LongPack
GAMES

Design
Guidelines

LongPack Games Design Guidelines

LongPack Games Design Guidelines

1
General Information

1.1 • Design Files Verification Process

To ensure all design files received are fit for production, all files should be provided in a standardized way and pass through the design verification process.

1.1.1 • Estimated Time

Dependent on the design files received.

1.1.2 • Procedure

| Customer | Upload printing files, component design files and specification. |

| LongPack | Review all files received to ensure these are fit for production and if not, provide timely feedback. A detailed Review Report will be provided to the customer. |

| Customer | Revisions may be needed for files provided as necessary. Several rounds of file uploading and revision may happen before the files are confirmed for production. |

| LongPack | After verification of files received, an E-proof will be sent for approval. |

| Customer | Approve E-proof. |

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Want to make the process faster?

Aside from following all the great tips in this guide, you can check your files before providing them to LongPack. Available on our website is the LongPack Preflight Profile for PDF files. After downloading this profile, you can use this to check your print files for some of the most common issues that need to be corrected, including...

- ⚀ Low resolution images
- ⚁ RGB images
- ⚂ Spot color inks
- ⚃ Font embedding

! Make sure your Artist is familiar with the technical specifications in this guideline. This will prevent major quality issues from happening later in your process.

√ Make sure the correctness of the content in your design files. LongPack only verifies whether or not the files are fit for producing, while the content correctness will not be checked in our process.

General Prepress Check

On the following pages is all the infor-mation necessary to ensure that your documents can be better processed by LongPack. Following these standards, the less time it will take to check and complete your order. Non-standard print files may lead to delivery delays, extra time, effort and additional costs.

We strongly urge those unfamiliar with LongPack's standards to read this guide in its entirety. There are seven basic requirements for all files submitted to LongPack for printing.

Standardized file naming — 5

All files submitted as PDFs — 7

All files have 3mm bleed and at least 3mm margin — 8

Images at a resolution of 300ppi or above — 9

All files in CMYK color format — 9

Black text should be pure black
C:0% M:0% Y:0% K:100% — 9

Font embedded into PDF file — 9

LongPack GAMES
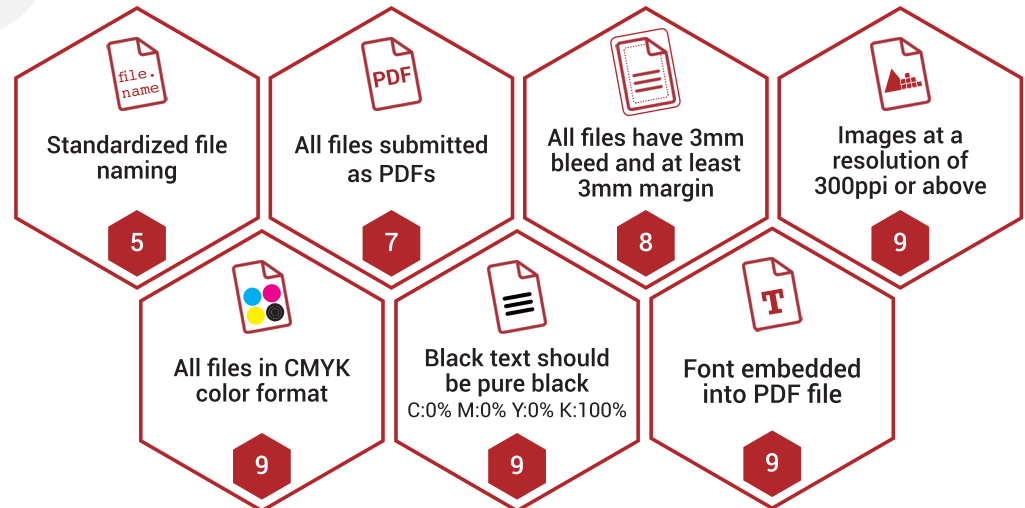
file.name

1.2.1
Rules of file naming

Please ensure file naming follows the rules below, which will enable our Artists to find the correct file correctly and promptly.

