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ISBN

General

All references, e.g. [7.1], are to *The ISBN Users' Manual*, 10 April 2013 <www.isbn.org/standards/home/isbn/international/html/usmcop.htm>.

The ISBN, International Standard Book Number, is ten digit identification number, e.g. ISBN 1-4909-3737-4. It is more commonly used in a thirteen digit form, often referred to as Bookland ISBN (the addition of a three-digit Unique Country Code (UCC), currently 978 or 979 standing for the fictitious country name Bookland), thus: 978-1-4909-3737-3. Here are the ten-digit and thirteen-digit ISBN's with their respective, machine readable, barcodes:



The basic 9 digits—group identifier, publisher prefix, and title identifier—are identical for each the 10- or 13- digit ISBN. The check sum number will be different.

The ISBN is mandatory for books and pamphlets in print and as e-books [3.A, 3.B, 6] (except publishing through Amazon Kindle Direct or Barnes & Nobel Pubit (Nook).

Mandatory [7.4]:

- ISBN in 9 point or larger (interior)
- ISBN Bookland EAN in barcode (back cover)
- ISBN Bookland EAN in human readable numbers (back cover)

Optional [7.4]:

- Five-digit add-on price barcode—human and machine readable.

“The magnification can range from 80% to 200% for a Bookland EAN code. The largest size used is typically a 100% code, although 92% is standard. The standard 92% symbol needs a total area of **2.00" x 1.25"**. The smaller ISBN Bookland EAN symbol is an 80%, which needs a total area of **1.75" x 1.0"**.”
<<http://www.isbn.org/standards/home/isbn/us/barcodeFAQ.asp>>

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The ISBN links the publisher, author, title, and edition together.

A separate ISBN must be assigned to every title, or edition of a title by each publisher. Revised editions require a new ISBN. Changes of the format (paper, hard-bound, large print, etc.) require a new ISBN. A price change does not call for a new ISBN. [5.1]

An ISBN may never be reused. [5.13]

The letters ISBN must precede the numbers. [4]

The number of digits used to indicate the group, publisher, and title may vary in length. [4]

The numbers must be separated by hyphens or spaces. [4] The hyphenation must be based on the hyphenation algorithm. [7.4]

The ISBN with barcode (see examples above) must appear on the lower section of the outside back cover. [7.1]

The ISBN must appear on the copyright (full title verso) page. [7.1]

Optional Price Code

Generally, the five-digit add-on price code (see example above) is considered optional. Although it is mandatory in the US. [7.3], it is often omitted.

The five digit add-on code should not be used for European countries. Contact the EAN organization. [7.3]

It consists of both a human readable code and a bar code.

The currency digit,¹ 0 for UK pounds sterling,² 5 for US dollars, 6 for Canadian dollars; some other references cite 3 for Australia, and 4 for New Zealand, however this is not clear. The remaining four digits are the price up to 99.99. Typically, 90000 indicates that the price is not encoded; but this complies with the mandate, at least in the US, to include a price code. 99999 is generally used to indicate a price in excess of \$100.



Colors

Not for CreateSpace & Probably Not For Any P-O-D

By far the most common color for the barcode is black on a white field. CreateSpace requires black on white only. However other colors are permissible elsewhere. All non-black/white color combinations should be tested—have a friendly bookstore scan the barcode with one or more scanners—even the ones shown below as scannable color combinations: in no small part because these are not control colors, rather they would be colors made up of CMYK color values.

