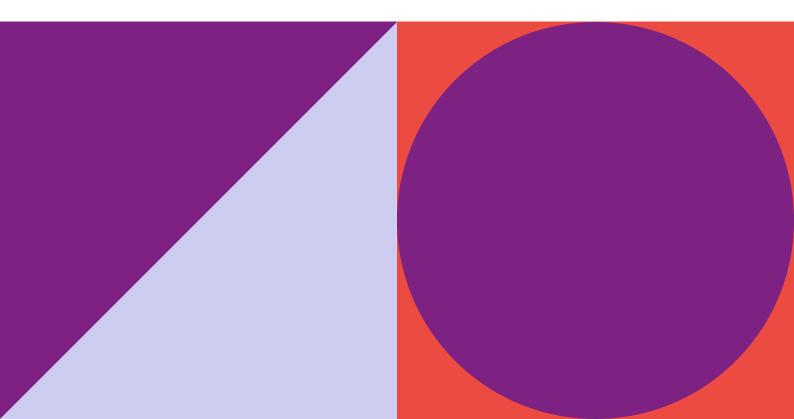
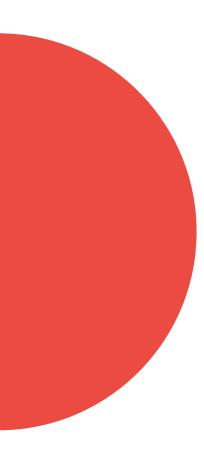


Customer Information and Design Guidelines



Content



- 3 General information to create print data
- 4 Card layout
- 6 Memo and puzzle layout
- 7 Inlay and punchboard layout
- 8 Box layout
- 13 Convertion of RGB into CMYK and reduction of color coverage in images
- 14 PDF export
- 20 PDF check
- 22 File transfer

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,
- \cdot 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!

(() height at least 5 mm

Further information can be found here:

- PDF export
- PDF check
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- → File transfer
- Convertion of RGB into CMYK and reduction of ink coverage in images

- 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

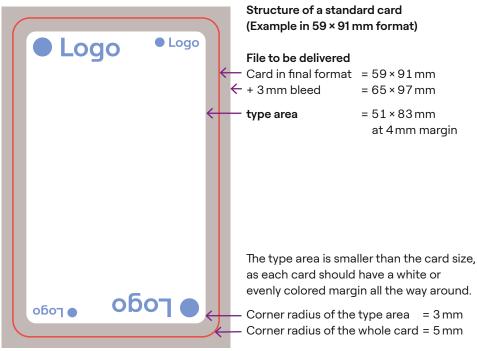
In order to avoid any delays in production, please check your PDF-files before you send them to us

- 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

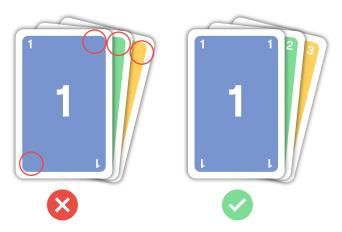
- Please create one layout file for the front and one for the back of your card game
- Each card has to be placed on a separate page (e.g. a document with 33 pages for a 33-card game)
- The order of the pages corresponds to the desired card sequence
- Page size and card size have to be equal (e.g. 56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



Sketch not true to scale

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.



Templates for various card formats are available on request.

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 $\ensuremath{\textit{yes}}\xspace$... 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.).

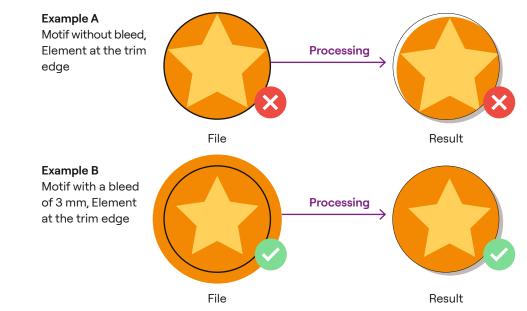
You could check it, e.g. in InDesign at: Window \rightarrow Output \rightarrow Separations Preview or in Illustrator at Window \rightarrow Separations Preview.

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🔀 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**.



Please note! Labelling of toys is mandatory!

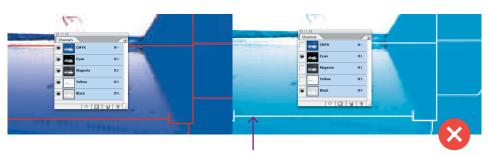
Mark your product so that it is clearly visible from the outside in accordance with the directive on the mandatory labeling of toys with

- a CE mark (UK: UKCA),
- an adress,
- an e-mail adress,
- an identification number,
- $\boldsymbol{\cdot}$ a warning label, if necessary,
- $\boldsymbol{\cdot}$ a disposal note, if necessary,
- $\boldsymbol{\cdot}$ recycling marks, if necessary

Please ask your customer adviser for further information!

