Cartamundi

Customer Information and Design Guidelines
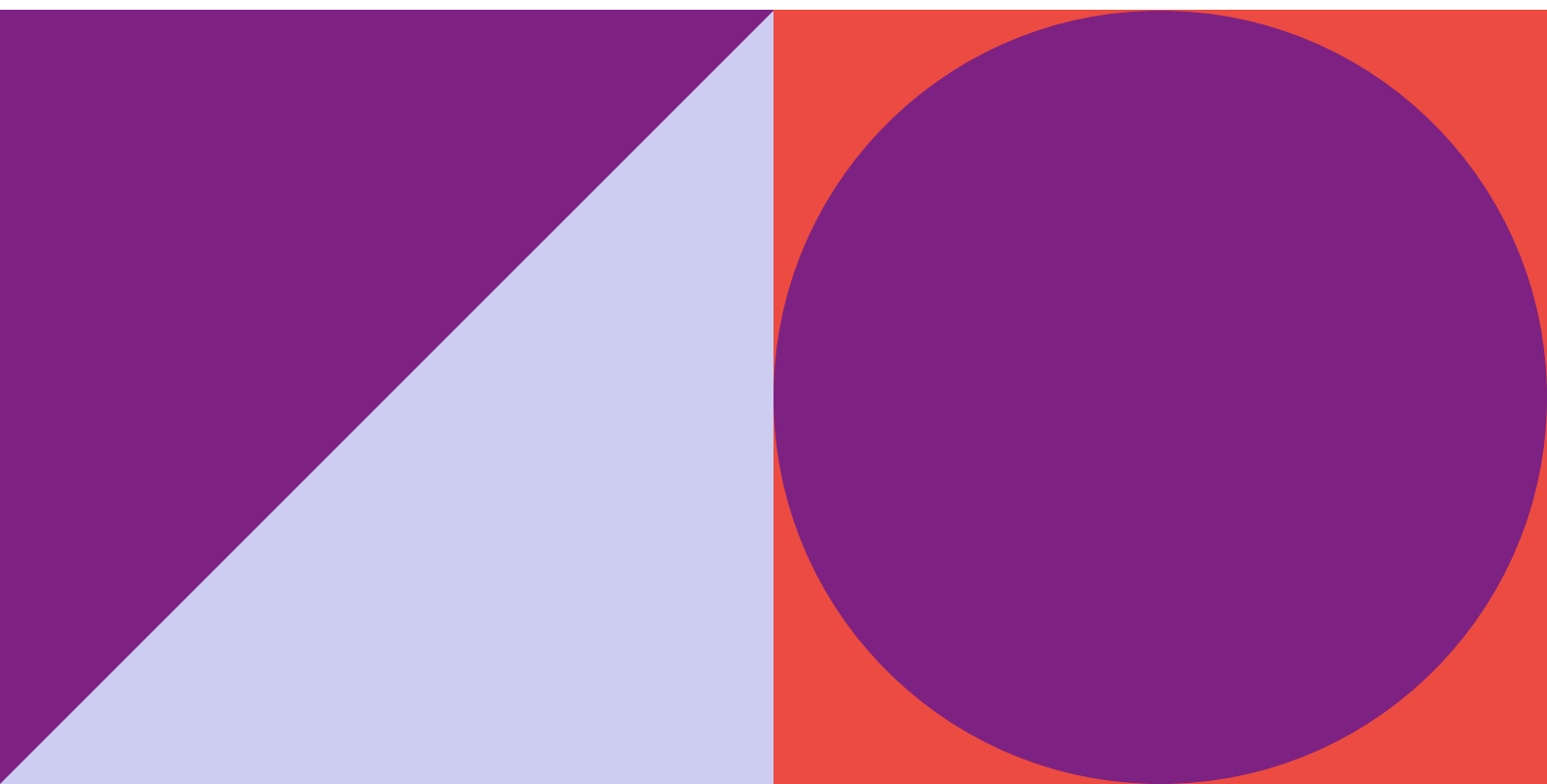
Content

General information to create print data

! Please note! Labelling of toys is mandatory!

Mark your product so that it is clearly visible from the outside in accordance with the directive on the mandatory labeling of toys with
• a CE mark (UK: UKCA),
• an adress,
• an e-mail adress,
• an identification number,
• a warning label, if necessary,
• a disposal note, if necessary,
• recycling marks, if necessary

Please ask your customer adviser for further information!

C E } height at least 5 mm

Further information can be found here:
↗ PDF export
↗ PDF check
↗ File transfer
↗ Convertion of RGB into CMYK and reduction of ink coverage in images

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- **Please send us PDF-files only** in accordance to our guidelines
- Preferred layout program: Adobe InDesign
- Images can be created in Adobe Photoshop and vector graphics in Adobe Illustrator
- Text, images and vector graphics will be combined later in the layout program
- PDF files created from Corel and MS Office are unsuitable

Properties of applied images

- Image resolution: at least 300 ppi
- Resolution of line graphics (Bitmaps): at least 1200 ppi
- **Color mode of the images: CMYK (never RGB!)**
- Optimal file format: TIFF
- **Ink coverage: max. 300 %**
- Do not embed color profiles

Properties of vector graphics

- Vector graphics can be created in Adobe Illustrator or InDesign
- **Applied text and logos have to be vectorized**
- **Ink coverage: max. 300 %**
- To place vector graphics in Adobe InDesign, save them beforehand as AI or PDF

Typography

- Do not use a font size smaller than 5 pt
- Compile black text in 100 % pure black and set to overprint
- To obtain the best possible quality of the font display, please set the entire text in a layout software and not in an image editing program
- **Vectorize all text before PDF-export**
  Adobe InDesign / Illustrator → Type → Create outlines
  This ensures that text (especially from FreeFonts and unusual fonts) is displayed as desired in our print workflow

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In order to avoid any delays in production, please check your PDF-files before you send them to us
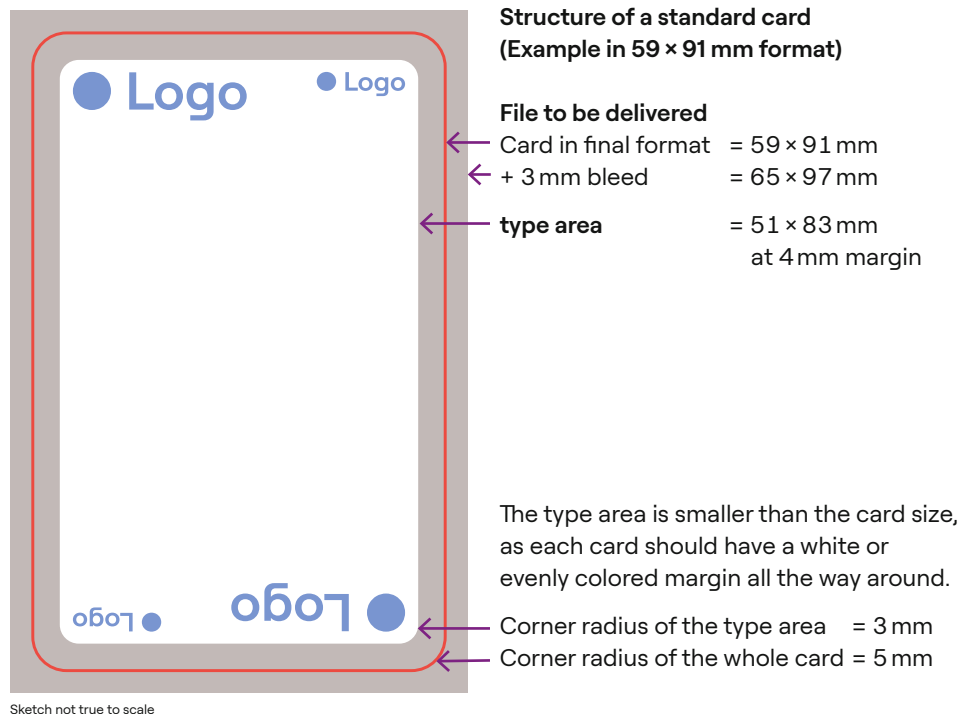
- Did you check if your files are compliant with the quotation you signed?
- Did you well use our die lines for punchboards, inlays, boxes?
- Did you check if your final PDF will be compliant, especially on ink coverage, overprinting die lines, RGB colors?
- Did you check if all necessary legal markings are correct?

