Vartgames Artwork Guideline

Design and produce are two things, we hope the following guidelines can help you to create suitable graphic files for your projects, it can make the pre-production process smoother and faster. Ok, let's start, wish to see your board games earlier!

General Requirements.
1, Design Software and File Format:
   Highly suggest to use Adobe Indesign /Adobe Illustrator/Adobe Photoshop to do design work.

   We prefer PDF format for printing, it is stable in different platform. If you are not sure how to convert files into PDF, we also accept the original Indesign and AI files.
   Please be noted, don't create the final PDF from Photoshop, it may cause potential pre-press and production problems.

   The PDF should be compatible with Acrobat 7 (PDF 1.6) or higher.
   The PDF should use the color profile FOGRA 39 (ISO12647-2)
   Ps: It is not necessary to include trim marks, registration mark, or color bars.
2, File Name
   As boardgames usually have many components, please name the file correspondingly.
   The naming rule can be like this: project name+ component name+ part name+ version
   For example:
   Azul_Box_Top.pdf,
   Azul_Game Board_Front.pdf
   Azul_Punchboard_A_Front.pdf,
   Azul_Punchboard_B_Back_V2.pdf
   Please delete the old version when you upload new one, it can make sure we use the correct files. It's better to tell us the correct part if possible.
3, Images:
   Color Mode: All images should be in CMYK, CMYK mode is special used for printing. If you use RGB, we can help to change it into CMYK, but the color will change because they have different color gamut
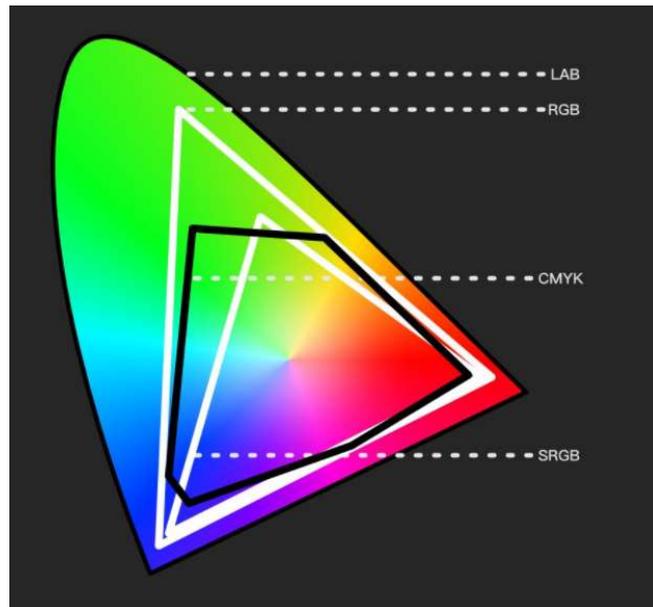
Spot color: If you choose spot color in artwork, please mark the pantone number. If there is notification, we default there is no spot color, will convert it into CMYK.

Resolution: All images require a resolution of 300dpi. It can print images clearly. If the dpi is under 150, the printing effect will be blur.

4, Text / Fonts:

Pure black: We suggest to make the text in pure black / 100% black, the color setting is C:0%, M:0%, Y:0%, K:100%. If the black is made of CMYK, the printing effect may certain to some color, not real black. If you want to make the black darker, you can add 40%~60% C only.

Please make sure the fonts are embedded, and convert fonts into outlines when submit to PDF in case of we lack fonts in our side.

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

5, Bleed and Margin

In printing, the bleed is the area or space to make sure there is no unprinted edges after trimming, the width of bleed is usually at least 3mm or 1/8in on each side.

Margin is the area between content to the trimming edge, the width is also at least 3mm.

Bleed and Margin are all used to avoid trimming / cut error, Bleeding avoid to be trimmed bigger, Margin is in case of trimming smaller. Margin also is referred in wrapping process. For example, the red line is trimming line, the green part is bleed, the blue part is margin. Both of them are at least 3mm or 1/8in
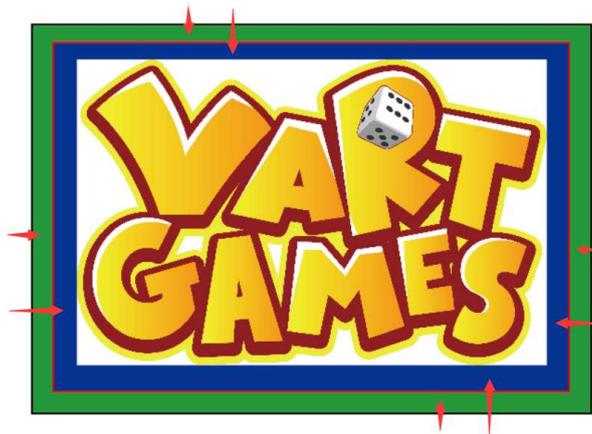
Game Box

