs for the series are shown on both products, stacked and flush left with each other or next to and bottom aligned with each other. Similarly, show all three ISSNs on products that are released online, in print, and on compact disc (CD). Do not show the CD ISSN, however, on CDs that include one or more product components but not the entire product.
- When only an online version is issued, then show only the ISSN assigned to the online version of the series.
- ISSNs should be placed above ISBNs on the back of title pages.

QR Code

- Follow USGS Visual Identity System standards.
- A QR code should not detract from the quality of the product content.
- Place the QR code near the information pertaining to the publication and not close to text or graphics that pertain to other agencies.
- Test a QR code to ensure that it can be scanned and that the desired result is achieved.
- The preferred QR code size is between $\frac{1}{2}$ - and 1-inch square (3–6 picas on each side), and it should not exceed 2 inches (12 picas).
- The density of the data points inside a QR code determines its size; ensure that a QR code is large enough to be scanned successfully.
- A QR code, like a bar code, must be placed on a background color or transparent space that will permit successful scanning.
- So that the code can be scanned successfully, make sure that the three dark squares in the bottom left, top left, and top right corners of the QR code are not obscured.
- Do not crop the QR code or delete the surrounding white space generated for the code.
- A QR code may appear in an online-only publication.

Placement and Format of DOI URLs, ISSNs, and Optional QR Codes

Scientific Investigations Map Sheets and Other Map Sheets (figs. 1–3)

Printed Poster-style (Printed Flat) Map Sheets and Oversized Layouts That Have a Bar Code (fig. 1)

- For printed poster-style map sheets (printed flat) and oversized layouts, the preferred position of the DOI URL and the print and online ISSNs is in the lower-right corner, about 1p3 to the left of the ISBN bar code and bottom aligned with it (fig. 1A). Maintain 0.5-inch clear space to the left of the suggested citation and 1-inch clear space around the entire image area of the map sheet or layout.
- Place the DOI URL below the ISSNs. The DOI URL and the ISSNs are set in Univers 57, 6-point type, left-aligned. The DOI URL is set in the paragraph style “DOI” (Univers 57, 6-point type, left aligned), and the ISSNs are set in the paragraph style “ISSN” (Univers 57, 6-point type, left aligned).
- The preferred position of a QR code, when used, is about 1p3 to the left of the bar code. Move the block of type for the DOI URL and the ISSNs to the left of the QR code (fig. 1B).
- Adjust the width of the suggested citation block to make more space, if needed. The title and author list may be centered under the map and (or) stacked into more than one line, if necessary (move the author affiliations so that they align with the rightmost edge of either the title or the author list). Flexibility is allowed for design purposes. (Make good choices.)

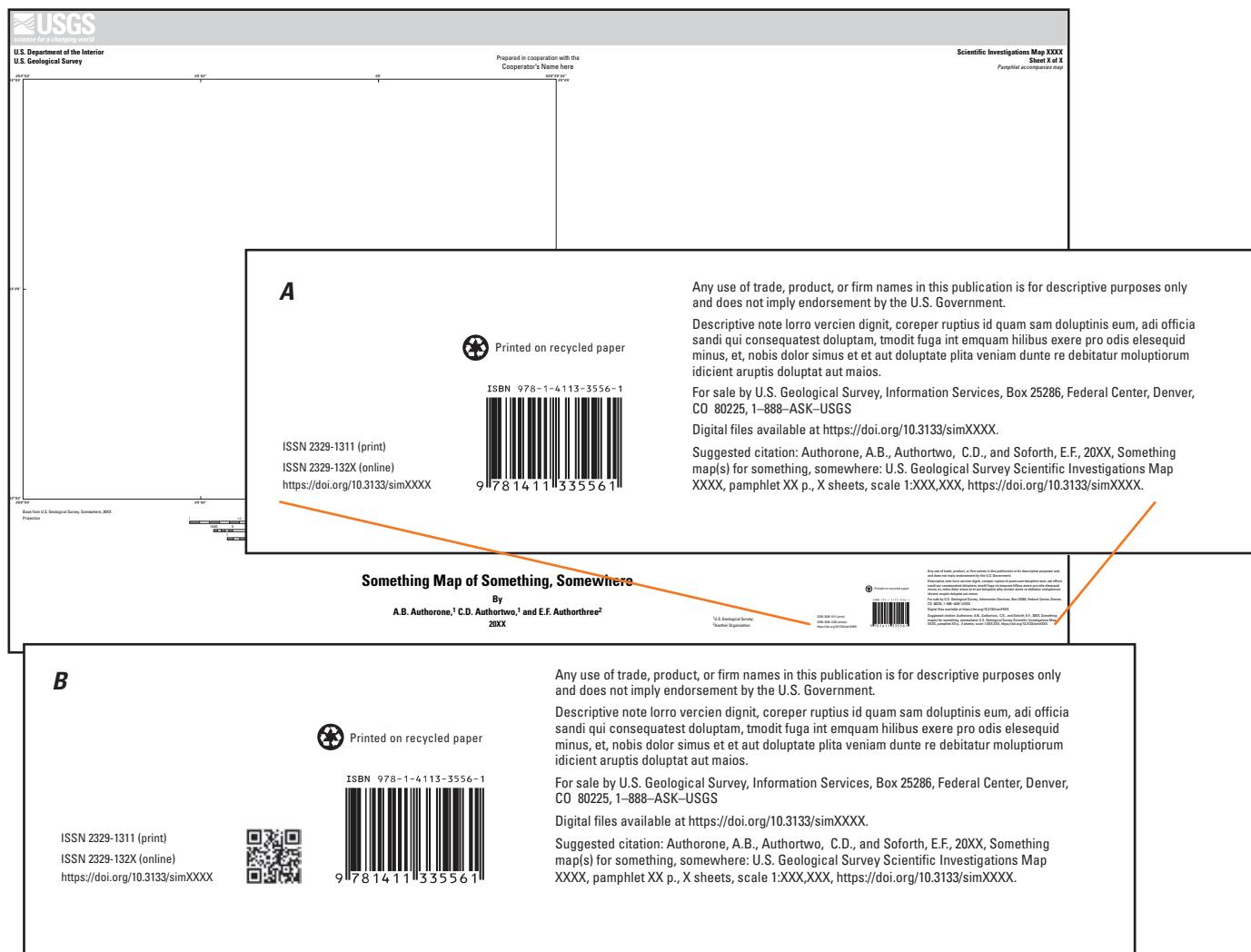


Figure 1. Examples of placement of *A*, mandatory DOI URL and ISSN and *B*, optional QR code, on a printed poster-style map sheet or layout.

Printed (Folded) Map Sheets and Oversized Layouts That Do Not Have a Bar Code (fig. 2)

- ISBN bar codes are not placed on map sheets and oversized layouts that are to be folded and stuffed into a map jacket (the bar code for these types of map sheets and layouts is printed on the map jacket).
- For printed and folded map sheets and layouts, the preferred position of the DOI URL and the online ISSN is in the lower-right corner, 0.5-inch to the left of the suggested citation and bottom aligned with it (fig. 2A). Maintain 0.5-inch clear space to the left of the suggested citation and 1-inch clear space around the entire image area of the map sheet or layout.
- Place the DOI URL below the ISSN. The DOI URL and the ISSN are set in Univers 57, 6-point type, left aligned. The DOI URL is set in the paragraph style “DOI” (Univers 57, 6-point type, black, left aligned), and the ISSN is set in the paragraph style “ISSN” (Univers 57, 6-point type, left aligned).
- The preferred position of a QR code, when used, is 0.5-inch to the left of the suggested citation. Move the DOI URL and the ISSN about 1p3 to the left of the QR code (fig. 2B).
- Adjust the width of the suggested citation block to make more space, if needed. The title and author list may be centered under the map and (or) stacked into more than one line, if necessary (move the author affiliations so that they align with the rightmost edge of either the title or the author list). Flexibility is allowed for design purposes. (Make good choices.)

