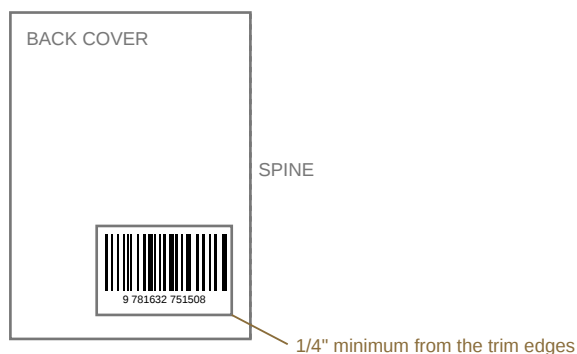


Placing Your ISBN Barcode

1. Where it goes

Lower area of the back cover, most often the lower-right corner, at least a quarter inch in from the trim edges. Keep it clear of folds, flaps, and anything embossed or foiled.



2. How big to print it

Each PNG places at exactly the width in its filename when set at 100% - do not resize it after placing. A typical trade paperback uses a barcode 1.75 to 2.5 inches wide; the 2-inch or 3-inch file is right for almost every book. Reducing slightly in layout is safe; enlarging a raster file is not. The vector EPS and PDF scale to any size with no loss at all.

3. Protect the quiet zone

Scanners need clear white space around the whole symbol - bars, digits, and add-on included. Keep other type, art, and borders away from it, and never crop the digits off: they are part of the symbol. If you chose guard whitespace marks, the small > printed at the right edge shows where the quiet zone ends.

4. Color and background

Solid black bars on a white or very light background - that is the whole rule. Never reverse it (light bars on dark), never screen or tint the bars, and never place the code over a busy image. The transparent PNGs are for covers that are off-white or lightly tinted behind the code; the background still has to stay light.

5. Which file to send where

You are sending it to	Use this file
Print-on-demand cover (IngramSpark, Lulu, etc.)	png-white / 2- or 3-inch
Cover with an off-white or tinted background	png-transparent / same width
Offset printer or professional cover designer	vector / barcode.eps or barcode.pdf
Word, Canva, or a simple layout tool	png-white / 2- or 3-inch

6. One thing never to do

Never re-save the barcode as a JPEG. JPEG compression blurs the bar edges, which is exactly the part a scanner reads. PNG, EPS, and PDF - the formats in this package - all keep the edges sharp.