Please have a look at chapters PDF export (p. 14) and PDF check (p. 20)
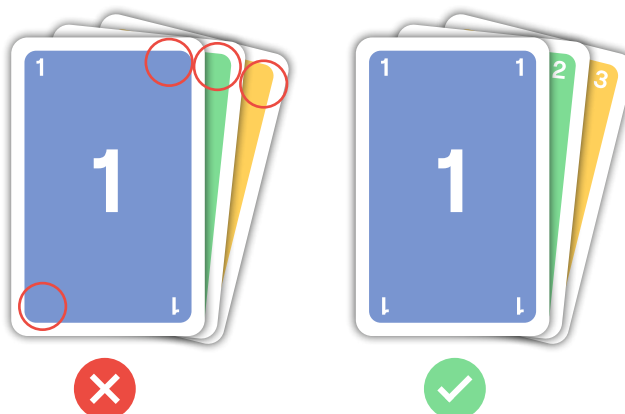
Card layout

- Please create **one layout file for the front** and **one for the back** of your card game
- **Each card** has to be placed on **a separate page** (e.g. a document with 33 pages for a 33-card game)
- The **order of the pages corresponds** to the **desired card sequence**
- **Page size** and **card size** have to **be equal** (e.g. 56 × 87 mm)
- **3 mm bleed must be applied** around the page size (final format)

Templates for various card formats are available on request.

Sketch not true to scale

Structure of a standard card (Example in 59 × 91 mm format)

File to be delivered
Card in final format = 59 × 91 mm
+ 3 mm bleed = 65 × 97 mm

type area = 51 × 83 mm
at 4 mm margin

The type area is smaller than the card size, as each card should have a white or evenly colored margin all the way around.

Corner radius of the type area = 3 mm
Corner radius of the whole card = 5 mm

Design of border characters

As shown in the example, we recommend the design of four border characters, so that playability can be guaranteed for all players depending on how the cards are fanned out.

Card layout

Please note

- **Do not** create a **die line** for the cards

- Please create black elements and text in **100 % pure black** and not in CMYK black

- To achieve an intense black for large areas, it is possible to generate the color in 100 % black and 40 % cyan

- The maximum **ink coverage can not exceed 300 %**

- The minimum line width for **positive lines** is **0.25 pt**, for negative lines **0.5 pt**

Card borders

Processing with cutting and corner rounding

As the cards are positioned directly next to each other on the sheet, different edge colors and patterns may result in gaps, because of tolerances in processing. Therefore, make sure that the borders are homogeneous.
This applies to all cards on a printed sheet.

Variation:

1 All cards have an enclosed white border of at least 3 mm.

2 All cards have the same single-colored background or

3 a color gradient with the same border color values.
   (Please make sure that you have generated the exact same color values on the opposite sides).

It is also possible to lay out the cards over the entire printed sheet.
Please speak to your customer advisor for further information.

Processing with full die-cutting "Bush Cut"

In this process, the cards are arranged on the printed sheet with intermediate cut and will be fully punched. This makes it possible to design a different border for each card, regardless of the color, pattern or motif.
Please make sure your quotation mentions your cards cutting with Bush cut as it incurs additional costs!

Good to know:

cutting tolerances up to 1 mm are possible. Please make sure, that all important Elements are at least 2 mm away from the cutting edge!

Memo and puzzle layout

Memos

There are two options for the production of memos:

1 **There is no die line:** Create your data analogous to our already mentioned specifications for playing cards.

2 **There is a die line:** Use a layout program to insert your design into the contour provided by us. When using a die-cut contour, we recommend creating a scatter pattern over the entire card panel for the back design.

In both cases, please ensure that there is a surrounding margin of at least 4 mm (e.g. for a card format of 65 × 65 mm, the customizable area is 57 × 57 mm).

Puzzles

Please ask your customer advisor if there is a die line available for your puzzle:
If **yes** ... please insert your design into the contour.
If **not** ... make sure that the size of your document corresponds to that of the puzzle.In any case, please apply 5 mm bleed all the way around.

Inlay and punchboard layout

Important design information

Please make sure that the **die line**, provided by us is placed in the layout program without scaling and the contours are set to overprint in their special colors (e.g. "creasing", "cutting", "perforating" etc.).
You could check it, e.g. in InDesign at: Window → Output → Separations Preview or in Illustrator at Window → Separations Preview.
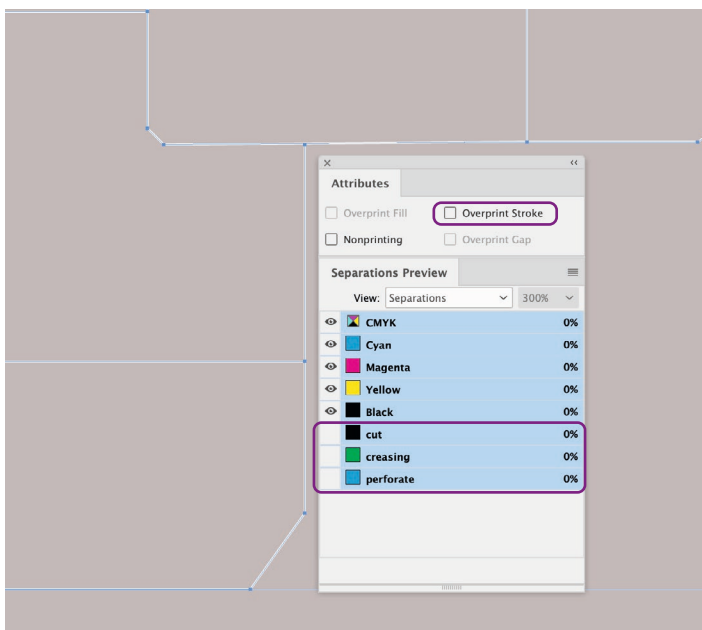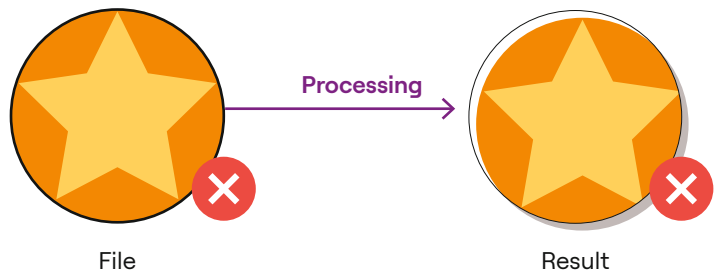

❌ Die line knocks out (white line visible)
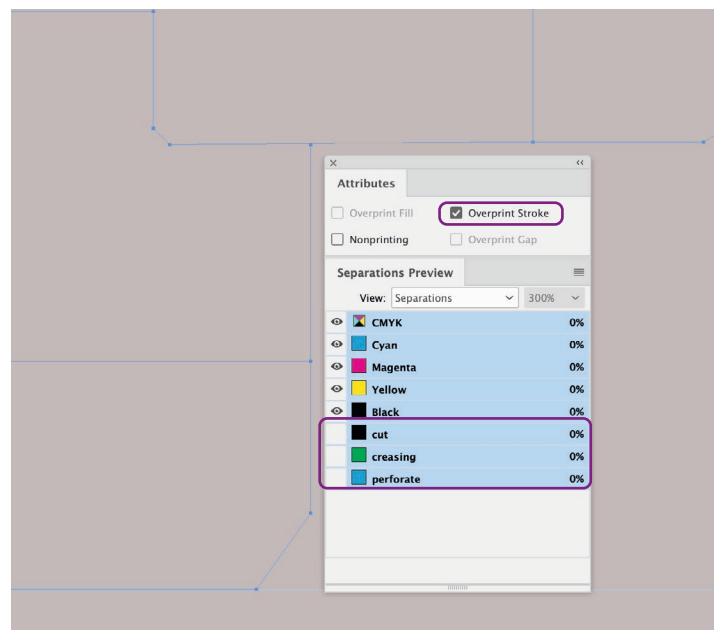
✅ Die line overprints

Important elements should have a **distance of at least 2 mm towards the die line**, to avoid cutting into them due to any cutting tolerances.
Please also ensure sufficient bleed of **at least 3 mm**.

Example A
Motif without bleed, Element at the trim edge

File → Processing → Result

Example B
Motif with a bleed of 3 mm, Element at the trim edge


File → Processing → Result

Box layout

For all packaging, ensure that the die line we provide, is created as a special colour "die line" and is set to overprint. Insert these in the layout program in a separate layer at original size (100 %).