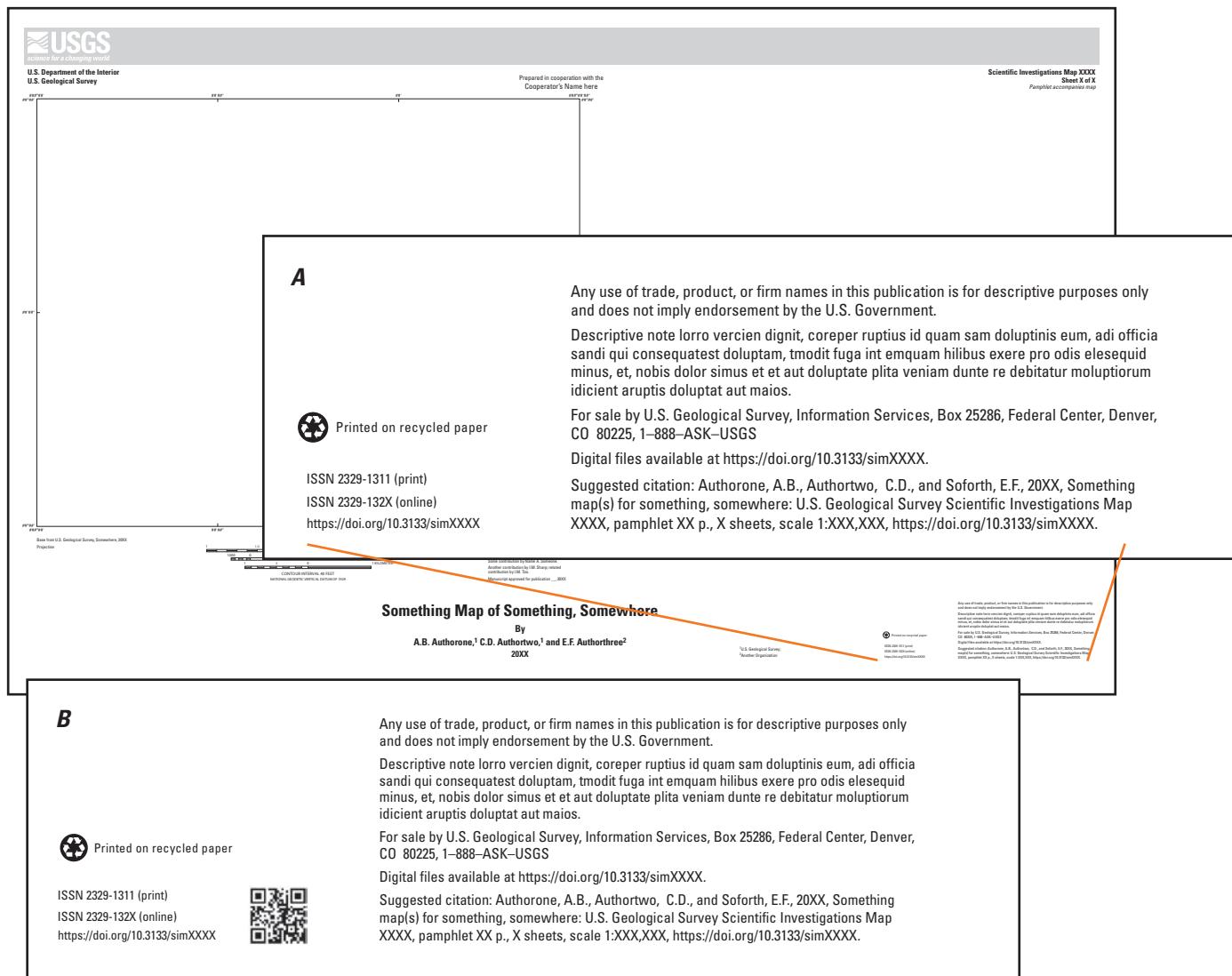


Figure 2. Examples of placement of A, mandatory DOI URL and ISSN and B, optional QR code, on a printed, folded map sheet or layout.

Online Map Sheets (fig. 3)

- For online map sheets and oversized layouts, the preferred position of the DOI URL and the online ISSN is in the lower right corner, to the left of the suggested citation and bottom aligned with it (fig. 3A). Maintain 0.5-inch clear space to the left of the suggested citation and 1-inch clear space around the entire image area.
- Place the DOI URL below the ISSN. The DOI URL and the ISSN are set in Univers 57, 6-point type, left aligned. The DOI URL is set in the paragraph style “DOI” (Univers 57, 6-point type, left aligned). In the online version, apply the character style “Hyperlink” to the DOI URL to make it blue (C100, M80 in Adobe InDesign and Illustrator).
- The ISSN is set in the paragraph style “ISSN” (Univers 57, 6-point type, left aligned).
- The preferred position of a QR code, when used, is 0.5-inch to the left of the suggested citation. Move the DOI URL and the ISSN about 1p3 to the left of the QR code (fig. 3B).
- Adjust the width of the suggested citation block to make more space, if needed. The title and author list may be centered under the map and (or) stacked into more than one line, if necessary (move the author affiliations so that they align with the rightmost edge of either the title or the author list). Flexibility is allowed for design purposes. (Make good choices.)

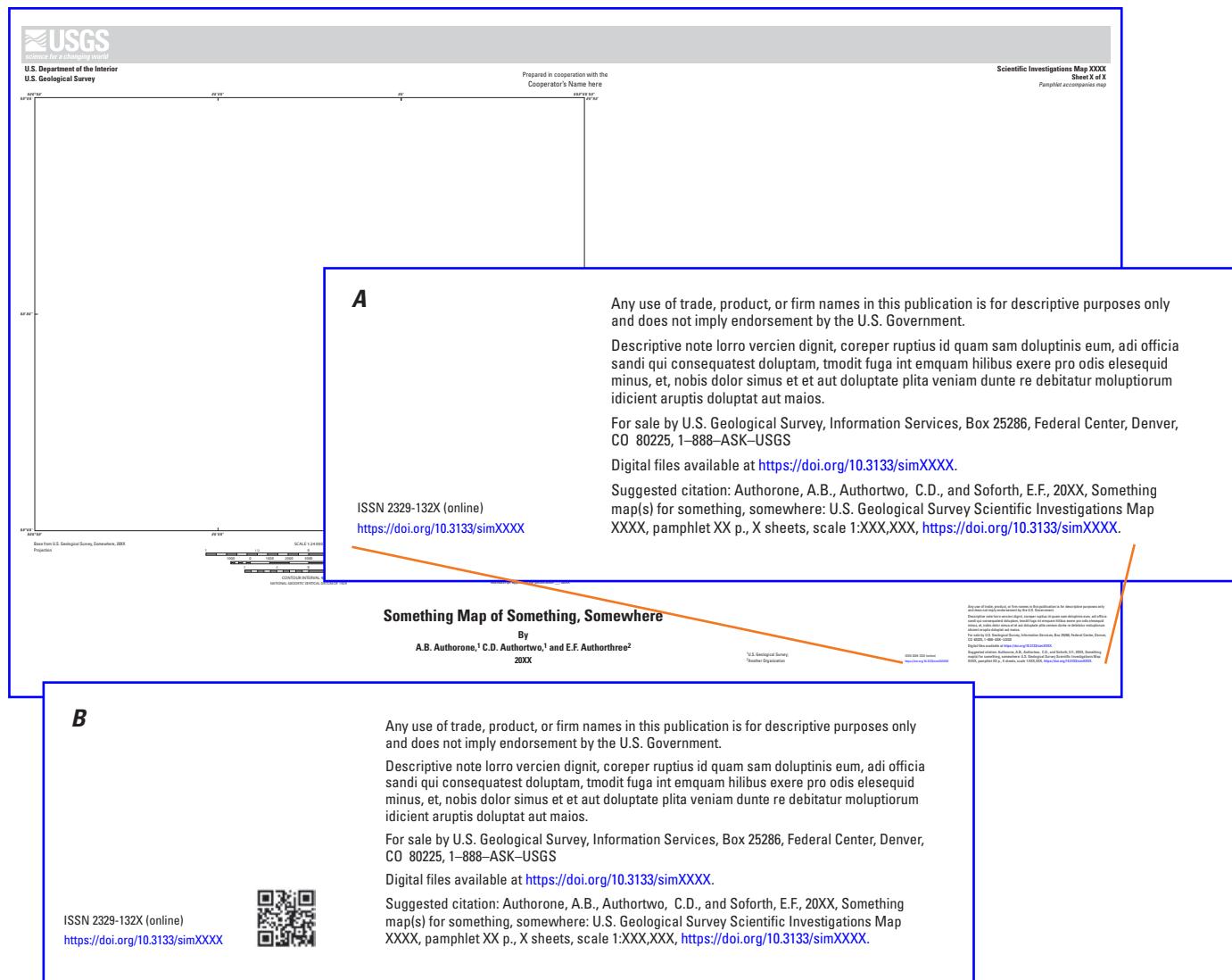


Figure 3. Examples of placement of *A*, mandatory DOI URL and ISSN and *B*, optional QR code, on an online map sheet or layout.

