LongPack GAMES

Board Game Artwork Guidelines

2018

Please prepare your files according to our specifications. In order to achieve the best printing results and to avoid any mistakes, the following points are relevant for the production:

General Information: Files / colors / misc.

PDF/X

* PDF Version 1.4 (Acrobat 5 compatible) as composite-file, no flattened transparencies, no calculated layers in the PDF files.

* Embed all fonts completely.

* Set a 3-5 mm bleed around the image (filled with graphics).

* Use CMYK for all elements (RGB or Lab changed to CMYK or exported into the ECI profile).

* Please set and name spot colors correctly.

* The PDF should only include the CMYK/ spot colors to be used.

* Picture resolution: halftone minimum 300 dpi, bitmaps minimum 1000 dpi.

* Correctly set overprint/knock-out for all text- and vector elements.

* Die-cuts are dyed in a spot-color, named "die-cut" and set to overprint.

* In addition, please send the "die-cuts" for punched boards as a separate vector file.

* Content is ready-to-print and the PDF successfully passed preflight (e.g. in Acrobat Reader)

TIFF-Picture (Adobe Photoshop)

* Erase all unused (alpha-) channels.

* **Halftone pictures resolution:** minimum 300 DPI (with a corresponding 1:1 scale).

* **Bitmaps resolution(1-bit):** minimum. 1000 DPI (with a corresponding 1:1 scale).

* Please arrange **rich black areas** in 100% K + cyan 40-60%, not in "Photoshop-black" (C 95%, M 83%, Y 82%, K 90% = 350%).

* Dye black text in K 100% and set it to overprint (for overprint, change the mode of the text layer from "normal" to "multiply").

Illustrator/Freehand (artwork)

* Necessary color mode: CMYK.

* Please dye rich black in K 100% + cyan 40-60%.

* Dye Black text and signs in K 100% and set it to overprint (graphic attributes).

* By using transparencies, drop shadows and lens-effects in Adobe Illustrator and set "effects --> document raster effects setting" to CMYK and 300 DPI.

* Avoid using hairlines.

Trapping

* Please use the standard trapping settings in your program and pay attention to setting 100% black text to overprint.

* This does not apply if there is a 100% black area which is placed above different colored objects or above a non-homogeneous background. Set this 100% black area in the "Trap-Info-Palette" to "cutting out" because otherwise it could result in a distorted (overprinted) black.

Sending open data

* We ask that you first contact us before sending open data.

* In case you have to send open data (MacOS) for a special reason, please use the "collect for output" (QuarkXPress) or the packaging (InDesign) function to send us complete data:

  - Document + all used fonts (screen- and printerfonts) + all pictures (CMYK).
  - If you are sending data by FTP or e-mail, please zip it to avoid damaged files.

Colors (CMYK)

* **Total ink coverage for cards: maximum 280-300%, all others maximum 320%.**

* For rich black use K 100% + cyan 40-60%.

* Halftone raster: minimum 3%, maximum 97%.

* Pantone colors should be named correctly and appear as a spot color.

Others

Barcode

* Please dye the barcodes only in K 100% (not in 4C mode).

* Set the barcodes as an Illustrator-vector-file. For box files in TIFF, please send the barcode separate.

* Place the barcode (scaling 100%) on a white area and leave a 3-4 mm white "quiet-zone" on the left and right side in order to avoid scan problems.

Die-Cuts

* All die-cuts must be set up as vector outline graphics (with a format rectangle), not as a TIFF pixel file.

* Please dye the die-cut-lines in a spot color (named "diecut") and set it to overprint (under graphic attributes).