For all updates and revisions, please amend the file name with the appropriate version number and delete the old versions. This is to ensure that we are always using the updated files.

File Naming Rules

(Proj Name (Ext Name))_ (COMP name) _ (Side) _ (Language) _ (Version)

Example*

ACE DELUXE _Gameboard_Front_EN_V2

ID	Project Name	EXT Name	Component type	Side	Language	Version
1	ACE	Retail (Core)	Game box	Front	EN	(none)
2		Deluxe	Game board	Back	FR	V2
3		Extension	Punchboard	Top	SP	V3
4			Playing cards	Bottom	Common	...
5			Rulebook	Common	...	
			...	...		

Supposed Project name is "ACE"

Example (cont.)

Project named "ACE" with specs as follows:

ID	Item	QTY.	Size (mm)
1	Game box	1	265x265x60
2	Game board	1	510x510
3	Punchboard	3	255x255
4	Playing cards	54	63x88
5	Rulebook	1	255x255

A

Basic file naming for the project "ACE"

- *ACE_Box_Top.pdf*
- *ACE_Box_Bottom.pdf*
- *ACE_Gameboard_Front.pdf*
- *ACE_Gameboard_Back.pdf (if needed)*
- *ACE_Punchboard_Front.pdf*
- *ACE_Punchboard_Back.pdf*
- *ACE_Playingcards_Front.pdf*
- *ACE_Playingcards_Back.pdf*
- *ACE_Rulebook.pdf*

B

Language Dependent Files

- *ACE_Box_Top_EN.pdf*
- *ACE_Box_Top_SP.pdf*

Language Independent Files:

- *ACE_Gameboard_Front_Common.pdf*

C

Updating Files (with Language Dependent):

Updated Revised File: *ACE_Box_Top_EN_v2.pdf*
Delete Original File: *ACE_Box_Top_EN.pdf*

D

In case the project includes different extension names such as Core, Deluxe, Extension etc, pls add them in file naming.

- *ACE CORE _Box_Top.pdf*
- *ACE CORE _Box_Bottom.pdf*
- *ACE DELUXE _Box_Top.pdf*
- *ACE DELUXE _Gameboard_Back.pdf (if needed)*

1.2.2
All files submitted as PDFs

Adobe software is recommended when creating print files.

Adobe InDesign

Use InDesign for final layout (particularly text placement) and PDF generation. You can download the plug in for PDF converting from our website.

We recommend using InDesign. for files with multiple pages:
  · Rulebooks
  · Cards

Adobe Illustrator

Use Illustrator for the development of vector illustrations.

Adobe Photoshop

Use Photoshop for the development of raster illustrations.

> **!** *Photoshop is not recommended for PDF file generation. Additional time for prepress checks and revisions will be needed for PDF files generating using Photoshop.*

PDF files are the most commonly used format in the printing industry. When saving PDF files, please pay attention to the following:

√ Your PDF should be compatible with **Acrobat 7 (PDF 1.6) or higher**.
√ Your PDF should use the color profile **U.S Web Coated (SWOP) v2** to match our factory's color calibration.

To make things easier, LongPack has a PDF Export profile available for Adobe products that will set the items above, and do a couple of other neat tricks (e.g., converting RGB images to CMYK when the file is exported). You can find that profile at LongPack website: http://www.longpack-games.com

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1.2.3
Bleed and Margin

___

"All files have 3mm bleed and at least 3mm margin"