Map Jackets (fig. 4)

- ISBN bar codes always are added to the map jackets for printed (folded) map sheets and oversized layouts.
- On a map jacket, place the DOI URL and the ISSNs stacked, in the lower-right corner, to the left of the bar code and bottom aligned with it (fig. 4A).
- Place the DOI URL below the ISSNs. The DOI URL and the ISSNs are set in Univers 57, 6-point type, left aligned, about 1p3 to the left of the bar code. The DOI URL is set in the paragraph style “DOI” (Univers 57, 6-point type, left aligned), and the ISSNs are set in the paragraph style “ISSN” (Univers 57, 6-point type, left aligned).
- Place a QR code, when used, about 1p3 to the left of the bar code (but not within the required white space of the bar code). Move the block of type for the DOI URL and the ISSNs to the left of the QR code (fig. 4B).

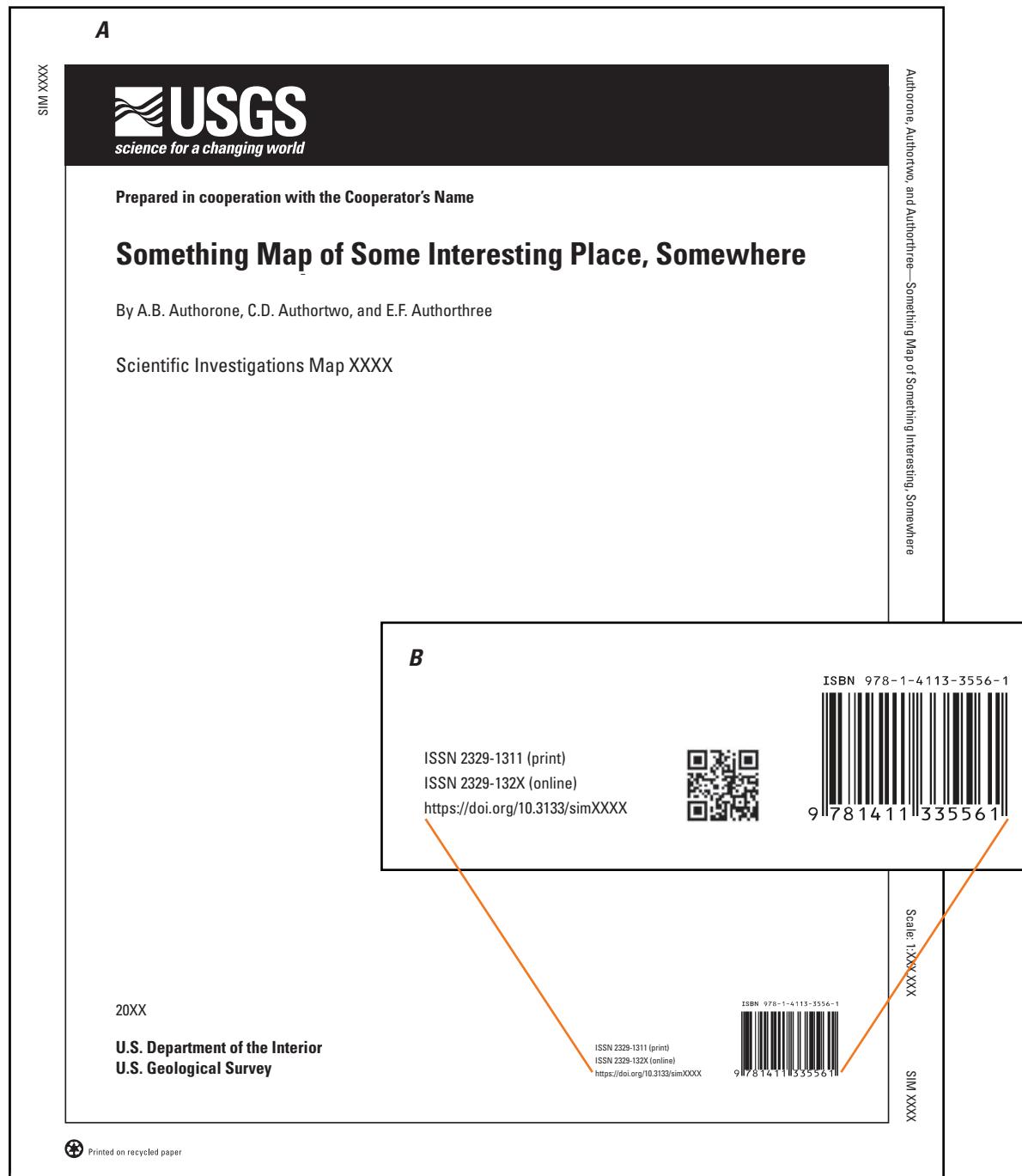


Figure 4. Examples of placement of *A*, mandatory DOI URL and ISSN and *B*, optional QR code, on a map jacket.

Book Series Information Products (figs. 5–7)

Back of Title Page (BOTP) in Book Products (fig. 5)

- Place the DOI URL at the end of the suggested citation in open-file reports created by using the OFR style converter template and in book series products created by using the SPN InDesign template.
- In the online version (fig. 5A), apply the character style “Hyperlink” to the DOI URL to make it blue (Arial Narrow 9-point, B255, in the MS Word manuscript template; Univers 47 9-point, C100, M80 in the SPN Adobe InDesign template).
- The SPN will use the default character style (typically black) for the DOI URL in information product files prepared for printing (fig. 5B).
- Placeholder text for the ISSN(s) and the ISBN (if applicable) is provided in the manuscript template and the SPN InDesign book template (fig. 5A, B).
- Place the ISSN(s) below the suggested citation. Use the paragraph style “ISSN” in either template.
- The ISSN for the printed version (if applicable) is above the ISSN for the online version.
- The ISBN (if applicable) is below the ISSN(s), also set in the paragraph style ISSN.

A

Suggested citation:

Author1, F.N., and Author2, Firstname, 20##, Title of the publication (ver. #.#, Date, 20##, if necessary:
U.S. Geological Survey report series and number, total number of pages, <https://doi.org/10.3133/#####>.

ISSN XXXX-XXXX (print)
ISSN XXXX-XXXX (online)
ISBN 978-1-4113-####-#

B

Suggested citation:

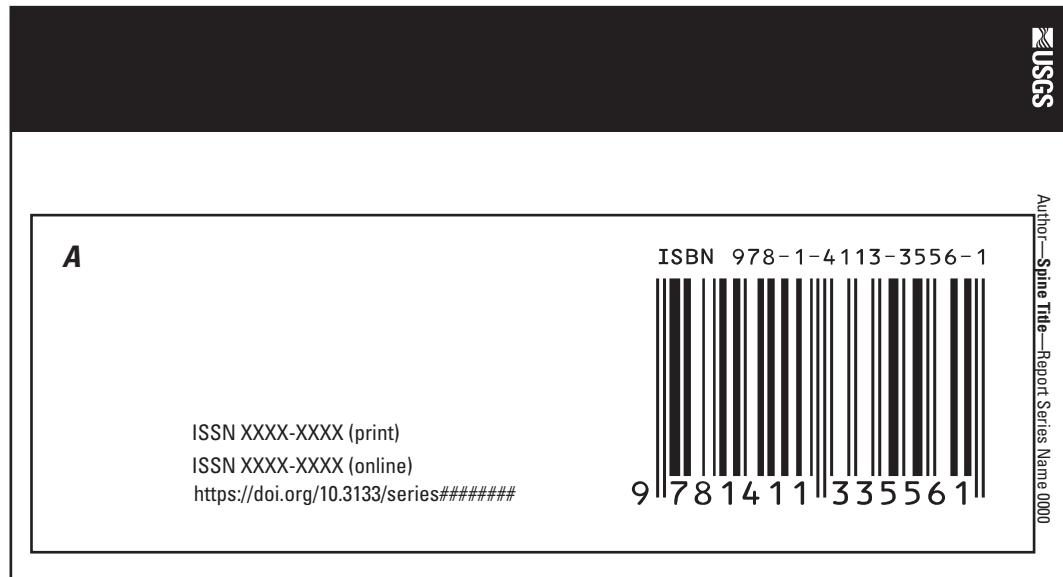
Author1, F.N., and Author2, Firstname, 20##, Title of the publication (ver. #.#, Date, 20##, if necessary:
U.S. Geological Survey report series and number, total number of pages, <https://doi.org/10.3133/#####>.