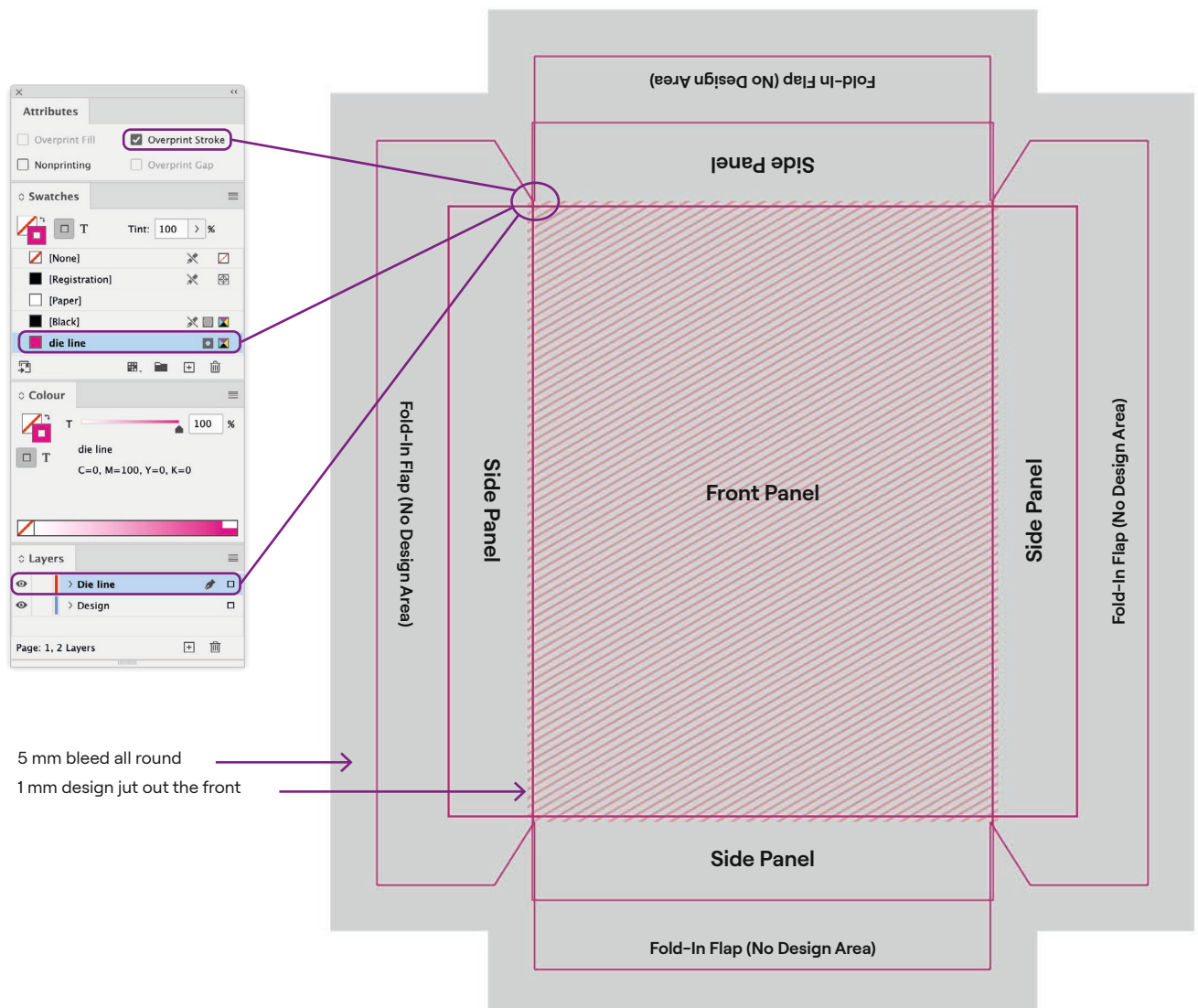If the die line does not overprint, it knocks out the background.

Folding boxes

- Before you start designing, please ask your customer advisor for the correct die line
- Text and important elements should have a **minimum distance of 3 mm from the die line**
- Make sure that there are no elements on the concealed surfaces (glue area, closure panel), as these will not be visible from the outside later.
- Please apply a **bleed of 5 mm**
- **Do not scale** the die line!
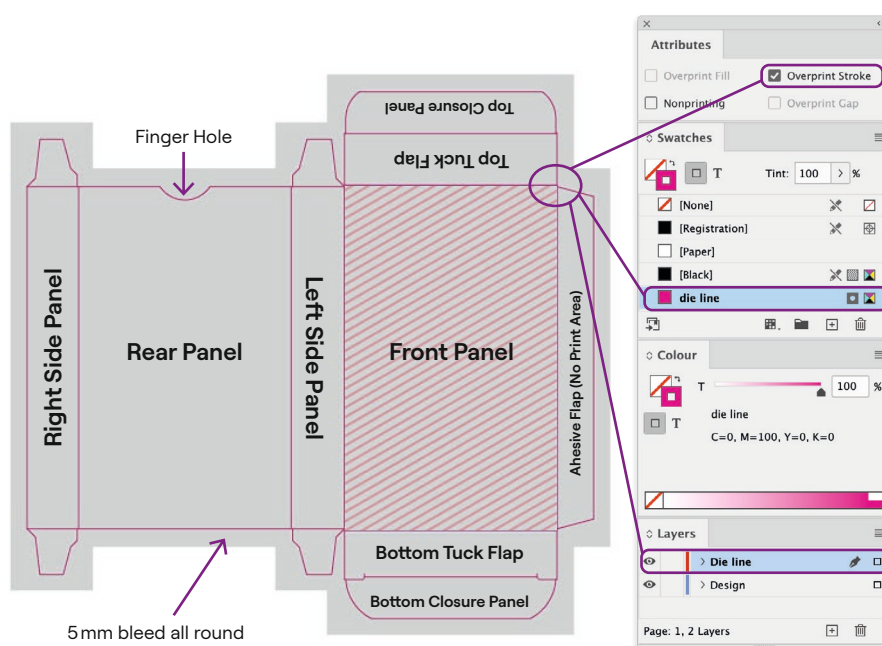
Box layout

Slip boxes

- Before you start designing, please ask your customer advisor for the correct die line

- Text and important elements should have a **minimum distance of 3 mm from the die line**

- Make sure that there are no elements on the concealed surfaces (fold-in flaps), as these will not be visible from the outside later.

- Please apply a **bleed of 5 mm**

- The front elements are designed to merge seamlessly with the side panels, eliminating the risk of white gaps during production.

- **Do not scale** the die line!

Box cover design

Fold-In Flap (No Design Area)

Side Panel

Fold-In Flap (No Design Area)

Side Panel

Front Panel

Side Panel

Fold-In Flap (No Design Area)

Side Panel

Fold-In Flap (No Design Area)

5 mm bleed all round
1 mm design jut out the front

Attributes

Overprint Fill ☑ Overprint Stroke
Nonprinting   Overprint Gap

Swatches
Tint: 100 %
[None]
[Registration]
[Paper]
[Black]
die line

Colour
100 %
die line
C=0, M=100, Y=0, K=0

Layers
Die line
Design
Page: 1, 2 Layers

Box layout

Box cover design

Attention! If the design of the **front surface** differs from the design of the side panels, it must be designed **1 mm into the side panels**. This will prevent colour gaps from the side panels into the front panel. This goes to the lid only.