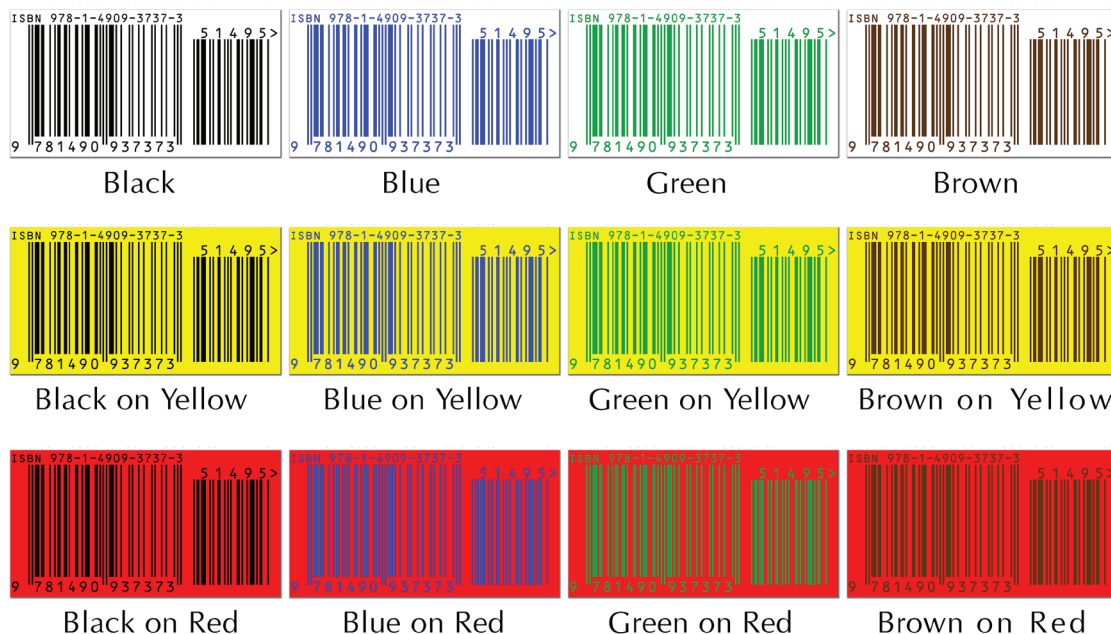
Although black and dark blue on white are the best combinations, as starting point try warm colors for the background and cold colors for the dark bars.

¹ According to BISG, the Book Industry Study Group < <http://www.bisg.org/what-we-do-cat-22-barcodes-labels.php>>, specifically: 10 July 2013 < http://www.bisg.org/docs/Price_Increase_in_Add-on.pdf>

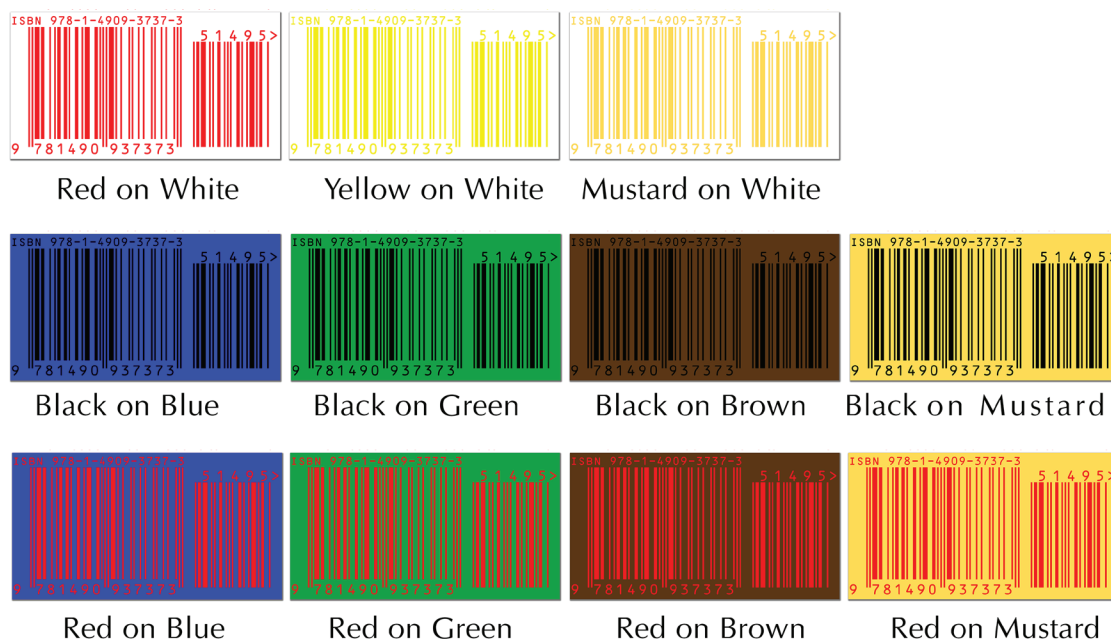
² The digit 1 is also allocated to the UK, but apparently it is rarely used.