 $\textbf{CE} \ \ \ beight at least 5 mm \\$

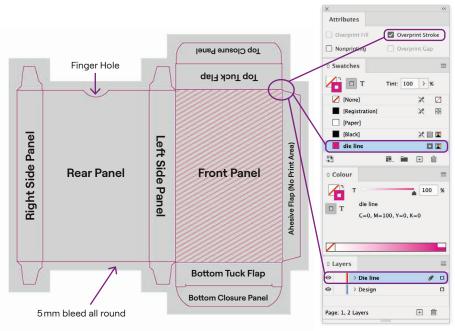
For all packaging, ensure that the die line we provide, is created as a special colour "die line" and is set to overprint. Insert these in the layout program in a separate layer at original size (100 %).



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

Folding boxes

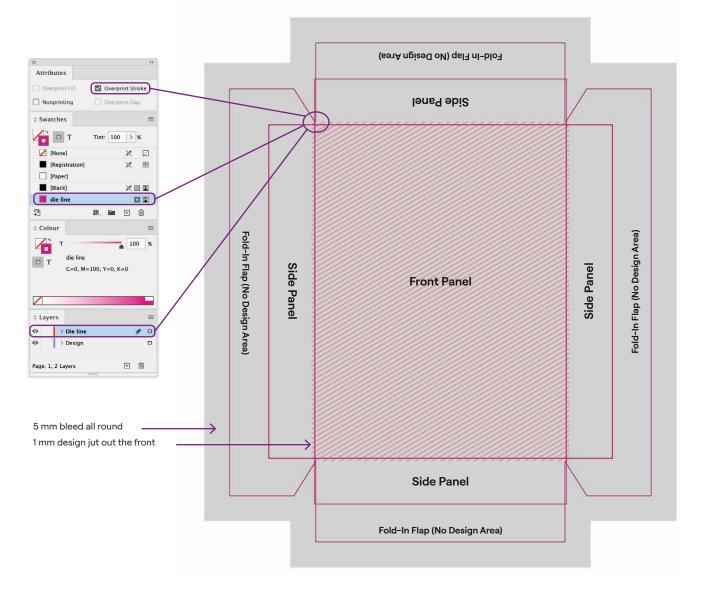
- · Before you start designing, please ask your customer advisor for the correct die line
- Text and important elements should have a minimum distance of 3 mm from the die line
- Make sure that there are no elements on the concealed surfaces (glue area, closure panel), as these will not be visible from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



Slip boxes

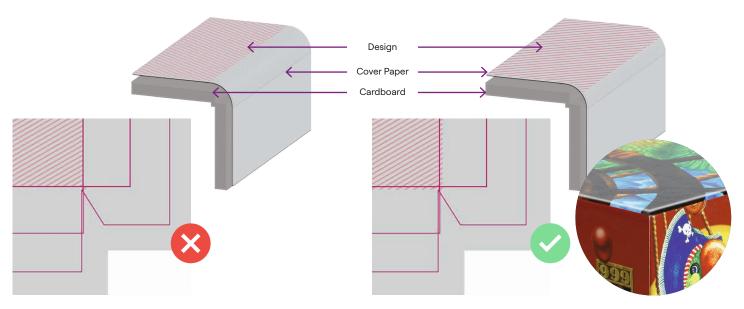
- · Before you start designing, please ask your customer advisor for the correct die line
- Text and important elements should have a **minimum distance of 3 mm from the die line**
- Make sure that there are no elements on the concealed surfaces (fold-in flaps), as these will not be visible from the 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



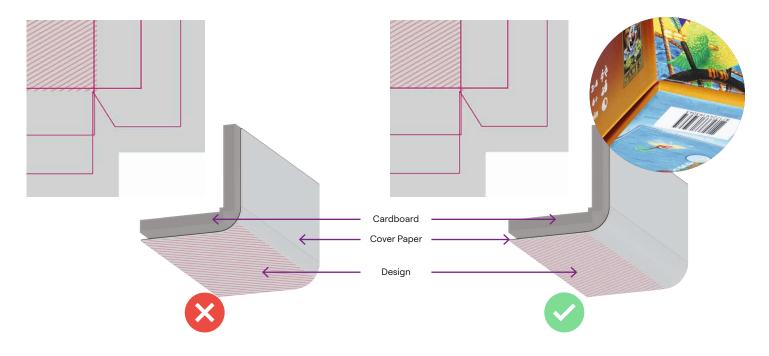
Box cover design

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.