Design

Cover Paper

Cardboard
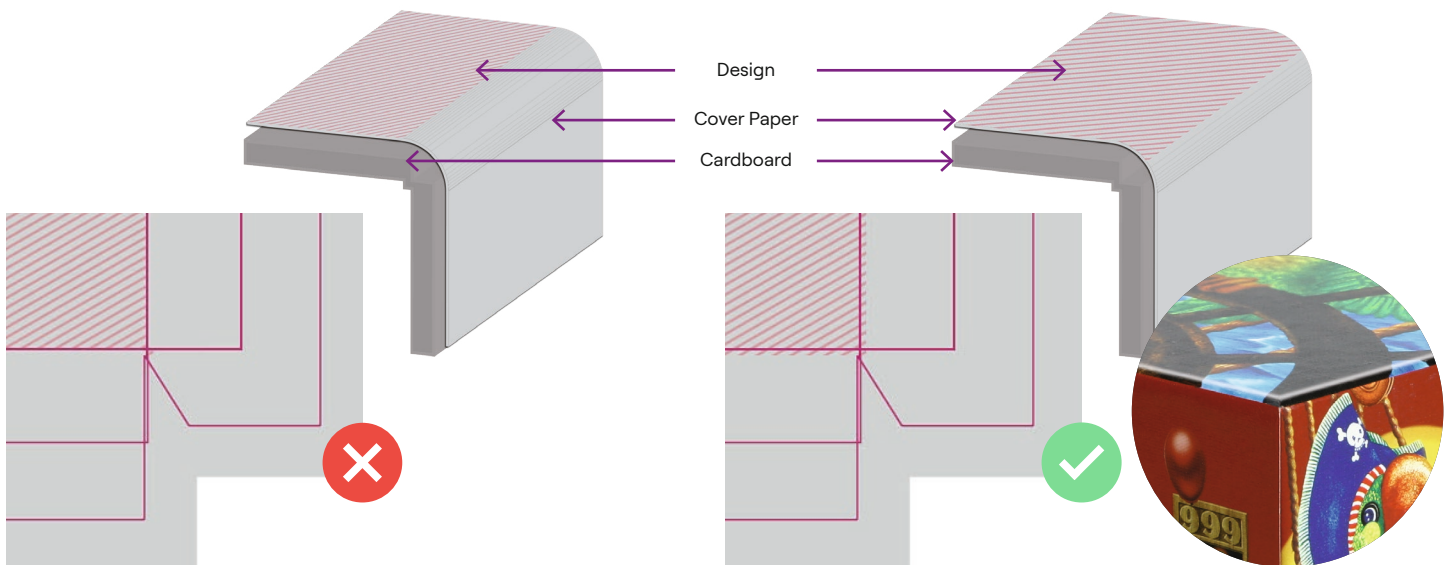
Box bottom design

In contrast to the design of the cover, the design areas of the bottom design are precisely fitted into the die line. This ensures an optimum visual finish to the surface design.

Cardboard
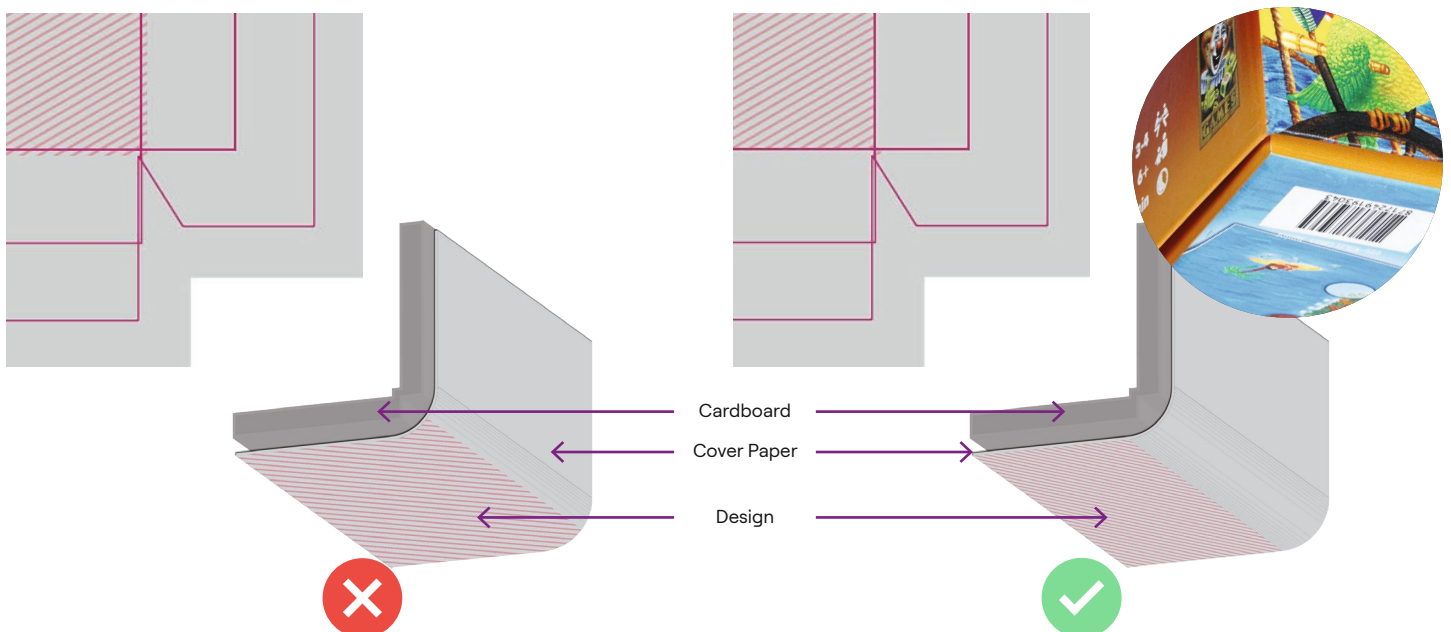
Cover Paper

Design

Box layout

Side panel design

When producing slip boxes, the printed cover paper is glued onto the box. This is pulled over the folded edge and the panel height of the cover paper increases. As a result, centred elements of the side flaps move towards the front surface.
For centring, **offset the side elements** on all panels by **1 mm towards the outer edge** of the design area.

Front Panel

Side Element ↓

Side Panel

Outer Edge of the Design Area

Fold-In Flap (No Design Area)
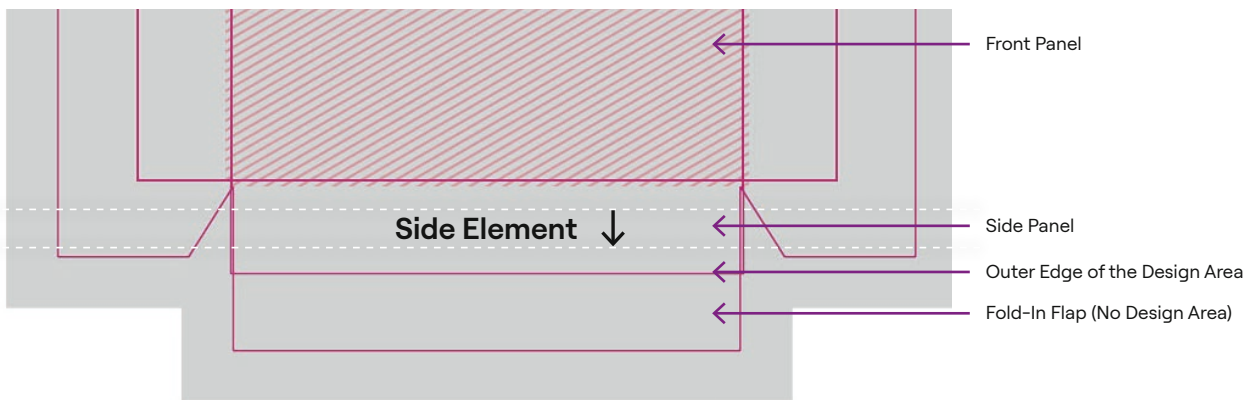
Box layout

Hinged lid box

If you choose a hinged lid box, pay particular attention to the alignment of the motifs for the cover paper (outside) and the inside print, if required.
To design the inside print, make sure to rotate the die board by 180°!

Cover paper (outside)

Inside print

Convertion of RGB into CMYK and reduction of ink coverage in images

Download and install colour profiles

To convert image files from RGB to CMYK or to reduce the colour coverage of CMYK data, use the **ISO Coated V2 300% (ECI)** profile.
This profile not only regulates the colour space, but also the maximum ink coverage.
If you do not already have this profile, you can download it from the following web site.
It is also included in our job options package, which you can obtain on request.