Two good resources, both found on Bar Code Graphics, Inc.'s website: Color Selection for Barcode Symbols, 10 July 2014 < <http://www.barcode-us.com/upc/upcColorChart.html>>, and a detailed PDF listing *Guide to Color Selection*, 10 July, 2013 < <http://www.barcode-us.com/sites/default/files/bcgcolorguide.pdf>>

Examples of Scannable Color Combinations



Examples of Non-scannable Color Combinations



Note: both of these examples are based on the Bar Code Graphics information. Other than Black on white, they should not be relied on without testing.

CreateSpace

CreateSpace requires that each book have an ISBN, and that the ISBN and barcode be on the back of the book. Although CS does not require that the ISBN appear on the copyright page, it must be included there by ISBN policy. Using the examples above, it must appear like one of these:

ISBN-13: 978-1-4909-2727-3

ISBN 978-1-4909-2727-3

ISBN-10: 1-4909-3737-4

ISBN 1-4909-3737-4

Generally this appears somewhere beneath the copyright notice and related text. Some books show both the 10- and 13-digit versions. Most show only the 13-digit version:

ISBN 978-1-4909-2727-3

CS will place the barcode in the lower right hand corner of the cover in a 2 "x 1.2" white box. CS *will not* include the price code.

CS offers three ISBN options:

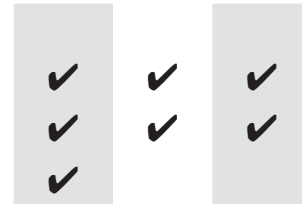
	free	\$99	—
Price			
Availability:			
World wide availability	✓		✓
US based authors and publishers only	✓	✓	✓
Imprint			
CreateSpace Independent Publishing Platform	✓		
Your choice		✓	✓
Distribution			
Standard Distribution			
Amazon.com	✓	✓	✓
Amazon.com European sites	✓	✓	✓
CreateSpace e-Store	✓	✓	✓

Expanded Distribution

Bookstores & Online Retailers*

CreateSpace Direct

Libraries & Academic Institutions



* Your ISBN must not have been submitted for distribution through another service. The book with cream paper and can only have one of these trim sizes: 5" x 8", 5.25" x 8", 5.5" x 8.5", 6" x 9"

	Pros	Cons
Free ISBN	No cost. Has access to CS complete expanded distribution channels.	CreateSpace imprint. Cannot be used with any other printer.
Custom Universal ISBN	According to ISBN Agency this offers the same features your own ISBN, cost is \$26 less than individual ISBN cost. Portable: can be used with multiple printers.*	A block of 10 ISBNs from Bowker is \$250 = \$25/ISBN
Provide Your Own ISBN	\$25-\$125 Portable: can be used with multiple printers.*	More expensive than Custom ISBN

* While you can have multiple printers, you might have serious problems with distribution.

In the US, be wary of companies selling low cost ISBNs. Bowker is the only ISBN agency in the US. Unless you know that the choice of imprints is yours, as in the case of both CS's Custom ISBNs, many bury the information as to what the imprint is . . . and it rarely is your choice.

You can find the ISBN agencies for other countries at: <http://isbn-international.org/agency>.

If you choose to add the barcode to your cover, which gives you more control over your book—you can place it where you want, although the lower right corner is preferred, use a different size, perhaps not least of all, you give less reason for CS to make adjustments to your cover file—you do not have to pay for barcodes.

CS does not hyphenate the ISBN correctly. In the previous example, CS would list this ISBN as: 978-1490927273. Not only is this wrong, but CS may, in fact, block a project if you use it in this format!

There are several no cost solutions to both the barcode and ISBN hyphenation issues: Perhaps the easiest and most comprehensive service can be found at www.bookow.com click on Resources, to get to this page:

Resources

We've created several tools that assist in creating PDFs, covers, barcodes, etc. Eventually, we'll place them all here for you to use, for free.

ISBN-13 Bookland Barcode Generator

Create a vector PDF file or a high-res PNG file

This tool creates a barcode image as a .PDF file, or as a high-res .PNG file ready for printing. The barcode can optionally include the price supplement.

ISBN-13 e.g.