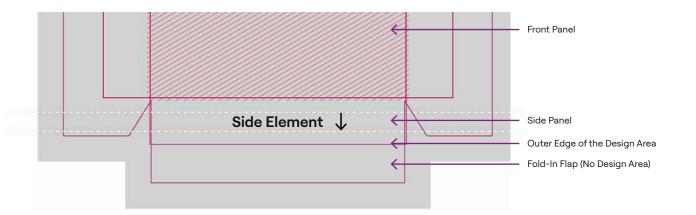
Box bottom design

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.



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.



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

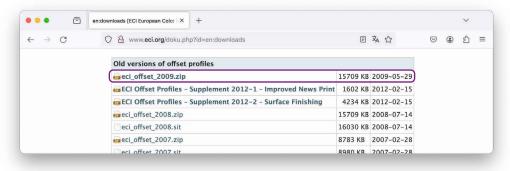
Convertion of RGB into CMYK and reduction of ink coverage in images



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.



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 \rightarrow 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 \rightarrow 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.

Convert to Profile	
Source Space Profile: sRGB IEC61966-2.1	ОК
Destination Space	Cancel
Profile: ISO Coated v2 300% (ECI)	A Display P3
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	PAL/SECAM
Use Black Point Compensation	Rec. ITU-R BT.2020-1
Use Dither	Rec. ITU-R BT.709-5
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↓ Joboptions

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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 \rightarrow 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 \rightarrow Adobe PDF Presets \rightarrow Define..., click Load..., now select the job option under the folder mentioned above and click Done.

Use Joboptions

Choose File \rightarrow 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.

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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.

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).

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General Compression Marks and Bleeds Output Advanced Security Summary	Advanced Fonts Subset fonts when percent of characters used is less than: 100% ① All fonts with appropriate embedding bits will be embedded. OPI Omit for OPI: EPS DDF Bitmap Images Transparency Flattener Preset: [Medium Resolution]	Ceneral 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 Permissions This 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 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	(Save Preset)	Cancel Export		



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 \rightarrow 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 \rightarrow 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.

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Compression Marks and Bleeds Output Advanced	Description:	[Based on 'ISO_Coatedv2_300%_600dpj_ZIP'] [Based on 'ISO_Coatedv2_300%_600dpj_ZIP'] [Based on 'ISO_Coatedv2_300%_66 [Based on 'Ikiph Quality Print]' Use these settings to create Adobe P for quality printing on desktop printers and proofers. Created PDF of be opened with Acrobat and Adobe Reader 5.0 and later.	DF documents	Compression Marks and Bleeds Output Advanced	Color Bitmap Images Bicubic Downsampling To V 600 ppi for images above 650 ppi Compression: ZIP V Tile Size: 256 pixels		
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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.

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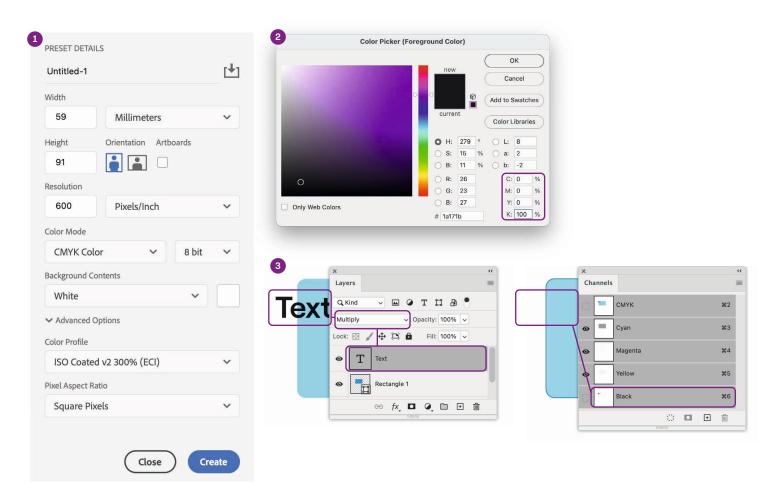
Please make sure to **deactivate** Overprint and Transparency Flattener Options (PDF 1.3 Only). As of PDF X-4 or Acrobat 5 (PDF 1.4), this item should be deactivated by default.

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			Acrobat Permissions Printing Allowed: High Resolution Changes Allowed: Any except extracting of pages Changes Allowed: Allowed
	Cancel Save PDF		Cancel Save PDF

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.