ZIP

↓ Joboptions
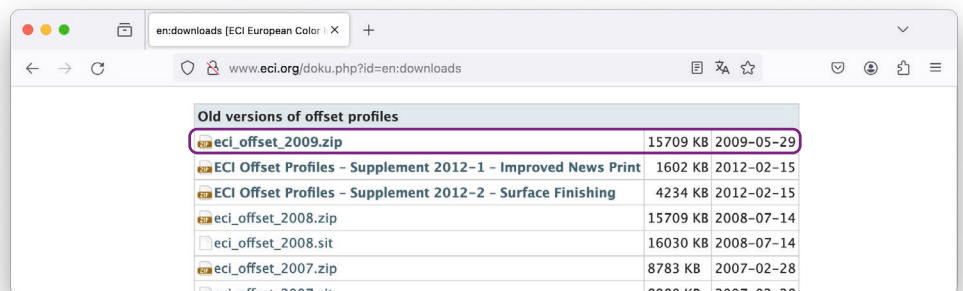
MacOS: Please copy the file to the following directory:
Macintosh HD/Library/Application Support/Adobe/Color/Profiles/Recommended
You find the Library in the Menu of the Finder → Go... with the option key pressed

Windows 7 and higher: Click on the profile with the right mouse button and select
Install.

Convertion in Adobe Photoshop

Choose Edit → Convert to Profile..., Choose Destination Space and the profile
ISO Coated v2 300% (ECI). Confirm by pressing OK.
Do not embed the profile when saving the PSD or TIFF.

PDF export

ZIP
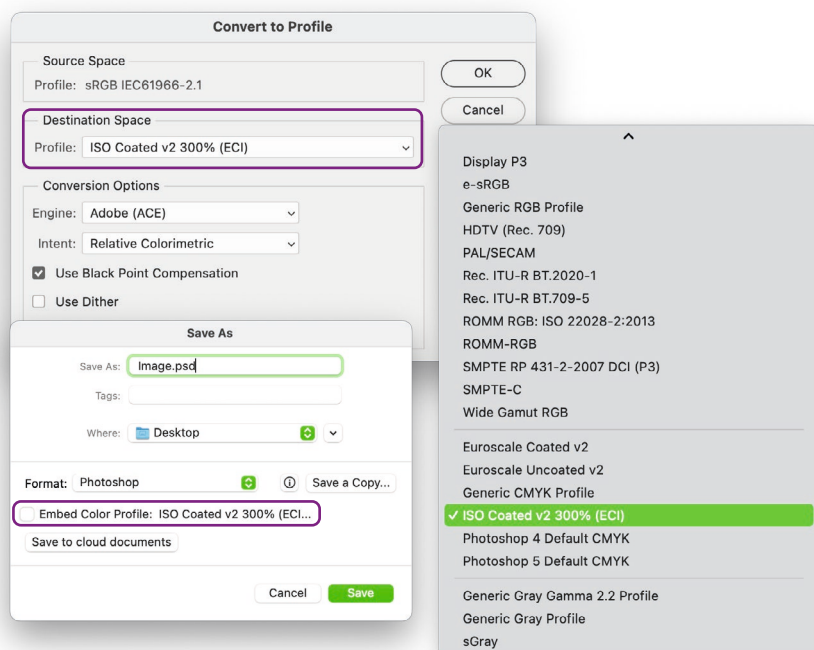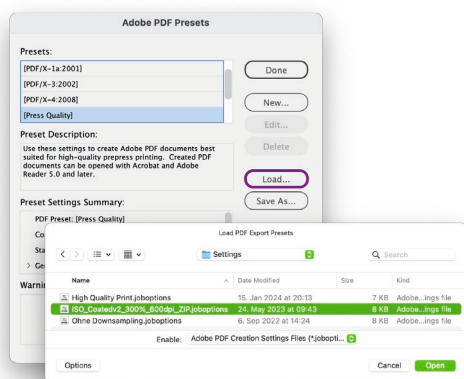
↓ Joboptions

Export PDF from Adobe InDesign

A PDF file should be exported directly from Adobe InDesign.
Please use our PDF preset for this.
You will get the file **ISO_Coatedv2_300%_600dpi_ZIP.joboptions** directly via your customer advisor.

Install Joboptions

MacOS: Open at Finder → Go... with the option key pressed the folder Library/Application Support/Adobe/Adobe PDF/Settings/ and copy the Joboption file into it.
Windows 7 and higher: Install the file by double-clicking on it.

Go to **InDesign** to the menu File → Adobe PDF Presets → Define..., click Load..., now select the job option under the folder mentioned above and click Done.

Use Joboptions

Choose File → Export...,choose Adobe PDF in the menu Format. Select a directory in which you would like to save your PDF and press Save.
Or choose under Adobe PDF Presets the PDF preferences ISO_Coatedv2_300%_600dpi_ZIP.joboptions.
Or apply the settings from the following screenshots on this and the next page.
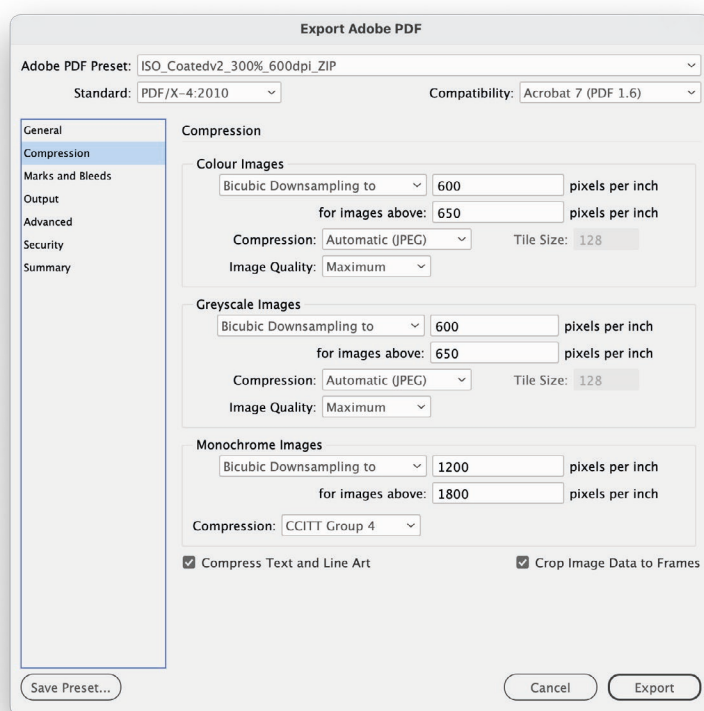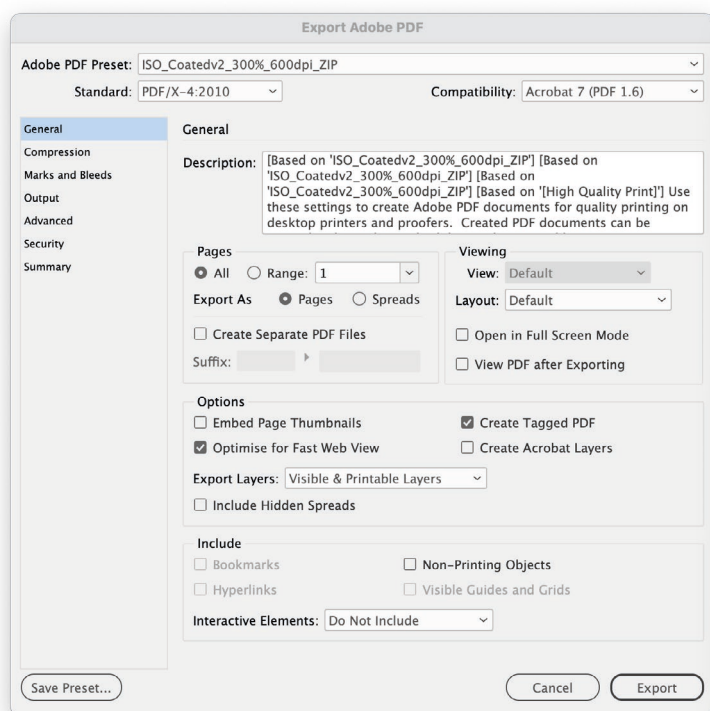
PDF export

If your document has trimmed motifs, please enter the **required bleed allowance** depending on the product (e.g. for cards: 3 mm) under Bleed and Slug.
Cut marks are generally not necessary.