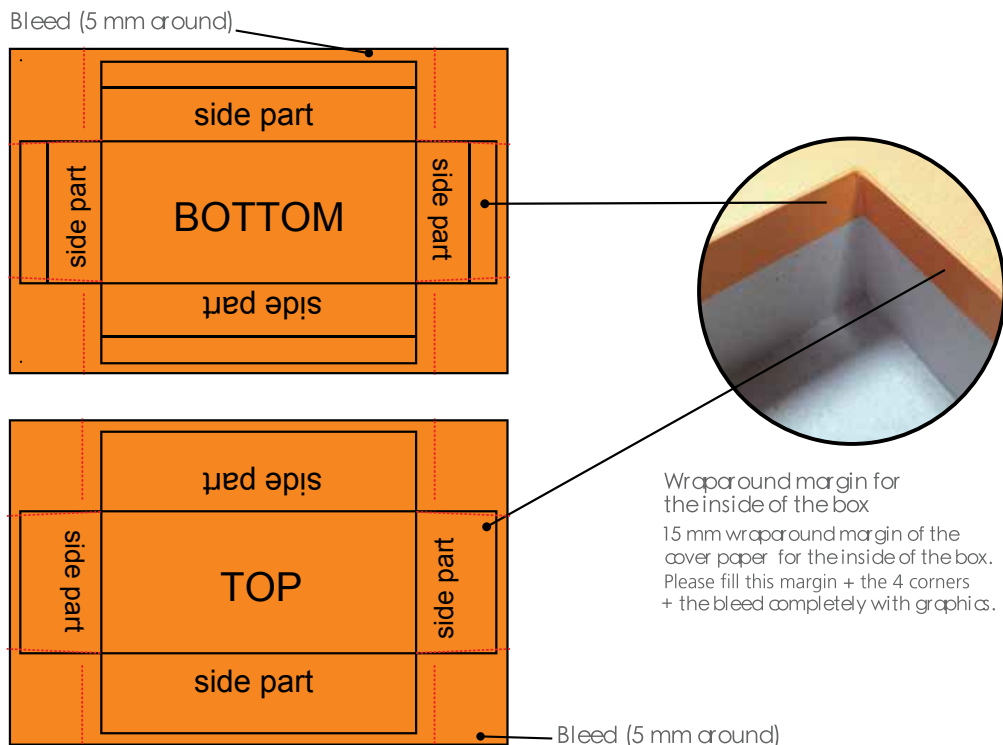* For TIFF-files, please send the die-cuts as a separate vector file.

Artwork Transfer

Please use one of the followings methods to send your artwork to us:

* Use an FTP client to log into our artwork server, located at: files.longpack.com (please ask your contact person at LongPack Games for a username and password).

* Compress your artwork to 10MB or less per file and email them to us one by one.

* Mail us a CD or DVD with the artwork files.

Game Box Layout

* You will receive a template for your specific box size from your sales consultant with all measurements, or an AI die-cut-line.

* Please create separate files for the top and bottom of the box.

* The document size should be equal to the minimum size of the printing space in the layout sheet and include:

  - Base (includes material thickness)
  - Side parts
  - Wraparound margin for the inside of the box (14/15 mm)
  - Bleed (5 mm around)

* The background of the side parts must run into the box corners and into the wraparound and bleed areas (please don't leave the 4 corners empty).

* Please hold 4-5 mm space between graphic elements (e.g. signs) and the corners, because two side parts will be cut angular.

* Please pay attention to the correct direction of the side parts (see the layout draft below).

* Crop marks must be set outside the cutting size (in the bleed area).

Bleed (5 mm around)

side part

side part | BOTTOM | side part

side part

Wraparound margin for the inside of the box

15 mm wraparound margin of the cover paper for the inside of the box. Please fill this margin + the 4 corners + the bleed completely with graphics.

side part

side part | TOP | side part

side part

Bleed (5 mm around)
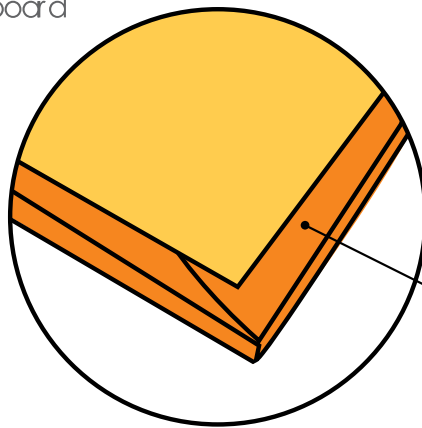
Layout for Game Board

* The front side of the game board must have a wraparound margin of 15mm in addition to the finished (open) size of the game board. This margin will fold around.