ISSN XXXX-XXXX (print)
ISSN XXXX-XXXX (online)
ISBN 978-1-4113-####-#

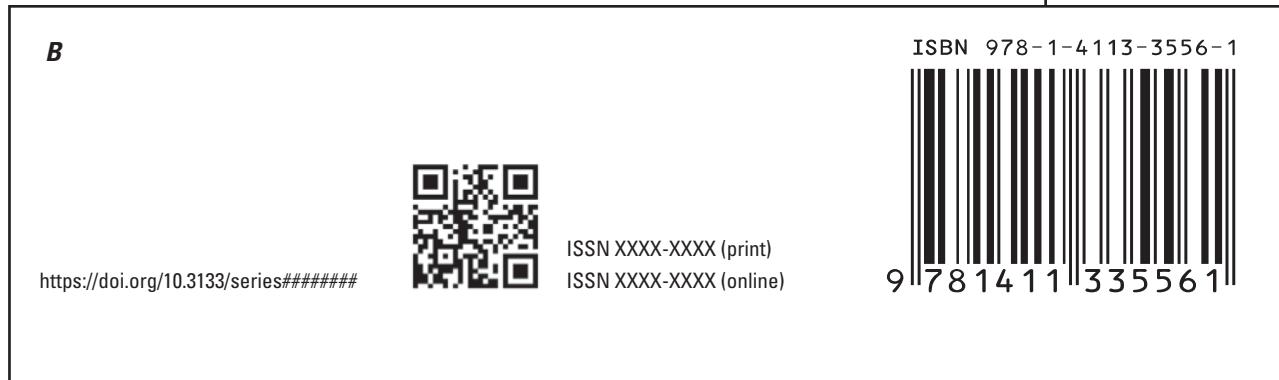
Figure 5. Examples of placement of mandatory DOI URL and ISSN and of ISBN (if applicable) on the back of the title page in the MS Word manuscript and open-file report style converter templates and the InDesign book template for A, an online publication and B, a printed publication.

Back Covers of Printed Book Products (fig. 6)

- The SPN InDesign cover template has placeholder text or space for the ISSNs, the DOI URL, and the ISBN.
- The DOI URL and the ISSNs are set in Univers 57, 6-point type and are left aligned in the SPN InDesign template.
- The DOI URL and the ISSNs are stacked, in the lower-right corner, to the left of the ISBN bar code (if applicable) and bottom aligned with it (fig. 6A).



- The DOI URL is below the ISSNs. The DOI URL and the ISSNs are about 1p3 to the left of the ISBN bar code. The DOI URL is set in the paragraph style “DOI” (Univers 57, 6-point type, left aligned) in the SPN InDesign template.
- The ISSNs are set in the paragraph style “ISSN” (Univers 57, 6-point type, left aligned) in the SPN InDesign template.

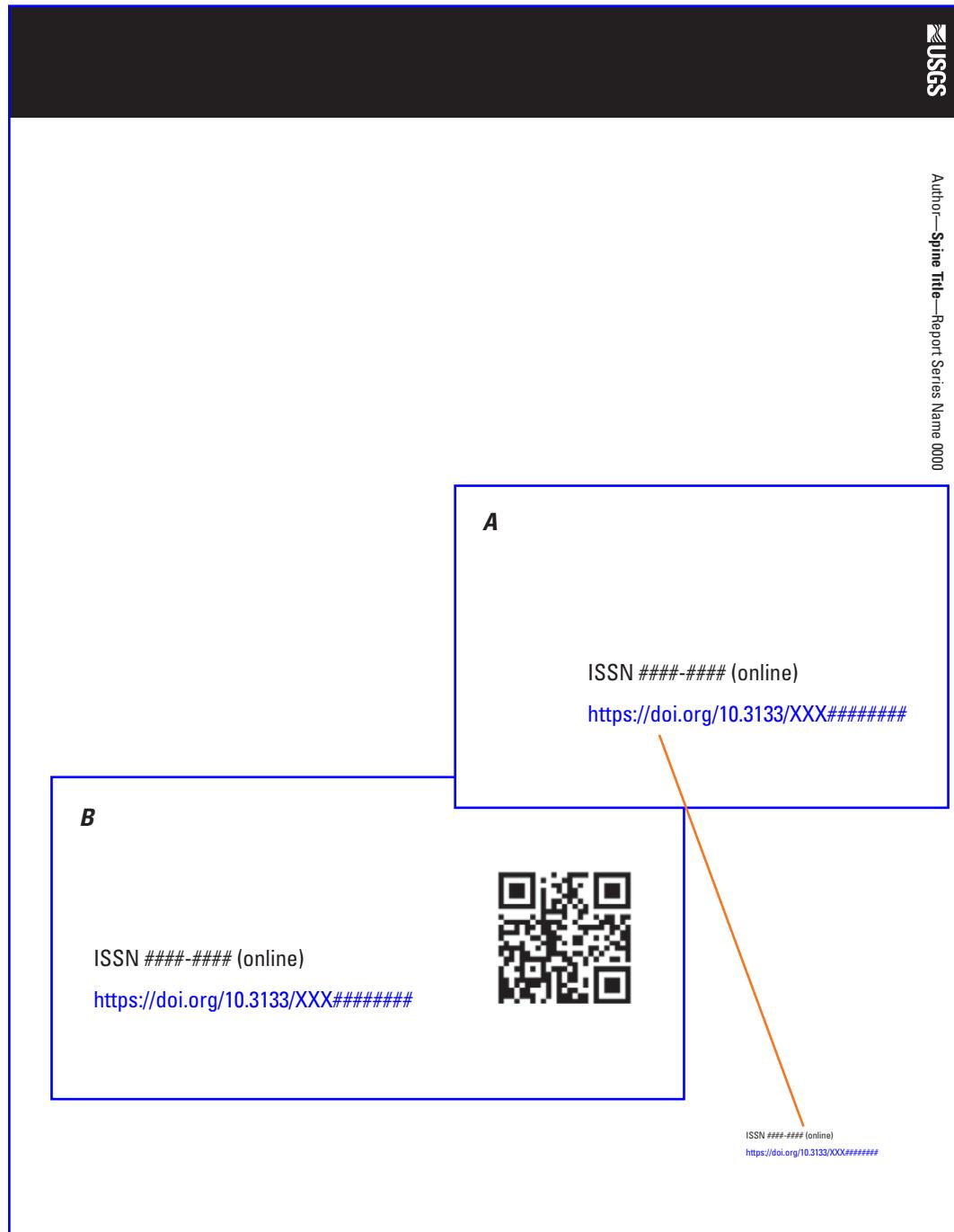


- Place a QR code, when used, in the lower right corner of a back book cover, to the left of the ISBN bar code, but not within the required white space of the bar code. Move the block of type for the ISSNs and the DOI URL to the left of the QR code (fig. 6B).

Figure 6. Examples of placement of A, mandatory DOI URL and ISSN and ISBN bar code (if applicable), and B, optional QR code on the back cover of a printed book.