Export Adobe PDF

Adobe PDF Preset: ISO_Coatedv2_300%_600dpi_ZIP

Standard: PDF/X-4:2010   Compatibility: Acrobat 7 (PDF 1.6)

General
Compression
Marks and Bleeds
Output
Advanced
Security
Summary

Marks and Bleeds

Marks
- ☐ All Printer's Marks
- ☐ Crop Marks
- ☐ Bleed Marks
- ☐ Registration Marks
- ☐ Colour Bars
- ☐ Page Information

Type: Default
Weight: 0.25 pt
Offset: 2,117 mm

Bleed and Slug
- ☐ Use Document Bleed Settings

Bleed:
Top: 0 mm   Inside: 0 mm
Bottom: 0 mm   Outside: 0 mm
- ☐ Include Slug Area

Save Preset...   Cancel   Export

Export Adobe PDF

Adobe PDF Preset: ISO_Coatedv2_300%_600dpi_ZIP

Standard: PDF/X-4:2010   Compatibility: Acrobat 7 (PDF 1.6)

General
Compression
Marks and Bleeds
Output
Advanced
Security
Summary

Output

Colour
Colour Conversion: Convert to Destination (Preserve N...)
Destination: ISO Coated v2 300% (ECI)
Profile Inclusion Policy: Include Destination Profile
- ☐ Simulate Overprint   Ink Manager...

PDF/X
Output Intent Profile Name: ISO Coated v2 300% (ECI)
Output Condition Name:
Output Condition Identifier:
Registry Name:

Description
Position the pointer over a heading to view a description.

Save Preset...   Cancel   Export

Please ensure that the Transparency Flattener option is **not activated**. This should be disabled by default in PDF/X-4 or Acrobat 5 (PDF 1.4).

Export Adobe PDF

Adobe PDF Preset: ISO_Coatedv2_300%_600dpi_ZIP

Standard: PDF/X-4:2010   Compatibility: Acrobat 7 (PDF 1.6)

General
Compression
Marks and Bleeds
Output
Advanced
Security
Summary

Advanced

Fonts
Subset fonts when percent of characters used is less than: 100%
ⓘ All fonts with appropriate embedding bits will be embedded.

OPI
Omit for OPI: ☐ EPS ☐ PDF ☐ Bitmap Images

Transparency Flattener
Preset: [Medium Resolution]
- ☐ Ignore Spread Overrides

Accessibility Options
Display Title: File Name
Language: English: UK

Description
Hover over an option to view description.

Save Preset...   Cancel   Export

Export Adobe PDF

Adobe PDF Preset: ISO_Coatedv2_300%_600dpi_ZIP

Standard: PDF/X-4:2010   Compatibility: Acrobat 7 (PDF 1.6)

General
Compression
Marks and Bleeds
Output
Advanced
Security
Summary

Security

Encryption Level: High (128-bit AES) – Compatible with Acrobat 7 and Later

Document Open Password
- ☐ Require a password to open the document
Document Open Password:

Permissions
- ☐ Use a password to restrict printing, editing and other tasks
Permissions Password:
ⓘ This password is required to open the document in PDF editing applications.

Printing Allowed: High Resolution
Changes Allowed: Any except extracting pages

- ☑ Enable copying of text, images and other content
- ☑ Enable text access of screen reader devices for the visually impaired
- ☑ Enable plaintext metadata

Save Preset...   Cancel   Export

PDF export

ZIP

↓ Joboptions

Export PDF from Adobe Illustrator

A PDF file should be exported directly from Adobe InDesign.
Please use our PDF preset for this.
You will get the file **ISO_Coatedv2_300%_600dpi_ZIP.joboptions** directly via your customer advisor.

Install Joboptions

MacOS: Open at Finder → Go… with the option key (Alt) pressed the folder Library/Application Support/Adobe/Adobe PDF/Settings/ and copy the Joboption file into it.
Windows 7 and higher: Install the file by double-clicking on it or move it to the folder

Use Joboptions

Switch to Illustrator and select File → Save as… and choose Adobe PDF in the menu Format. Select a directory in which you would like to save your PDF and press Save. Choose the PDF Presets ISO_Coatedv2_300%_600dpi_ZIP
or apply the settings from the following screenshots.
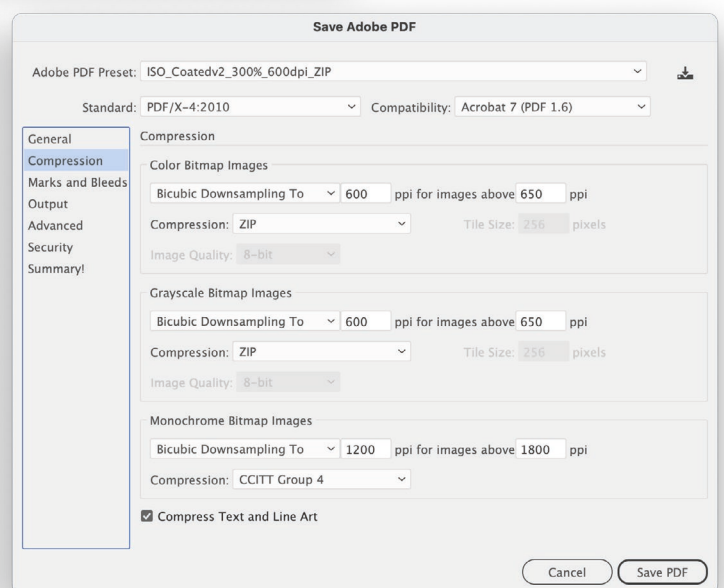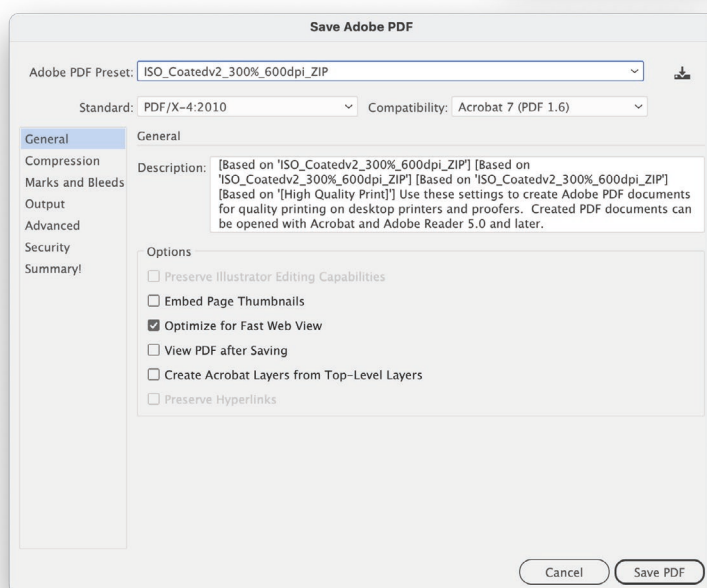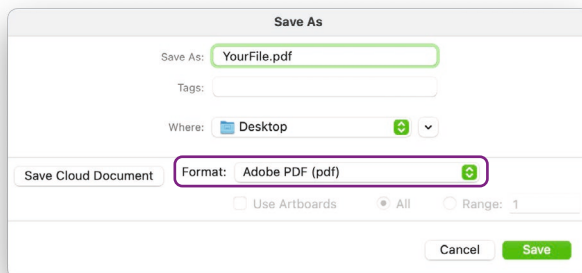
PDF export

If your document has trimmed motifs, please enter the **required bleed settings** depending on the product (e.g. for cards: 3 mm) under Bleeds.
Cut marks are generally not necessary.