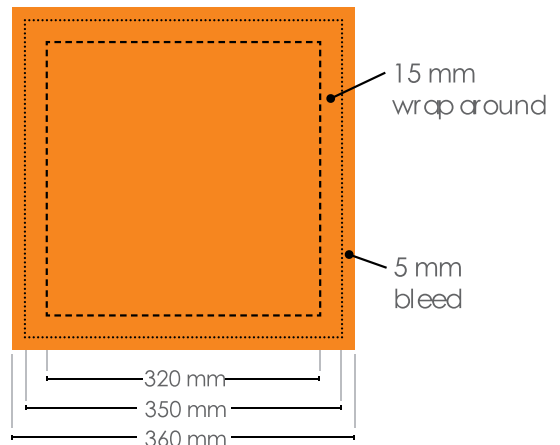* Please completely fill the wraparound and bleed margins with graphics.

Gameboard

Wrapped around Front Side
For folding the edges, we need an around 15 mm larger file than the ready size of the board.
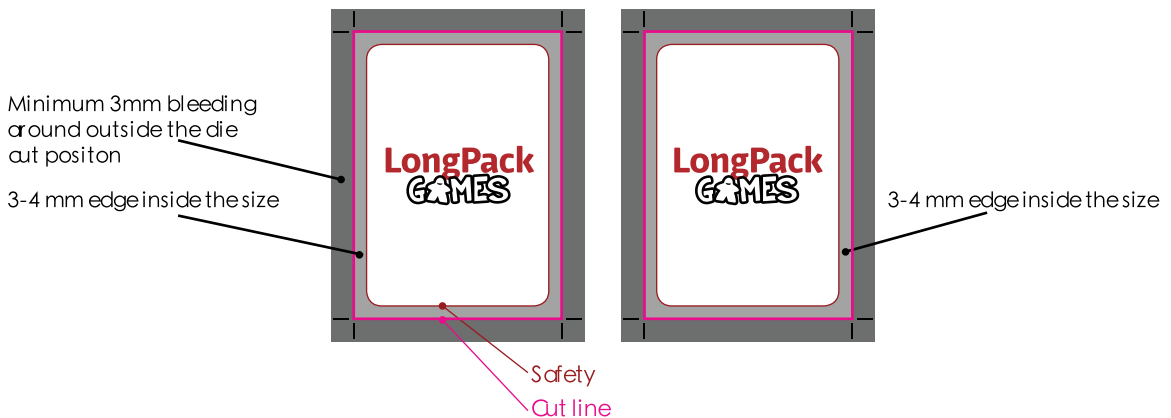
Example for Gameboard

Front: finished Size 320 x 320 mm
        Artwork Size 360 x 360 mm

15 mm wrap around

5 mm bleed

320 mm
350 mm
360 mm

Layout for Playing Cards

* Total ink coverage: 280-300%.

* A bleed of around 3-4 mm is necessary for each card. (with less than a 3 mm margin, the centered position of the graphics cannot be guaranteed).

* Please create one file for all front sides and a second (separate) file for all corresponding reverse sides. The order of the pages in the files will be the order of the finished cards in the packages.

* Please create a separate page for each card! The printer will arrange the sheet layout of the cards.

* The page size in your document has to be equal to the size of the finished cards (e.g. 63 x 88 mm).

* Please don't create a die-cut for rounded corners in the layout of the card.

Minimum 3mm bleeding around outside the die cut positon

3-4 mm edge inside the size

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3-4 mm edge inside the size

Safety
Cut line

Layout for Game Rules

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* Please prepare your document according to the final sizes (e.g. A4 210x297mm).