If you are not sure the structure of box die-cut lines, please ask the box die-cut lines from your account manager. Please be make sure the box size should pack all your components. Here we use 2-piece box / lid-bottom box as an example.
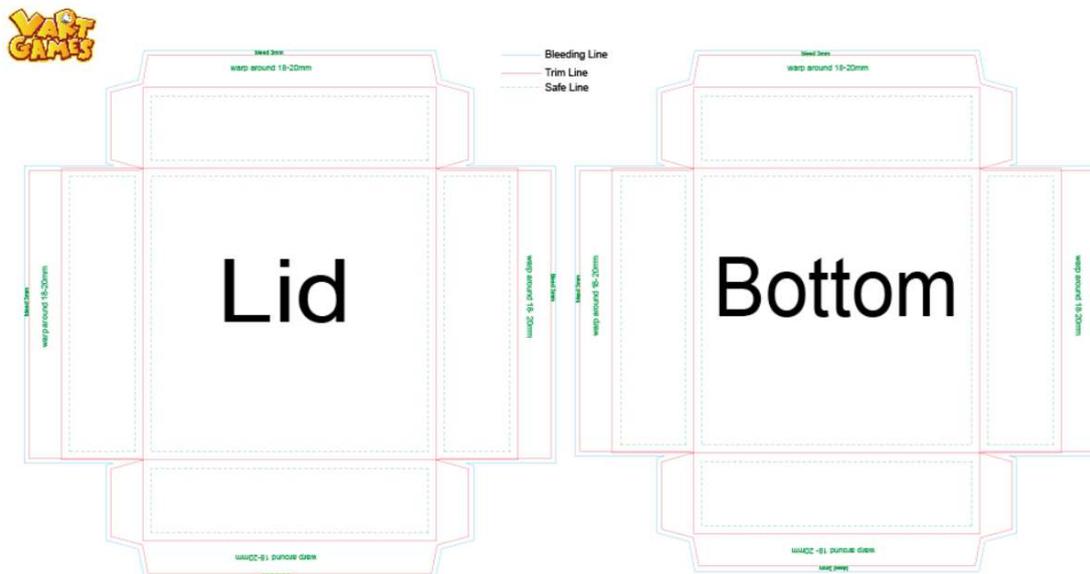

The bleeding and margin follow the rules in general requirements. The difference is box have a wrapping part. The wrapping part is about 18mm-20mm.The image as below is to show how it is. If you want the wrapping part longer than this size, please tell us in advance.

Game Board

As there are different style game board, for example 1/2, 1/3, 1/4, 1/6, 1/8 folded board.

Some boards need wrapping on edges, some don't need wrapping.

Some boards need printing both sides, some need printing only one side.

Some boards want colorful side outside after folded, some want black side outside after folded.

Here we use 1/4 folded board, front printed and back black paper for example.

This game board also has a wrapping part, the wrapping parts is about 18-20mm.