Please make sure to **deactivate** Overprint and Transparency Flattener Options (PDF 1.3 Only). As of PDF X-4 or Acrobat 5 (PDF 1.4), this item should be deactivated by default.
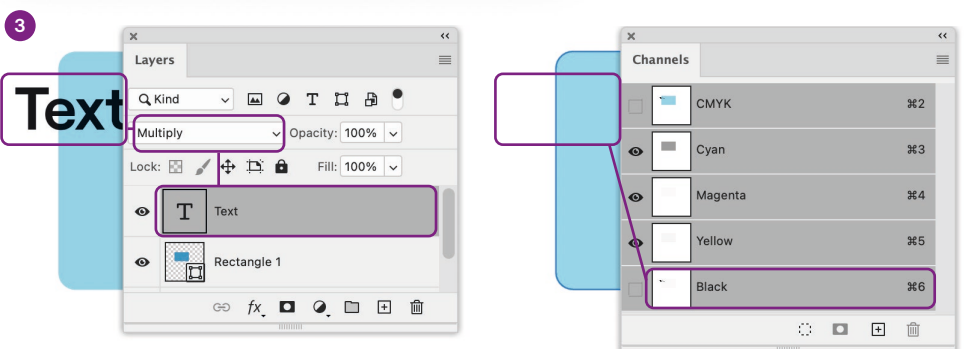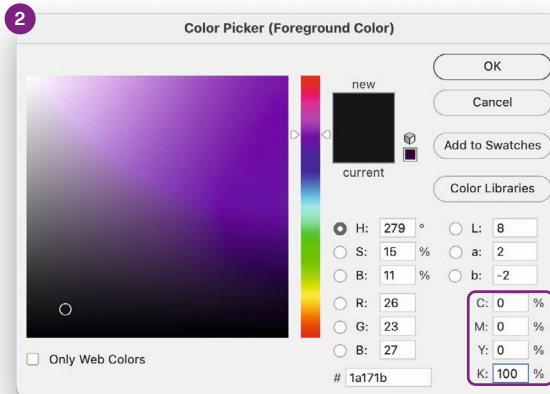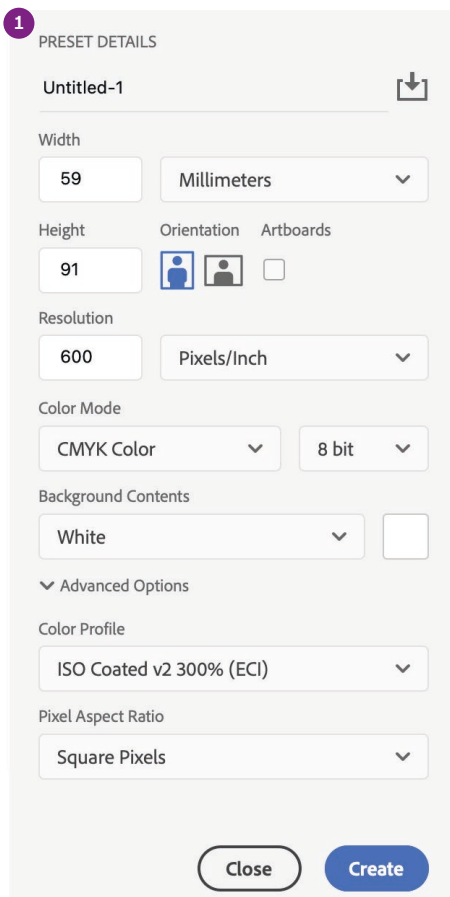
PDF export

## Create files in Adobe Photoshop and export a PDF for print

We recommend that you only create print data from layout programs.
However, if you only have access to Adobe Photoshop, a PDF should be created directly from the program. Please use the standard PDF preset [High Quality Print] for this.
To obtain printable files, please follow the steps below.

1 Create your document in the final format (possibly +3 mm bleed all round);
at least 300 ppi, document color space: CMYK, profile: ISO Coated V2 300%

2 If you create black texts and objects, please ensure that they are coloured in
C 0 / M 0 / Y 0 / K 100.

3 Do not rasterise text layers. Set black objects and text layers to Multiply layer mode.
This will cause them to overprint.
This can be checked by Window → Channels, Black hide; if the black elements disappear, they overprint.

4 Save the PDF. **Please do not embed the colour profile!**
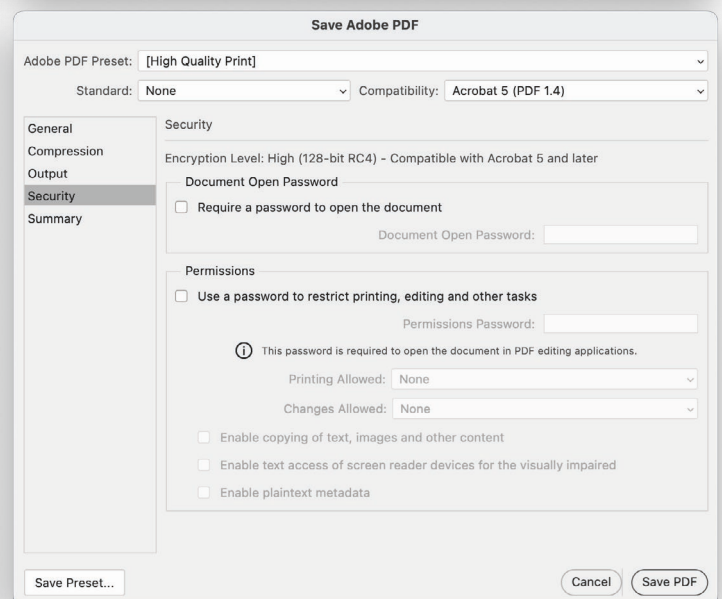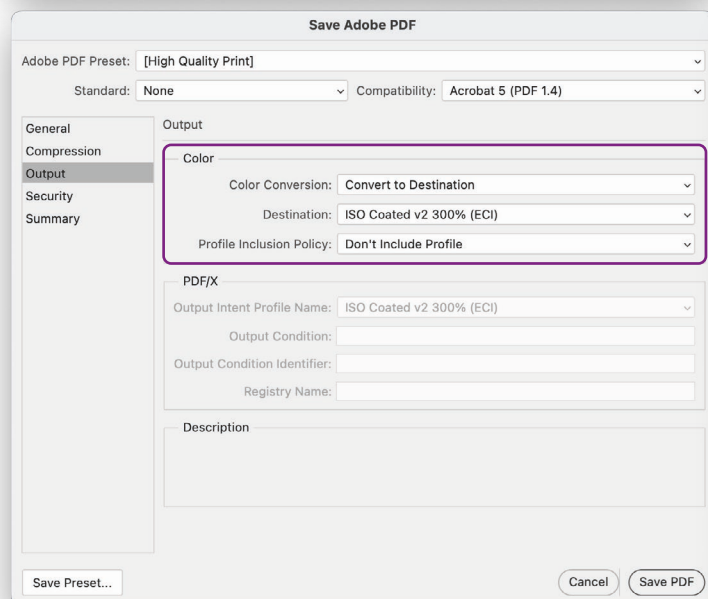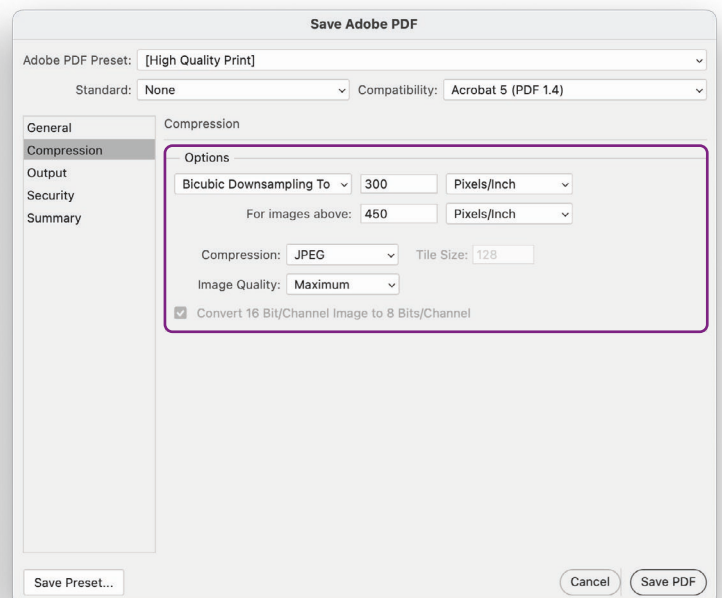Screenshots of the PDF export can be found on the next page.

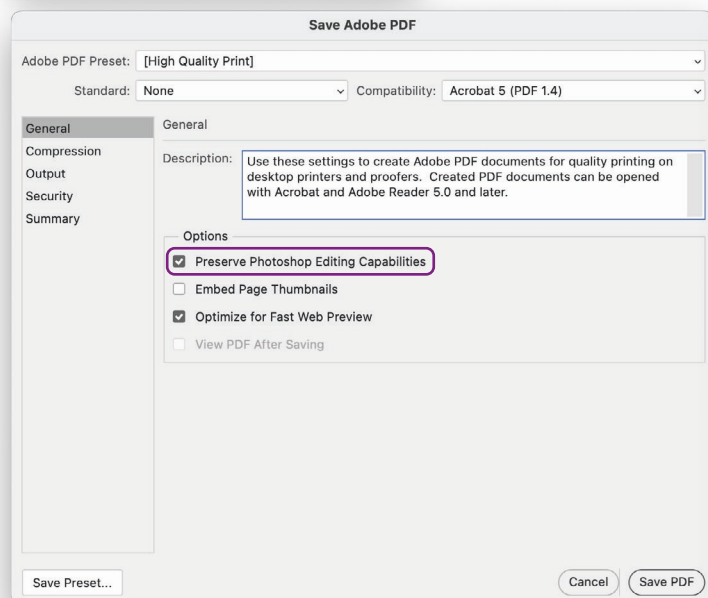# PDF export
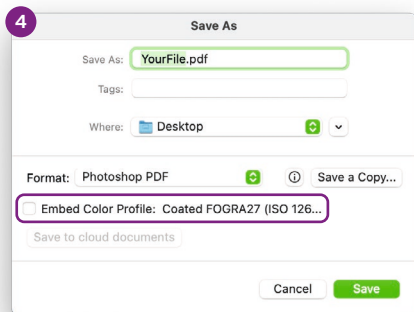
Important: Remove the tick from Embed colour profile.