* In case the rulebook includes more than four pages, please upload your PDF in single pages (exception: page letter- or accordion folding).

* Please create your printing files with 3 mm (filled) bleed all around.

* For double gate- or accordion fold, place the fold marks in the bleed area and inform us of the desired fold.
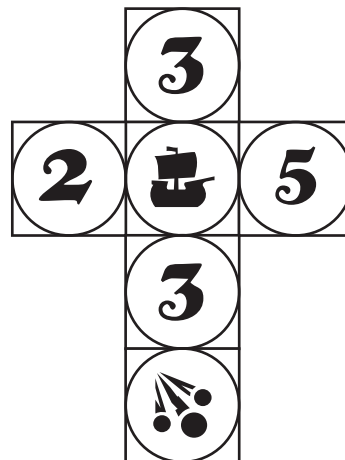
Layout Stamping Data

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* Please send us the stamping data as a vector file (AI).

* Please define the correct position and size of the motives on each dice side by using a dice-cross template (on our website under Resources).

* Please leave 2.5-3 mm space between your motivesand the dice edges.
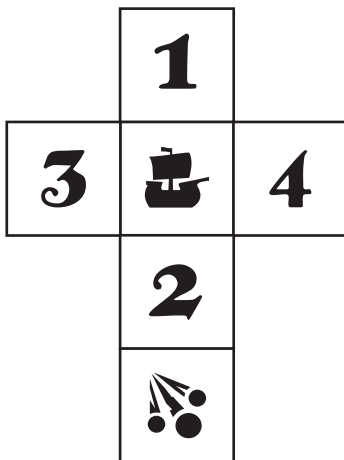
Six Sides Dice-Square Corner

Six Sides Dice-Round Corner

Miniatures

STL format file will be required to develop mold.

Pawns-front

Pawns-Back

* In case you are unable to provide us with the STL file, we need pictures of the miniature from at least from three different directions.

* Our engineering team will create a handmade miniature according to your picture, which will be used tp develop the mold. (Please note that there will be an additional cost for handmade prototypes, please inquire with your account manager for more information).
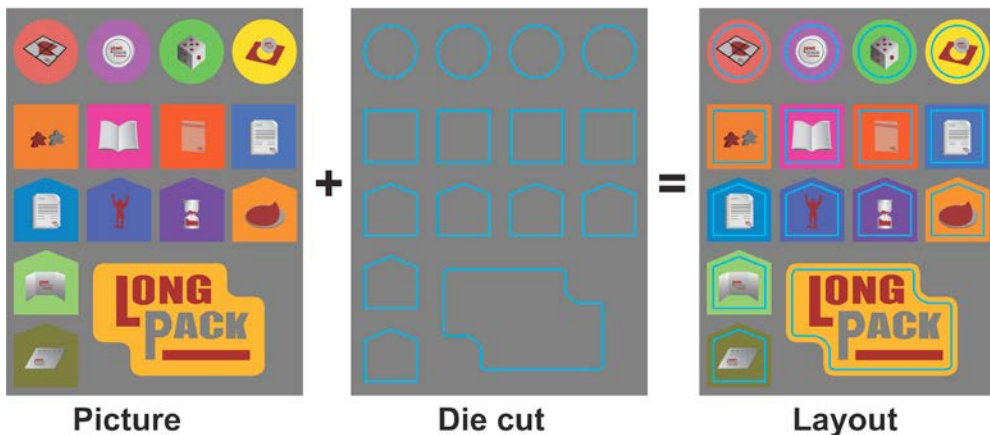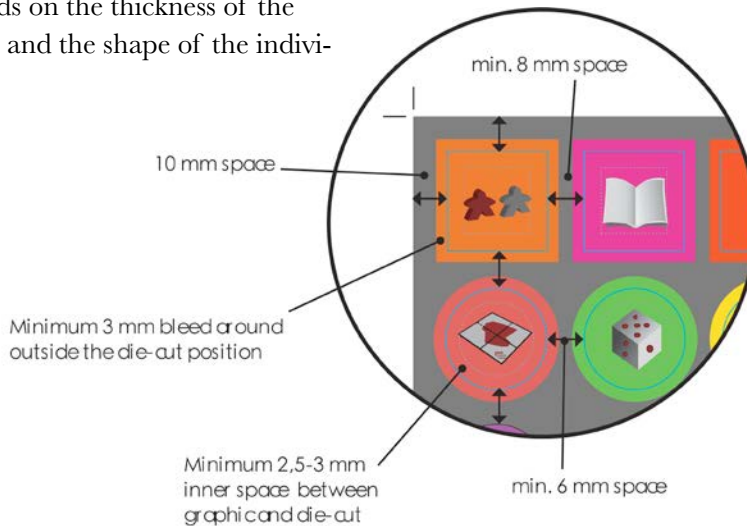