978-3-16-148410-0

Price, in \$US e.g. 24.95 or

10.00

(if \$100 or more, use 99.99)

Leave blank if not required

Or 90000 for no set price

Or any five digits

[download .PDF barcode](#)

DPI

☒ 300 ☐ 600

☐ 1200 ☐ 2400

Percentage scale, a number between 80 and 200

Leave blank for no scaling (100%)

[download .PNG barcode](#)

ISBN 978-3-16-148410-0



ISBN-13 Hyphenator

Puts hyphens in the proper place in your ISBN

Were you provided an ISBN with no hyphens, or perhaps just one hyphen? ISBN13s should have four hyphens, but the placement is not the same for every ISBN. This tool determines where they should go.

ISBN-13 e.g. 9783161484100 or

978-3161484100

[hyphenate ISBN](#)

CreateSpace Cover Template Generator

Create an SVG file and a PNG file

This tool creates an SVG file for Inkscape or other vector programs, such as Illustrator, and a PNG file for Photoshop.

The files conform to the CreateSpace cover requirements.

Just choose your trim size, number of pages, and paper type.

Width e.g. 8.5

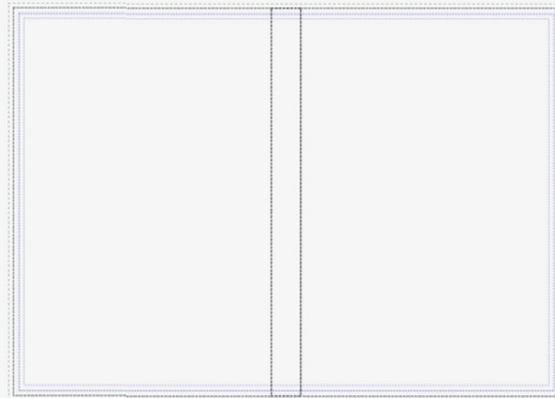
Height e.g. 11

Page count

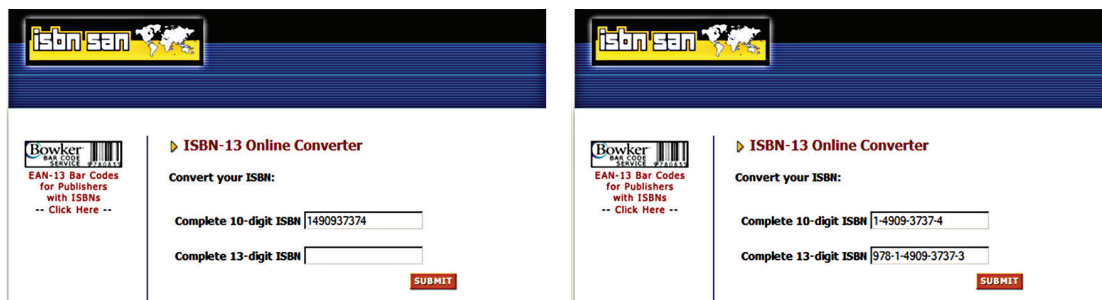
Paper type

☒ white ☐ cream ☐ colour

[download cover template](#)



Use the Hyphenator to get the correct hyphenation: be sure to copy and paste this to a file where you can find it for the ISBN on the copyright page. Then use it to create the barcode, again so that the hyphenation is correct. If you enter a price, both barcodes will be generated together. The file will download with the ISBN and price code as part of the file name. You could also use the ISBN-13 Online Converter at www.isbn.org/converterpub.asp:



The image shows two side-by-side screenshots of the 'ISBN-13 Online Converter' web form. The left screenshot shows the 'Complete 10-digit ISBN' field with the value '1490937374' and the 'Complete 13-digit ISBN' field empty. The right screenshot shows the 'Complete 10-digit ISBN' field with the value '1-4909-3737-4' and the 'Complete 13-digit ISBN' field with the value '978-1-4909-3737-3'. Both forms have a 'SUBMIT' button at the bottom right.

This will create the correct hyphenation for both the 10-digit ISBN, which you enter in as shown above left. It will create the correct 13-digit ISBN, and it will hyphenate both the 10- and 13-digit ISBNs.

You can use the 13-digit, hyphenated, ISBN at Bookow, a site like Terry Burton's <http://www.terryburton.co.uk/barcodewriter/generator/>, which can generate 81 different kinds of barcodes, in EPS, PNG, and JPG.

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