Please keep the Photoshop Editing Capabilities. When compressing images, you can enter a resolution higher than 300 ppi for better quality; we recommend 600 ppi. Please adopt the colour conversion settings from the screenshot.

PDF check

Why it makes sense to do a check

- After creating a PDF, you must check it for completeness, content and printability

- If **corrections** need to be made during the proofing process to ensure that the data fulfils our standards for printing, **additional costs** will be incurred

- You will always receive approval PDFs for the components of your game, which you should check carefully. If everything is correct, give the good for print

Checking with Adobe Acrobat Pro DC

Only with the correct settings you will see the file on screen with the correct overprinting and transparency results.

Use the recommended settings below at Acrobat Pro DC → Preferences → General… in the menu Page Display.
Set **Always** at the point Use Overprint Preview!
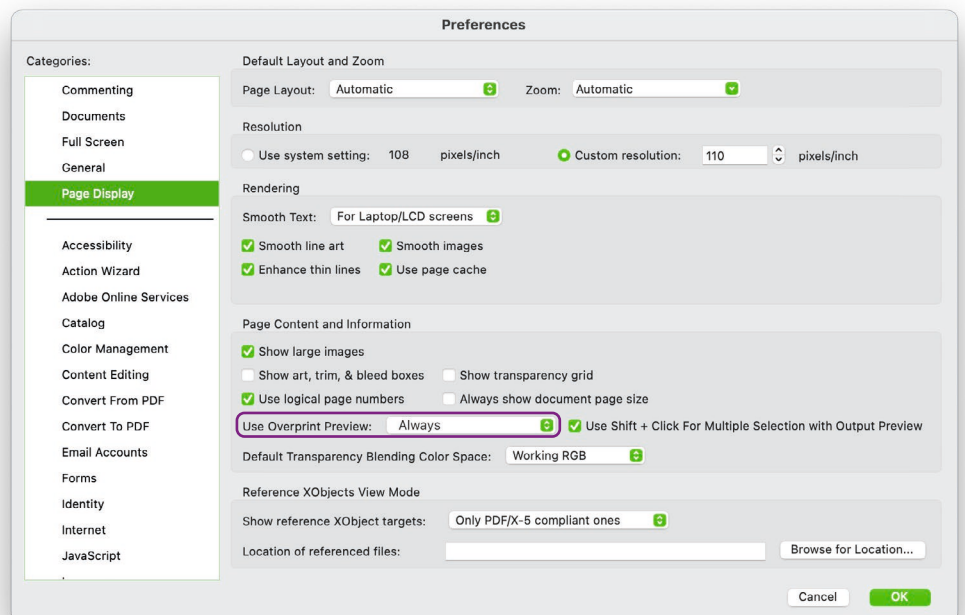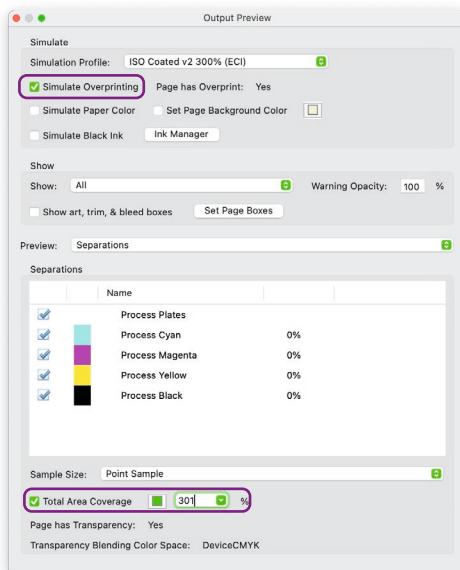
At Tools → Print Production or All Tools → Print Production activate the Output Preview. Please make sure to set a tick at Simulate Overprinting!
Your PDF will only be optimally displayed if the overprint simulation is active!

The Total Area Coverage can also be checked via the Output Preview window.
Please check with 301% to meet our specification of **max. 300% colour coverage**.

Please check if there is any RGB in the document using All Tools → Print Production → Preflight. Use one of the various CMYK-Offset-Printing-Profiles. If there is RGB, it will be displayed in the list of results with a red cross.

PDF check

The latest version of
Adobe Acrobat Reader DC
is available for free here:
get.adobe.com/reader

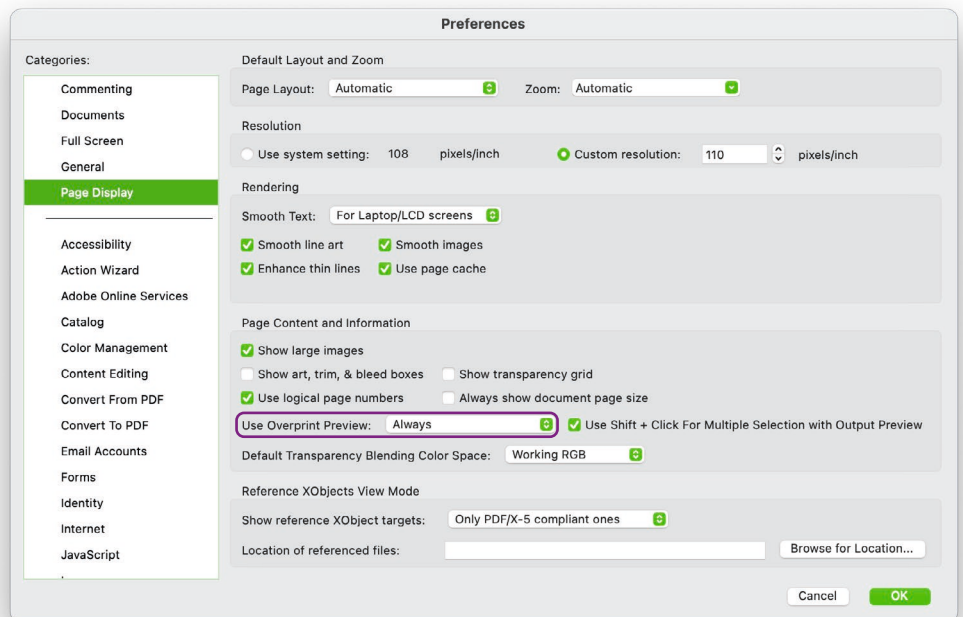## Checking with Adobe Acrobat Reader DC

Switch on the overprint preview in the Preferences window.
Your PDF will only be optimally displayed if the overprint simulation is active!
MacOS: Adobe Reader → Preferences → Page Display
Windows: Edit → Preferences → Page Display
Use Overprint Preview: **Always**

File transfer

We **only** request the **delivery of PDF files** **for all components** of your game and also for labels on outer boxes.

For playing cards, the order of the pages in the PDF must correspond to the order of the cards in the pack of cards.

We need 1.4 PDF files or higher. Please **do not** send **1.3 PDF files** or **files with transparency reduction**, because they can cause production-related errors!

File names

- Please label the files briefly and clearly, e.g. front and back name with "_front" or „_back"

- If you want to produce several decks, please label them clearly as well

- Special characters such as "ß, /, \, *, I, <, >, ô, ë, [,]" must not be used for file and folder names

- Always use an underscore "_" to separate instead of a space

Examples: "YourGameDeck1_front.pdf", "DeckB_YourGame_back.pdf"

Upload

- E-Mail (up to max. 10 MB)

- FTP-Server (Please ask your customer advisor for the exact procedure)

- If you transfer files via FTP or e-mail, create ZIP archives of your files before transferring them

Cartamundi

Do you have any further questions?

Please contact your customer advisor.