Sample Picture

Punchboards

* A minimum (filled) bleed of 3 mm around the die-cut-lines is necessary to equalize minor +/- tolerances in the punching process.

* Please allow a minimum space of 6mm between circles, of 8mm between rectangles and 10mm towards the edges of the punched board (based on a 2mm thick board). Changes are possible, please contact your account manager. The minimum space required depends on the thickness of the material, the quantity and the shape of the individual tiles.

* To avoid partly punched elements, it is necessary to maintain a 2.5-3mm inner space between graphics and die-cut-lines.

* Please pay attention to the exact placement of the front and reverse side (mirrored).

* Please use clear names for each front and reverse file.

min. 8 mm space

10 mm space

Minimum 3 mm bleed around outside the die-cut position

Minimum 2,5-3 mm inner space between graphic and die-cut

min. 6 mm space

Picture + **Die cut** = **Layout**

If your game includes more than 1 punchboard, please mark them accordingly by numbering each of them and specifying the front and back side of each punchboard.

01-A-Front   01-A-Back

02-A-Front   02-A-Back

03-A-Front   03-A-Back
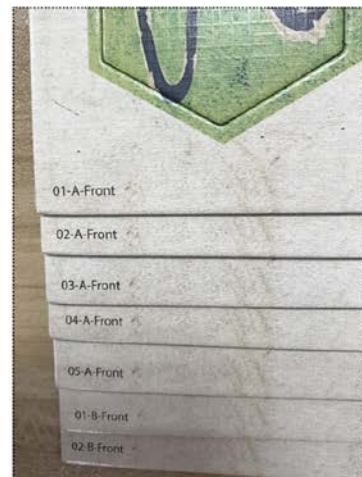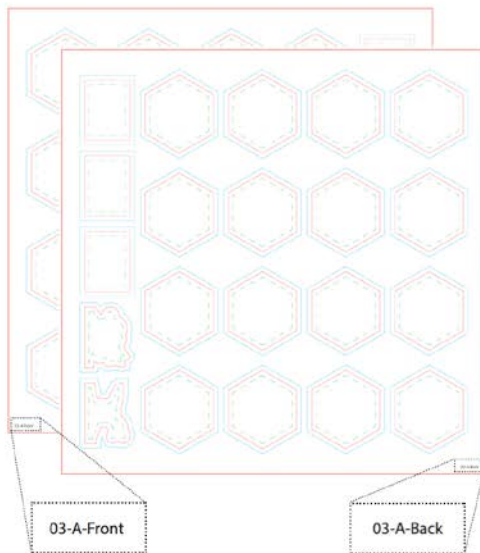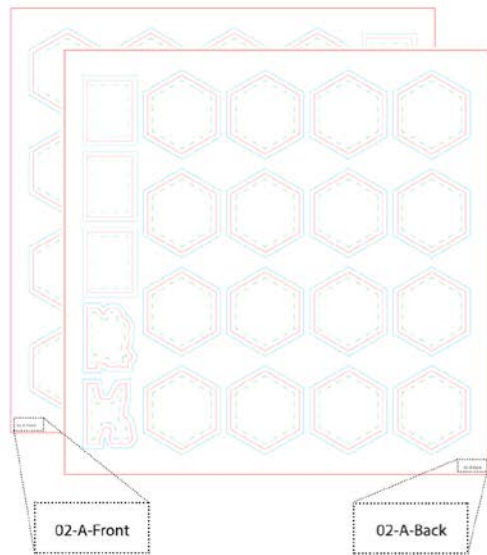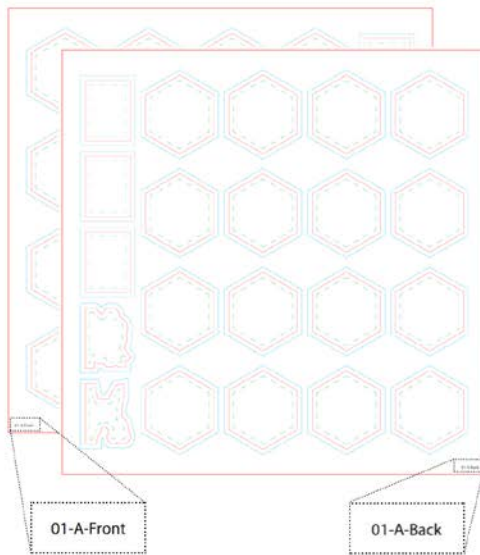
Final result