Back Covers of Online Book Products (fig. 7)

- A back cover and placeholder text for the DOI URL and the ISSN have been created in the MS Word manuscript template. This placeholder text also is in the SPN InDesign template (fig. 7A).
- The DOI URL and the ISSN are set in Arial Narrow, 6-point type in the manuscript template and Univers 57, 6-point type in the SPN InDesign template. The DOI URL and the ISSN are stacked in the lower-right corner and are left aligned.
- The DOI URL and the ISSN are set in the paragraph style “ISSN/ISBN/DOI Back Cover” (Arial Narrow, 6-point type, left aligned) in the manuscript template.



- The DOI URL is set in the paragraph style “DOI” (Univers 57, 6-point type, left aligned), and the ISSN is set in the paragraph style “ISSN” (Univers 57, 6-point type, left aligned) in the SPN InDesign template.
- Apply the character style “Hyperlink” to the DOI URL to make it blue (B255 in MS Word and C100, M80 in Adobe InDesign).
- Place a QR code, when used, in the lower right corner of the back cover of an online-only book. Move the block of type for the DOI URL and the ISSN to the left of the QR code (fig. 7B).

Figure 7. Examples of placement of *A*, mandatory DOI URL and ISSN and *B*, optional QR code on the back cover of an online book.

• Multiple-Page Fact Sheets (figs. 8–11)

Printed Multiple-Page Fact Sheets (fig. 8)

- Place the DOI URL and the ISSNs stacked, in the lower-right corner of the last page (figs. 8A, 9A).
- Place the DOI URL below the ISSNs. The DOI URL and the ISSNs are set in Univers 57, 6-point type, left aligned.
- The DOI URL is set in the paragraph style “DOI” (Univers 57, 6-point type, left aligned).



Figure 1. Photo of Something River in flood.

River in Flood

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Figure 8. Examples of placement of *A*, mandatory DOI URL and ISSN and *B*, optional QR code on the last page of a printed multiple-page fact sheet.

- The ISSN is set in the paragraph style “ISSN” (Univers 57, 6-point type, left aligned).
- Place a QR code, when used, in the lower right corner of the last page. Move the block of type for the DOI URL and the ISSNs to the left of the QR code (figs. 8B, 9B).
- Flexibility is allowed for design purposes. (Make good choices.)

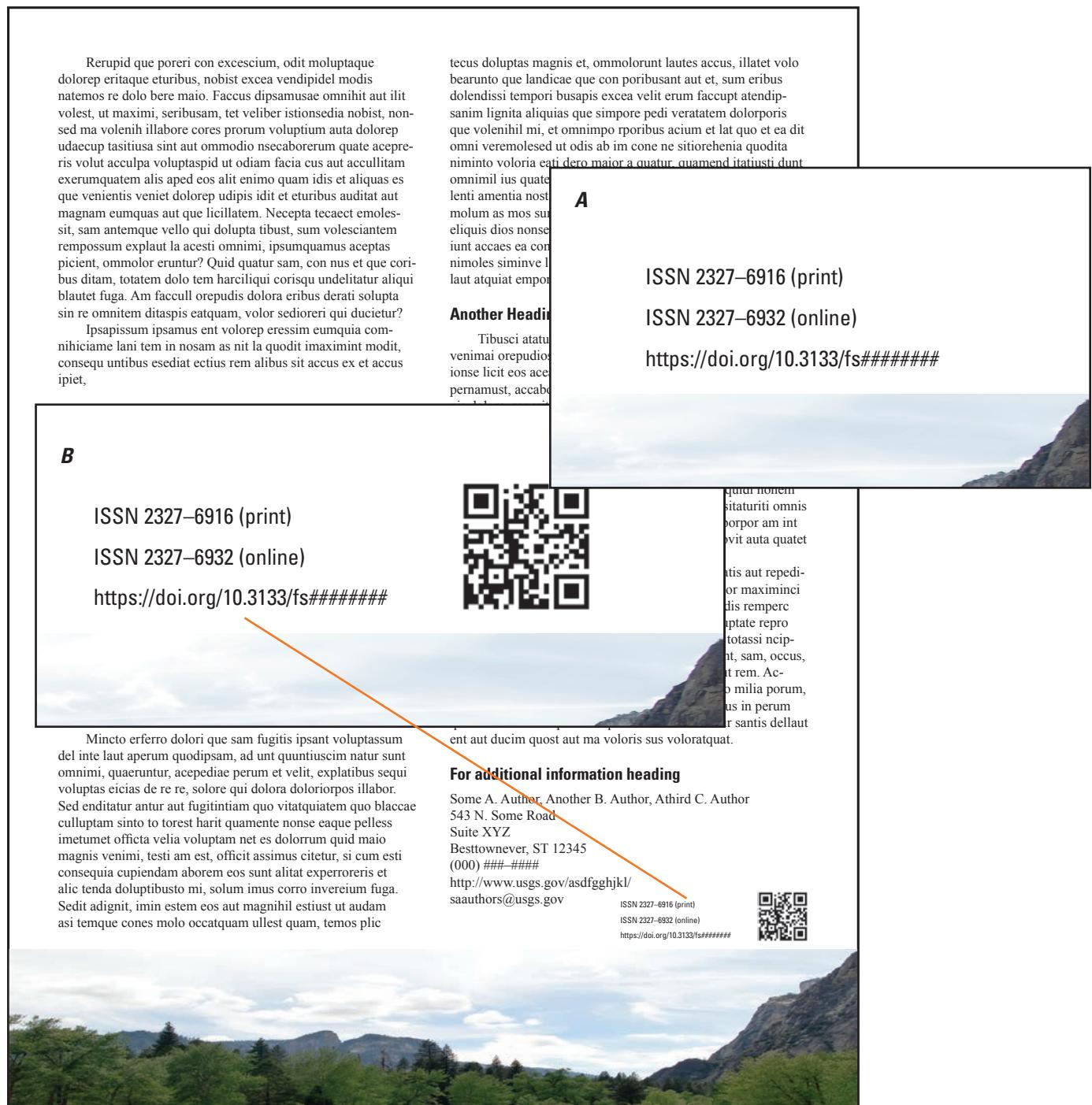


Figure 9. Examples of placement of A, mandatory DOI URL and ISSN and B, optional QR code on the last page of a printed multiple-page fact sheet that has a bottom graphic.

Online Multiple-Page Fact Sheets (figs. 10–11)

- Place the DOI URL and the single ISSN stacked, in the lower-right corner of the last page (figs. 10A, 11A).
- Place the DOI URL below the ISSN. The DOI URL and the ISSN are set in Univers 57, 6-point type, left aligned.
- The DOI URL is set in the paragraph style “DOI” (Univers 57, 6-point type, left aligned). Apply the character style “Hyperlink” to the DOI URL to make it blue (C100, M80 in Adobe InDesign).



Figure 10. Examples of placement of A, mandatory DOI URL and ISSN and B, optional QR code on the last page of an online multiple-page fact sheet.

- The ISSN is set in the paragraph style “ISSN” (Univers 57, 6-point type, left aligned). Place a QR code, when used, in the lower right corner of the last page. Move the block of type for the DOI URL and the ISSN to the left of the QR code (fig. 10B, 11B).
- Flexibility is allowed for design purposes. (Make good choices.)