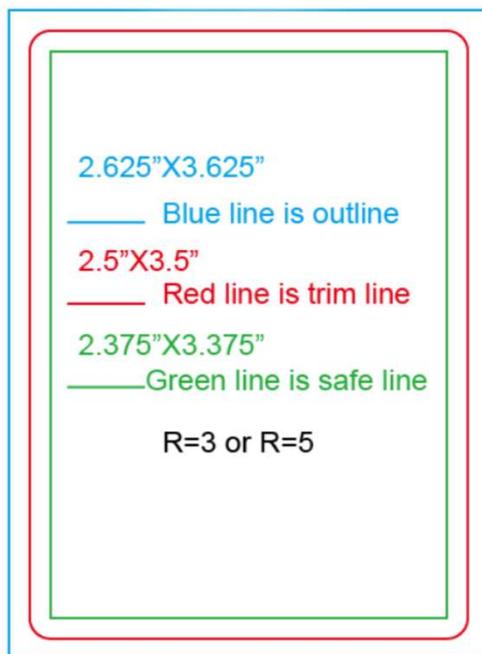This colorful side will wrap down on the board.
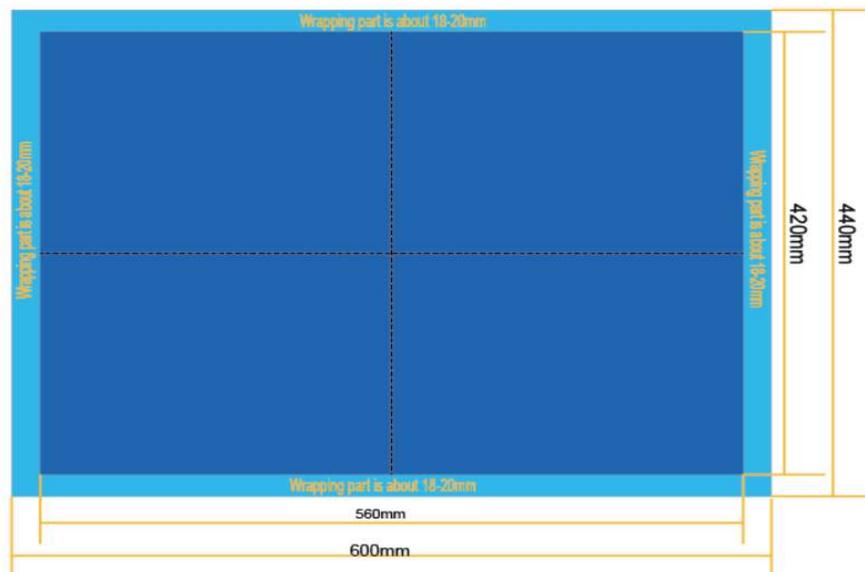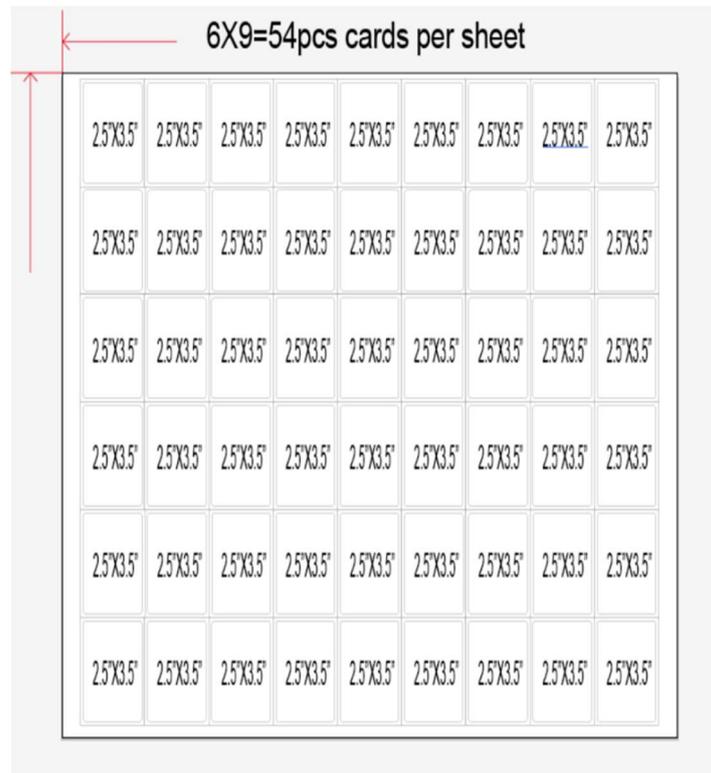

The mass effect is as below:
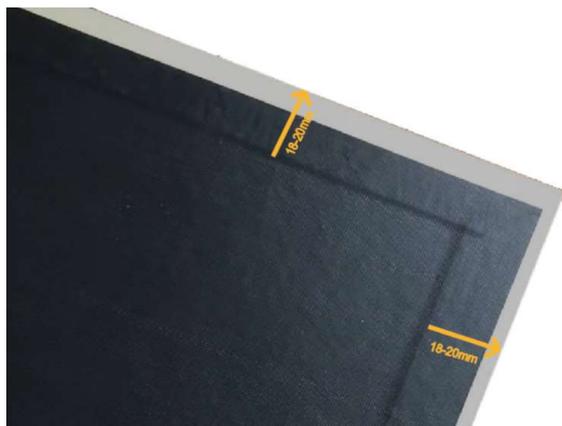
Game Cards

Cards are simple, here is a standard poker card of 2.5*3.5in.

Other size cards also follow this rule.

2.625"X3.625"

_____ Blue line is outline

2.5"X3.5"

_____ Red line is trim line

2.375"X3.375"

_____Green line is safe line

R=3 or R=5

The component for cards in printing is like below image, we produce 54pcs card per sheet.