Retail and Safety Markings

Recommended Age Label

All games require a **Recommended Age Label**. Games rated for 13+ in United States and 14+ in Europe are NOT subjected to different custom regulations compared with games intended for children. If you are planning to import your games into the EU, we recommend using 14+ for the label.

Note: if your game is clearly designed for kids, is not recommended to rate them 13+. Otherwise, customs may deem your labelling inappropriate and require safety testings.

CE Marking

Your game needs a CE marking on the box to pass through EU customs. The CE marking is a declaration that the product passes the essential safety requirements, following the EU testing standards.

The marking has to be at least 10 mm high and 10mm wide. Proportions cannot be altered.

Note: If you include this marking, you will only have to provide a test report if EU customs request it. Most of the time this is not needed, but if you want to reduce the chance for delays in customs, you can opt for having the tests done in advance.

Age Warning for Small Children

Games with small parts need to add an Age Warning Label for small children, aged 0-36 months. The label **cannot** be smaller than 10mm diameter. Proportions and colors cannot be changed. The following text needs to be included:

"Warning! Not suitable for children under 36 months. Small Parts - Choking hazard."

Made in China

LongPack produces its games in Shanghai, China. "Made in China" needs to be printed clearly near the game's bar code. Otherwise the game will not pass through US and EU customs.

UPC Code (Bar Code)

Retail products usually require a UPC / Barcode for scanning and inventory purposes. Please ensure the UPC code is printed in **Pure Black** (C: 0%, M: 0%, Y: 0%, K: 100%).

Retail and Safety Markings (cont.)

Toys

Toys are required to bear a type, batch, serial number or model number for their identification. If the toy size or material makes this not possible, the information should be provided on the packaging or a document that accompanies the toy.

Manufacturers have to indicate their name, registered trade name or registered trade mark and the address at wchich they can be contacted on the toy. If that is not possible, the packaging or and accompanying document.

Importers need to indicate their name, registered trade name or registered trade mark, and the address at which they can be contacted on the toy. If that is not possible, the packaging or and accompanying document.

Example of Choke warning, CE marking and LongPack games lot number placement.

Company Address

Your company's name and address has to be included on the box in order to pass safety testing.

Playing Time and Number of Players (optional)

Although not mandatory, most games include a label indicating the playing time per game and the number of players.

Manufacturing Lot Code

LongPack games include a manufacturing lot code on each copy of a game. This is required by customs in the event of a recall. The lot code includes a small meeple logo for reference.