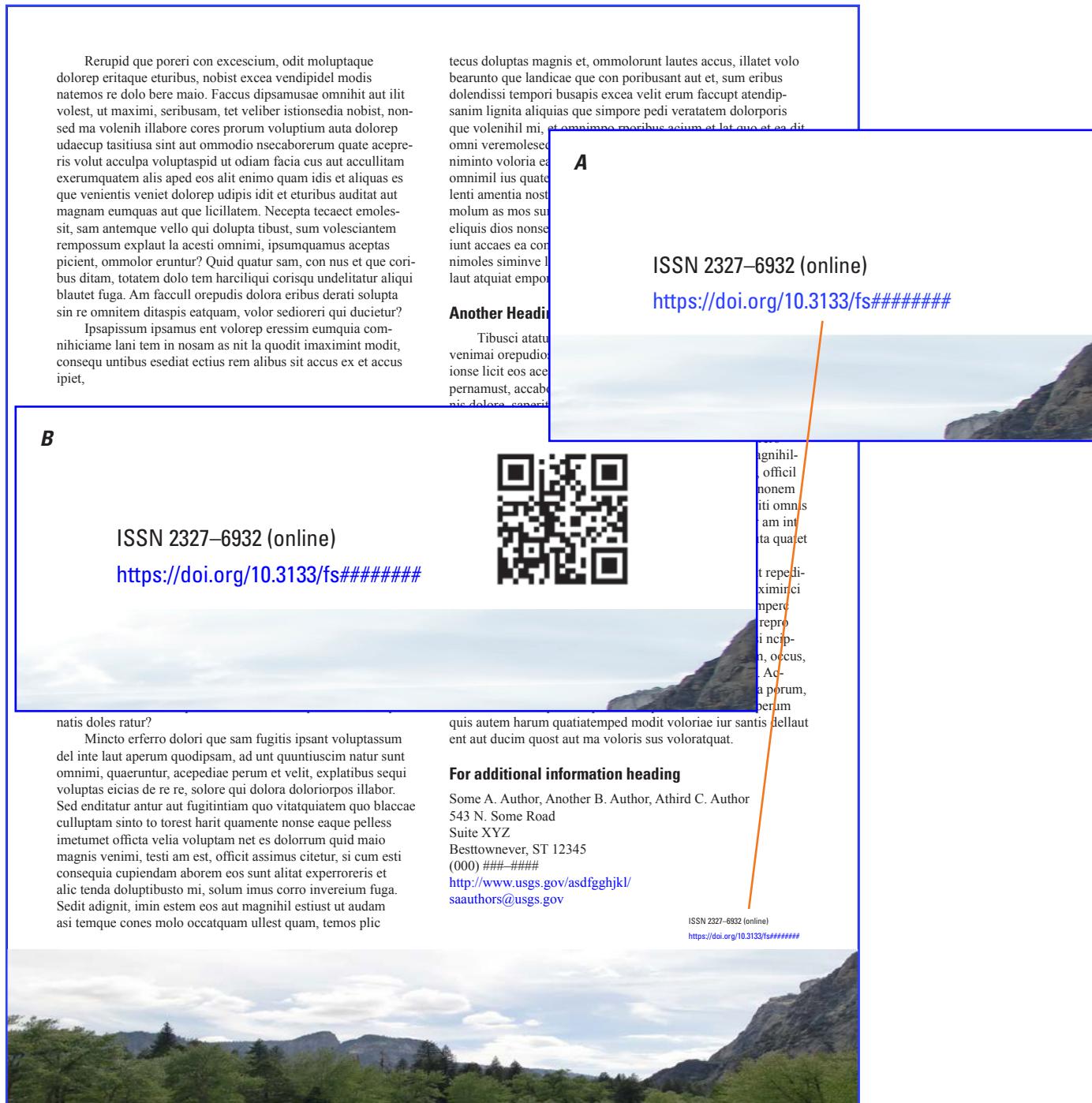


Figure 11. Examples of placement of *A*, mandatory DOI URL and ISSN and *B*, optional QR code on the last page of an online multiple-page fact sheet that has a bottom graphic.

Single-Page Fact Sheets (figs. 12–13)

Printed Single-Page Fact Sheets (fig. 12)

- Place the ISSNs for a printed, single-page fact sheet at the bottom of the page between the U.S. Department of the Interior/U.S. Geological Survey identification at the left and the fact sheet number and publication date at the right (fig. 12A or a two-column fact sheet, 12B for a three-column fact sheet). You may move the symbol and type indicating recycled paper to the left so that the ISSNs and the DOI URL will fit in the space.
- The paragraph style “ISSN DOI” (Univers 67, 7-point type, left aligned) is used for the ISSN(s) on a single-page fact sheet.
- Place the DOI URL below the ISSNs, to the left of and bottom aligned with the version number of the fact sheet (if used) and the month and date of publication, in the bottom margin. The DOI URL is set in the paragraph style “ISSN DOI” (Univers 67, 7-point type, left aligned) (fig. 12A–D).
- The preferred location of a QR code graphic, when used on a single-page fact sheet, is at the bottom of the right column on the page, right aligned with the right column (fig. 12C for a two-column fact sheet, 12D for a three-column fact sheet).

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U.S. Geological Survey



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ISSN 2327-6932 (print) ISSN 2327-6916 (online)
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Fact Sheet 20##-####
Version 99.1, January 2013

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Fact Sheet 20##-####
Month 20##

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U.S. Geological Survey



Figure 1. Ehenecatibus de nihillabor alit qui duntior entius di bea esed qui imusdantota quam net quidundebit et voluptam, quibust, et modiscita sum.

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ISSN 2327-6932 (print) ISSN 2327-6916 (online)
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Fact Sheet 20##-####
Version 99.1, January 2013

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U.S. Department of the Interior
U.S. Geological Survey



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Fact Sheet 20##-####
Month 20##

Figure 12. Examples of printed single-page, two- and three-column fact sheets with placement of A–B, mandatory DOI URL and ISSN and C–D optional QR code.

Online Single-Page Fact Sheets (fig. 13)

- Place the single ISSN for an online-only, single-page fact sheet at the bottom of the page between the U.S. Department of the Interior/U.S. Geological Survey identification at the left and the fact sheet number and publication date at the right. (fig. 13A for a two-column fact sheet, B for a three-column fact sheet).
- The paragraph style “ISSN DOI” (Univers 67, 7-point type, left aligned) is used for the ISSN(s) on a single-page fact sheet.
- Place the DOI URL below the ISSN, to the left of and bottom aligned with the version number of the fact sheet (if used) and the month and date of publication, in the bottom margin. The DOI URL is set in the paragraph style “ISSN DOI” (Univers 67, 7-point type, left aligned). Apply the character style “Hyperlink” to the DOI URL to make it blue (C100, M80 in Adobe InDesign; fig. 13A–D).
- The preferred location of a QR code graphic, when used on a single-page fact sheet, is at the bottom of the right column on the page, right aligned with the right edge of the column (fig. 13C for a two-column fact sheet, D for a three-column fact sheet).