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		Page Thumbnails				Image Quality: Maximum ~		
	Optimiz	e for Fast Web Pr	review			Convert 16 Bit/Channel Image to 8 Bit	s/Channel	
Save Preset		_		Cancel Save PDF	Save Preset		Cancel	Save PDF
		Save	e Adobe PDF			Save Adobe PD	F	
dobe PDF Preset:	[High Quality Pri	nt]		~	Adobe PDF Preset:	[High Quality Print]		~
Standard:	None		- Compatibility: Acrobat 5 ((PDF 1.4) ~	Standard:	None ~ Compatib	bility: Acrobat 5 (PDF 1.4)	~
General	Output				General	Security		
Compression	Color				Compression	Encryption Level: High (128-bit RC4) - Con	anatible with Acrobat 5 and later	
Output	and the second se	olor Conversion:	Convert to Destination	~	Output	Document Open Password	ipatible with Actobat 5 and later	
Security	Ŭ			1	Security	Require a password to open the docu	ment	
Summary			ISO Coated v2 300% (ECI)	~	Summary	Docur	ment Open Password:	
	Profile	Inclusion Policy:	Don't Include Profile					
	PDF/X					Permissions	dialog and calculation	
	Output Inte	nt Profile Name:	ISO Coated v2 300% (ECI)	~		Use a password to restrict printing, end Use a password to restrict printing.		
	0	utput Condition:					ermissions Password:	
	Output Con	dition Identifier:				-	pen the document in PDF editing applications.	
		Registry Name:				Printing Allowed: No		~
	Descriptio	an				Changes Allowed: No		~
	Description					 Enable copying of text, images an 		
						Enable text access of screen read	der devices for the visually impaired	
						Enable plaintext metadata		

Important: Remove the tick from Embed colour profile.

Please keep the Photoshop Editing Capabilities. When compressing images, you can 00 ppi.

PDF export

Save As

Save As: YourFile.pdf

4

Format: Embed

Adobe PD S General Compress Output Security Summary

Adobe PD S General Compress

Output Security Summary

Save Preset...

19

Cancel Save PDF

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 $DC \rightarrow Preferences \rightarrow General...$ in the menu Page Display.

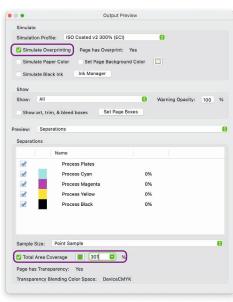
Set Always at the point Use Overprint Preview!

Categories:	Default Layout and Zoom
Commenting Documents Full Screen General	Page Layout: Automatic Page Layout: Automatic Resolution Use system setting: 108 pixels/inch Custom resolution: <u>110</u> 2 pixels/inch
Page Display	Rendering Smooth Text: For Laptop/LCD screens
Accessibility Action Wizard Adobe Online Services	Image: Smooth line art Image: Smooth lines Image: Image: Smooth lines Image: Smooth lines Image: Image: Smooth lines Image: Smooth lines
Catalog	Page Content and Information
Color Management Content Editing Convert From PDF	 Show large images Show art, trim, & bleed boxes Show transparency grid Use logical page numbers Always show document page size
Convert To PDF	Use Overprint Preview: Always 🛛 🛛 🖉 Use Shift + Click For Multiple Selection with Output Prev
Email Accounts Forms	Default Transparency Blending Color Space: Working RGB
Identity	Reference XObjects View Mode
Internet JavaScript	Show reference XObject targets: Only PDF/X-5 compliant ones G Location of referenced files: Browse for Location
G.	

At Tools \rightarrow Print Production or All Tools \rightarrow 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 \rightarrow Print Production \rightarrow 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

gories:	Default Layout and Zoom
Commenting	Page Layout: Automatic 🕒 Zoom: Automatic
Documents	Resolution
Full Screen General	Use system setting: 108 pixels/inch OCustom resolution: 110 Cpixels/inch
Page Display	Rendering
	Smooth Text: For Laptop/LCD screens
Accessibility	🔽 Smooth line art 🛛 💟 Smooth images
Action Wizard	🗹 Enhance thin lines 🛛 🔽 Use page cache
Adobe Online Services	
Catalog	Page Content and Information
Color Management	Show large images
Content Editing	Show art, trim, & bleed boxes Show transparency grid
Convert From PDF	🛂 Use logical page numbers 👘 Always show document page size
Convert To PDF	Use Overprint Preview: Always 😨 Use Shift + Click For Multiple Selection with Output Preview
Email Accounts	Default Transparency Blending Color Space: Working RGB
Forms	Reference XObjects View Mode
Identity Internet	Show reference XObject targets: Only PDF/X-5 compliant ones
JavaScript	Location of referenced files: Browse for Location

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 "β, /, \, *, 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



Do you have any further questions?

Please contact your customer advisor.