The corresponding tuck box is as blow, please ask the template for your own box
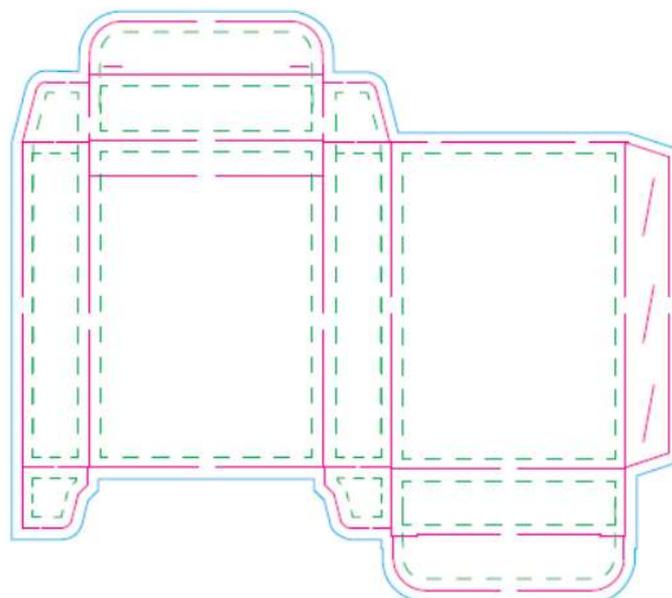
Punchboard:

1. firstly please make sure the board can be put into box

2. Please use the space on board reasonable. If you are sure about this, we can help to provide suitable die-cut lines.

3. Please be noted the punch edge is 10mm, the minimum distance between rectangle is 8mm, the minimum distance between circle is 6mm, the minimum distance between hexagon is 6mm.

4. Please name the board with number and side, you can refer to our file name rules. Please also write this name on board.

5. Please be careful on the backside of board, they must be mirrored. Otherwise will cause big punch error.

6. For multiples boards, we suggest to share die-cut knife to save cost.
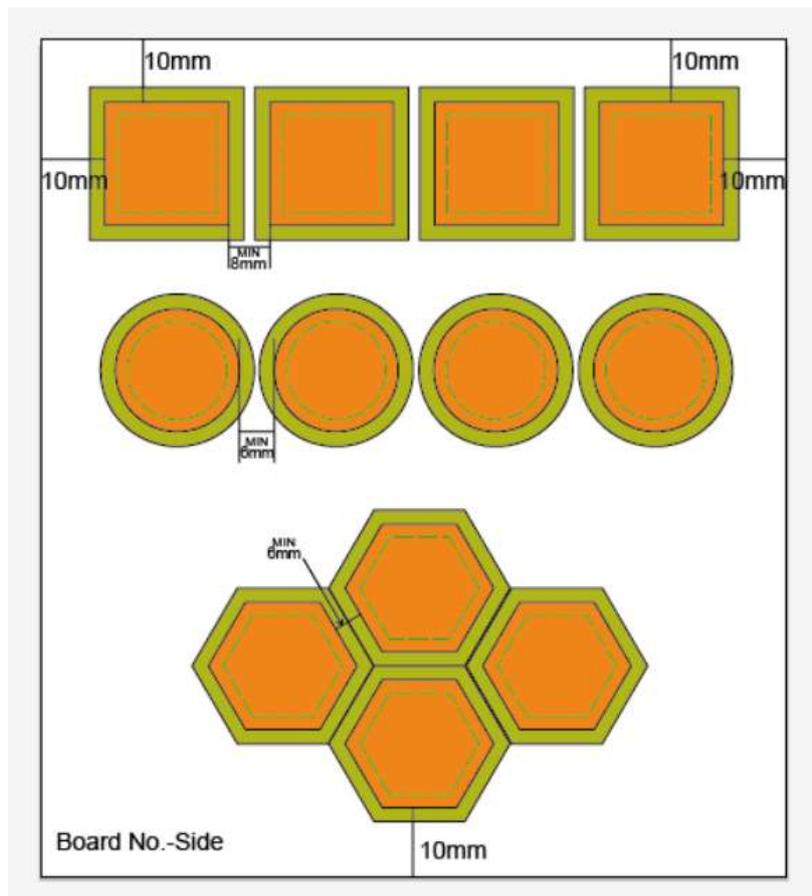
Rulebook

1, Please be noted sheet is different page, one sheet paper has 2 pages, so the page numbers must be even number.

2, For saddle stitched rulebook, the page number must be multiple of 4, for example 8pages, 12pages, 16pages

3, For perfect bound rulebook, the thickness should be over 3mm.

4, The hardcover we usually provide template for cover.