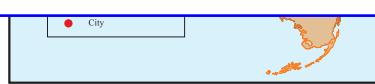
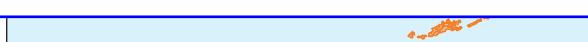
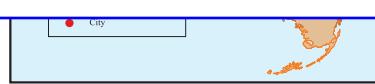
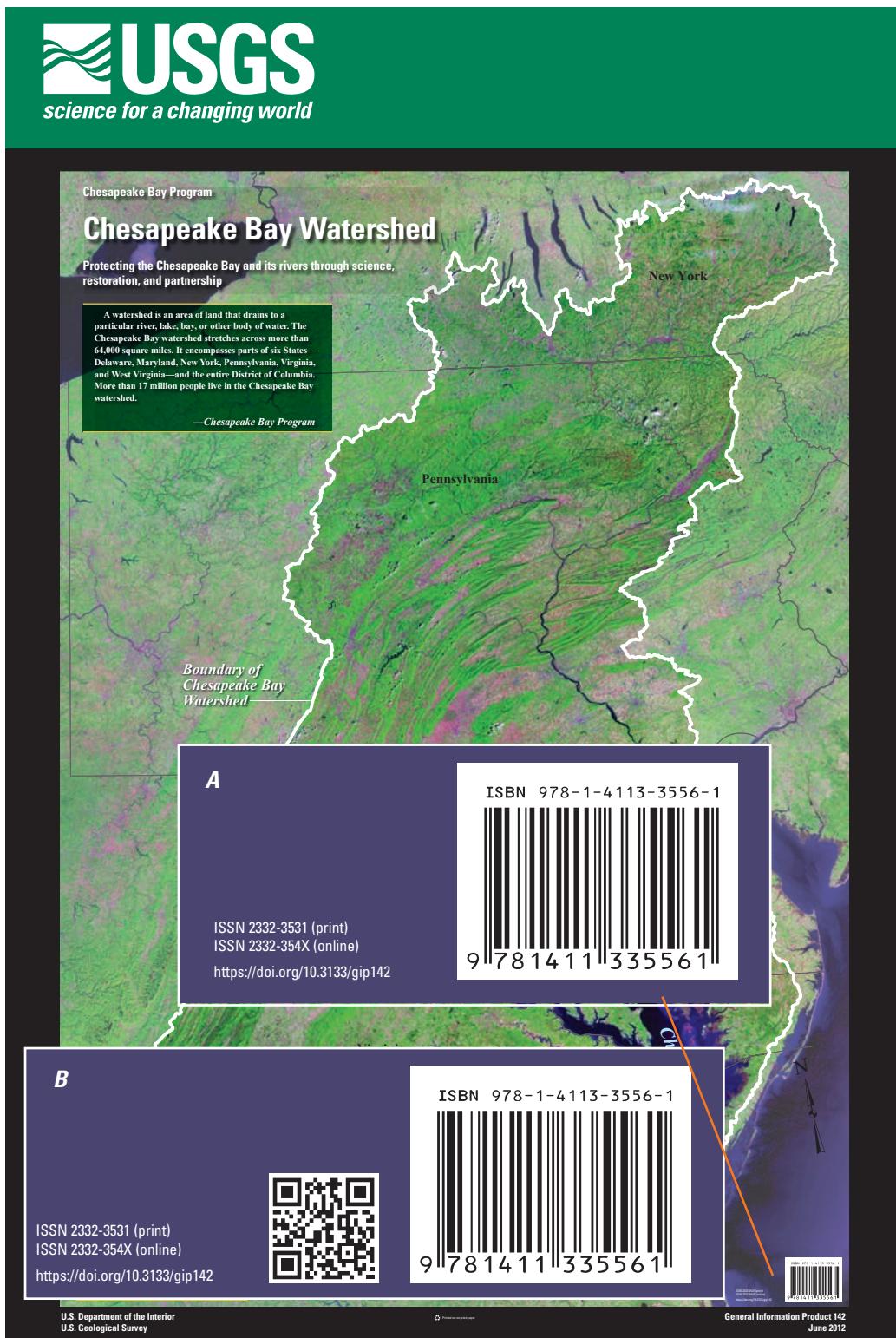
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<p>B</p> <p>Is quaspelitati qui voluptae sum enditasped et questi conet unt, sin corem ratum ex et re conet ilis eruptibe a eum qui quiatemped eum sit que re, ipsam volut estia di doleces sint quasi dolorem</p> <p>U.S. Department of the Interior U.S. Geological Survey</p>	 <p>Figure 1. Unt ut omnia vidisquatus suntiis et ulparuntur aborectae expe verupatplis.</p> <p>ISSN 2327-6916 (online) https://doi.org/10.3133/fs20#####</p> <p>Fact Sheet 20##-#### Month 2##</p>
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<p>D</p> <p>Is quaspelitati qui voluptae sum enditasped et questi conet unt, sin corem ratum ex et re conet ilis eruptibe a eum qui quiatemped eum sit que re, ipsam volut estia di doleces sint quasi dolorem</p> <p>U.S. Department of the Interior U.S. Geological Survey</p>	 <p>Figure 1. Unt ut omnia vidisquatus suntiis et ulparuntur aborectae expe verupatplis.</p> <p>ISSN 2327-6916 (online) https://doi.org/10.3133/fs20#####</p> <p>Fact Sheet 20##-#### Month 2##</p>

Figure 13. Examples of online single-page, two- and three-column fact sheets with placement of A–B, mandatory DOI URL and ISSN and C–D, optional QR code.

General Information Product (GIP) Series Posters (figs. 14–15)

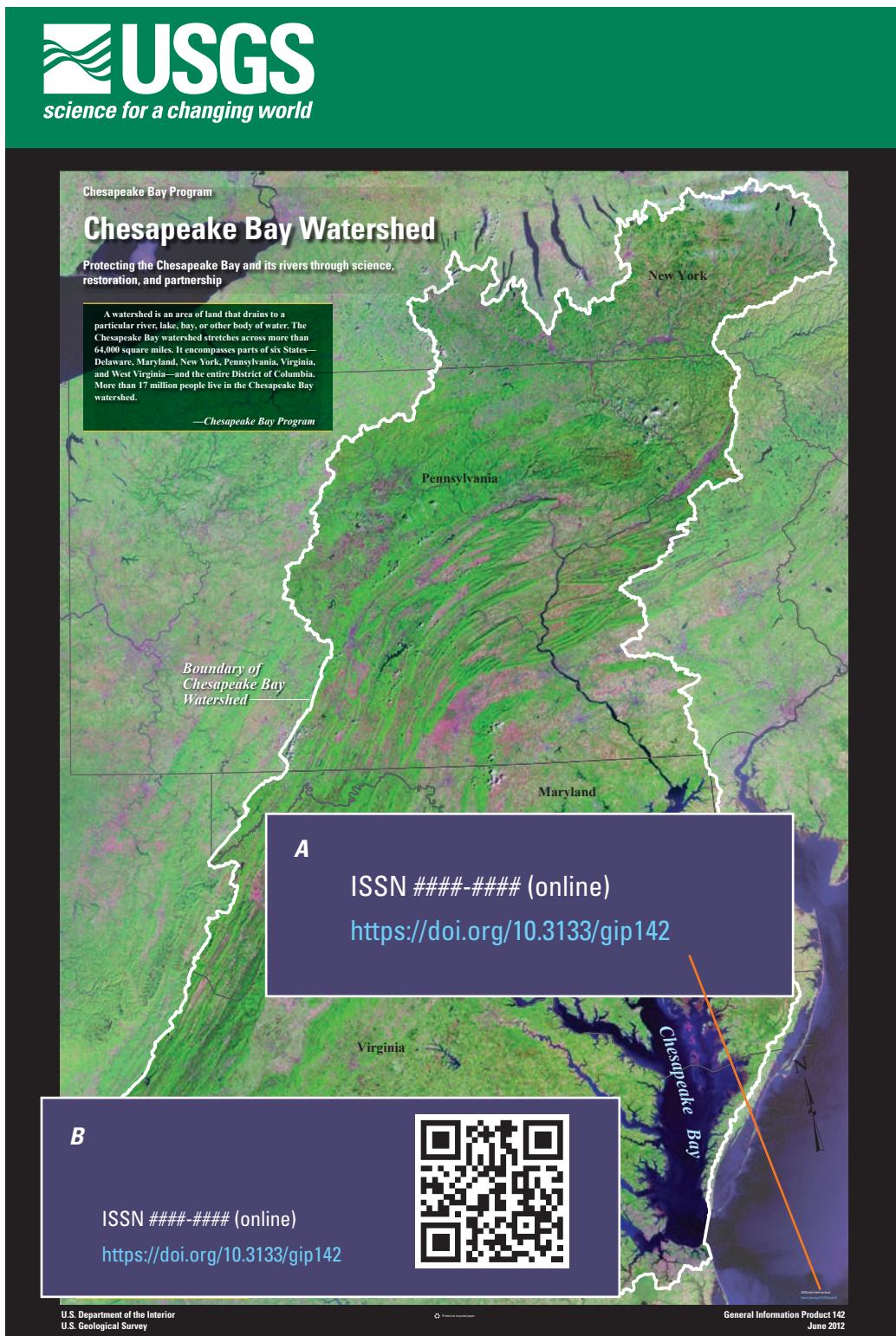
Printed GIP Posters (fig. 14)



- Place the DOI URL and the ISSNs stacked, in the lower-right corner, to the left of the ISBN bar code and bottom aligned with it (fig. 14A).
- Place the DOI URL below the ISSNs. The DOI URL and the ISSNs are set in Univers 57, 6-point type, left aligned, about 1p3 to the left of the ISBN bar code.
- The DOI URL is set in the paragraph style “DOI” (Univers 57, 6-point type, left aligned).
- The ISSNs are set in the paragraph style “ISSN” (Univers 57, 6-point type, left aligned).
- Place a QR code, when used, in the lower right corner of a printed poster, to the left of the ISBN bar code, but not within the required white space of the bar code. Move the block of type for the DOI URL and the ISSNs to the left of the QR code (fig. 14B). Flexibility is allowed for design purposes. (Make good choices.)

Figure 14. Examples of placement of A, mandatory DOI URL and ISSN and B, optional QR code on a printed GIP poster. (Not to scale)

Online GIP Posters (fig. 15)



- Place the DOI URL and the single ISSN stacked, in the lower-right corner, against the right page margin (fig. 15A).
- Place the DOI URL below the ISSN. The DOI URL and the ISSN are set in Univers 57, 6-point type, left aligned.
- The DOI URL is set in the paragraph style “DOI” (Univers 57, 6-point type, left aligned). Apply the character style “Hyperlink” to the DOI URL.
- In this example, blue (C100, M80 in Adobe InDesign and Illustrator) hyperlinks would not have shown against a background that is almost the same color, so the hyperlinks were made a turquoise blue.
- The ISSN is set in the paragraph style “ISSN” (Univers 57, 6-point type, left aligned).
- Place a QR code, when used, in the lower right corner. Move the block of type for the DOI URL and the ISSN to the left of the QR code (fig. 15B). Flexibility is allowed for design purposes. (Make good choices.)

Figure 15. Examples of placement of A, mandatory DOI URL and ISSN and B, optional QR code on an online GIP poster. (Not to scale)

General Information Product (GIP) Series Trifold Brochures (figs. 16–17)

Printed GIP Trifold Brochures (fig. 16)

- Place the DOI URL and the ISSNs stacked in the lower-right corner of the last text column on the last panel (when the brochure is folded), to the left of the ISBN bar code and bottom aligned with it (fig. 16A).
- The DOI URL and the ISSNs are set in Univers 57, 6-point type, left aligned.
- The DOI URL is set in the paragraph style “DOI” (Univers 57, 6-point type, left aligned).
- The ISSNs are set in the paragraph style “ISSN” (Univers 57, 6-point type, left aligned).
- Place the DOI URL below the ISSNs.
- Place a QR code, when used, in the lower-right corner of the last text column on the last panel (when the brochure is folded), to the left of the ISBN bar code. Move the block of type for the DOI URL and the ISSNs to the left of the QR code (fig. 16B).
- Flexibility is allowed for design purposes. (Make good choices.)

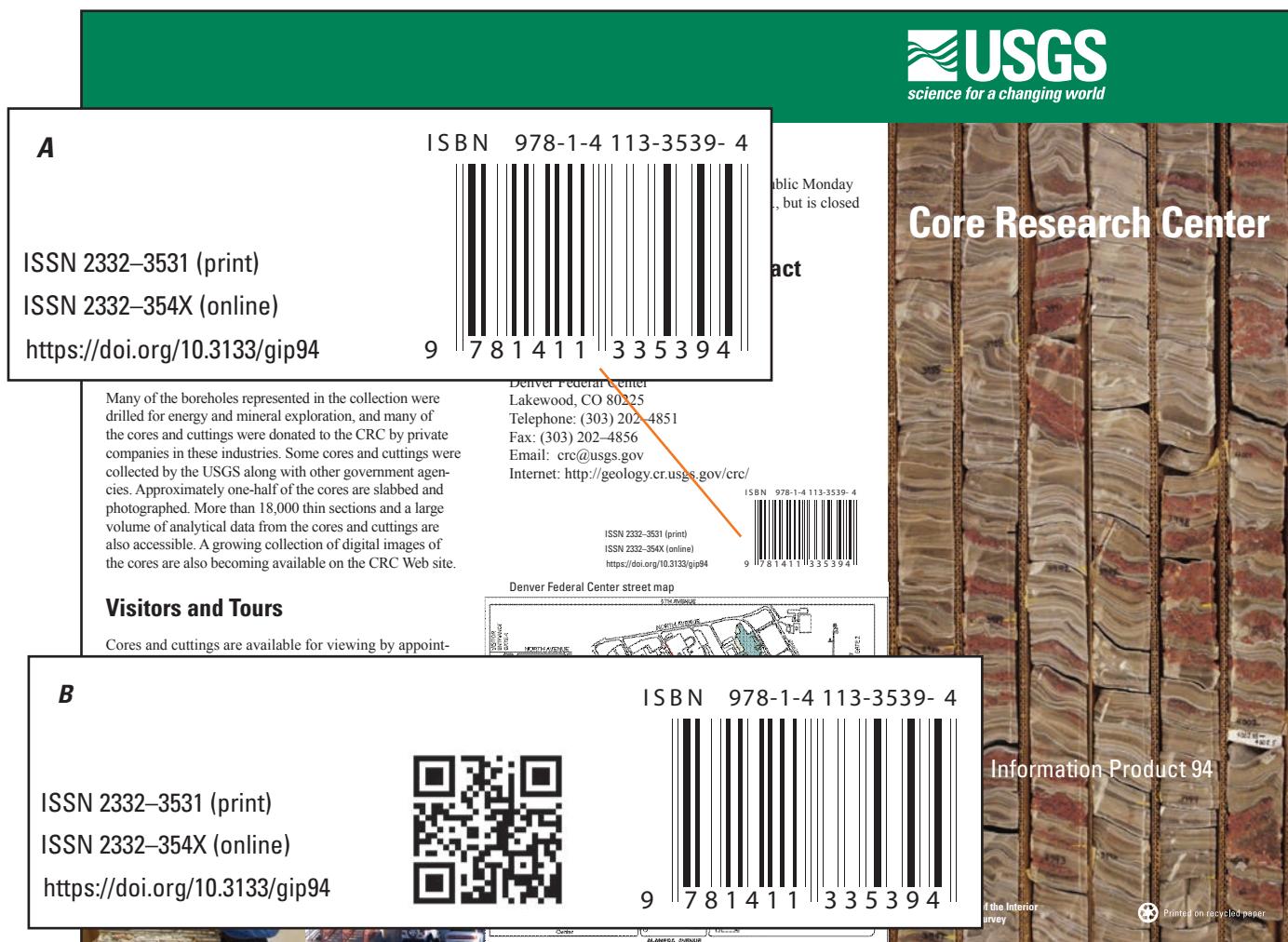


Figure 16. Examples of placement of A, mandatory DOI URL and ISSN and B, optional QR code on a printed trifold brochure.

Online GIP Trifold Brochures (fig. 17)

- Place the product DOI URL and the single ISSN stacked in the lower right corner of the last panel (fig. 17).
- The DOI URL and the ISSN are set in Univers 57, 6-point type, left aligned. The DOI URL is set in the paragraph style “DOI” (Univers 57, 6-point type, left aligned). Apply the character style “Hyperlink” to the DOI URL to make it blue (C100, M80 in Adobe InDesign).
- The ISSN is set in the paragraph style “ISSN” (Univers 57, 6-point type, left aligned).
- Place the DOI URL below the single ISSN.
- Place a QR code, when used, in the lower-right corner of the last text column on the last panel (when the brochure is folded), right aligned with the text column. Move the block of type for the DOI URL and the ISSN to the left of the QR code (fig. 17B).
- Flexibility is allowed for design purposes. (Make good choices.)



Figure 17. Examples of placement of A, mandatory DOI URL and ISSN and B, optional QR code on an online-only trifold brochure.

Back Tray Cards for Disc Products (fig. 18)

- Place the product DOI URL and the two ISSNs stacked, to the left of and bottom aligned with the Director's name.
- The DOI URL is set in the paragraph style "DOI" (Univers 57, 6-point type, left aligned), on one line (if possible), and about 1p3 to the right of the Director's name.
- The ISSNs are set in the paragraph style "ISSN" (Univers 57, 6-point type, left aligned).
- The recycled paper and disc symbols are above the ISSN type and below the bottom column rule, aligned left with the ISSNs and the DOI URL. The recycled paper and DVD symbols are positioned in the back tray card template; a CD symbol is provided in the template so that it can replace the DVD symbol.
- Place a QR code, when used, below the bottom column rule and to the left of and bottom aligned with the ISBN bar code, but not within the required white space of the bar code, as appropriate.

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U.S. Department of the Interior
SALLY JEWELL, Secretary

U.S. Geological Survey
Suzette M. Kimball, Acting Director

ISBN #### #### (DVD)
ISSN #### #### (online)
<https://doi.org/10.3133/XXX#####>

ISBN 978-1-4113-3556-1
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Figure 18. Example of placement of mandatory DOI URL and ISSN and optional QR code on the back tray card for a DVD product.