Bleed and margin issues are common problems found during prepress checks, but they are easy to avoid! All files should have 3mm of bleed, and at least 3mm of margin.
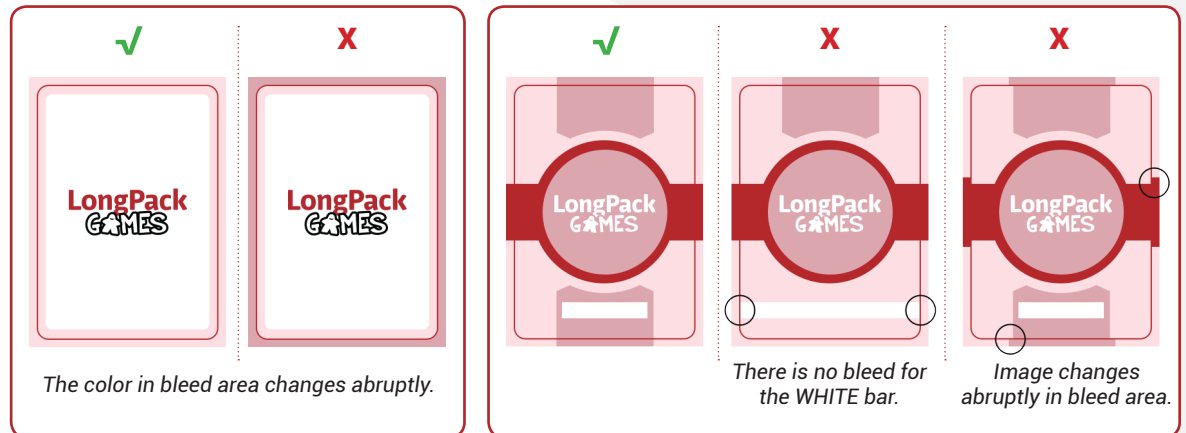
Bleed

Bleed is a printing term that refers to the artwork that goes beyond the edge of the dieline (or trim line) for your components. Artwork and background colors should extend at least to the edge of the bleed line. Maintaining the recommended bleed will ensure that unprinted edges do not appear on your components.

All files require at least 3mm of bleed on each side; some components may require more.

Margin

Margin is the area between the main content and the edge of a page. Most printed components have a trim tolerance of +/-1mm. Keeping your margin free of text or images means that your content won't be unintentionally cut off and the final product won't appear off-center. Please keep artwork and texts within the margin line.

Incorrect bleed examples

√   X

The color in bleed area changes abruptly.

√   X   X

There is no bleed for the WHITE bar.

Image changes abruptly in bleed area.

1.2.4
All files to be in CMYK color format

Large scale commercial printing uses an offset printing process, most commonly consisting of the use of CMYK plates (Cyan, Magenta,Yellow, and Black). All files must be submitted in CMYK color format. Do not use RGB colorspace for your files. RGB is a format for onscreen images. For more information on the CMYK printing process *see 1.3*.

1.2.5
Images should be at a resolution of 300ppi or above

The print industry standard is to have all images at 300+ ppi. Using a lower resolution runs the risk of your images appearing blurred or pixelated.

1.2.6
Black text should be pure black

C:0% M:0% Y:0% K:100%

The reason we ask that all text be in Pure Black is that our eyes are trained to notice extremely small variations when deciphering text. For this reason, we strongly recommend using a single color plate when designing text for print, as the smallest misalignment of the printing plates may cause typefaces with thin strokes to appear slightly blurred. Pure Black is the best of those four colors to use for text printing as it is the easiest to read.

1.2.7
PDF file with font embedded

Please ensure all fonts used are embedded into PDF files. If the fonts are neither embedded in the PDF files nor installed in our computer, the fonts may change after printing.

1.3
Offset printing

LongPack uses offset printing, which is a common, large scale commercial printing process. By combining just four colors of ink; cyan, magenta, yellow, and black (CMYK), millions of hues can be achieved. Offset printing pro-duces colors accurately and fast and can handle extremely large print runs.

Printing wells

An offset printing press has "wells" that hold the four ink colors: cyan, magenta, yellow, and black (CMYK). A fifth well can hold a spot color, metallic ink, or even another black ink.

Cyan (C)	Magenta (M)	Yellow (Y)	Black (K)	Fifth plate (for multiple language)
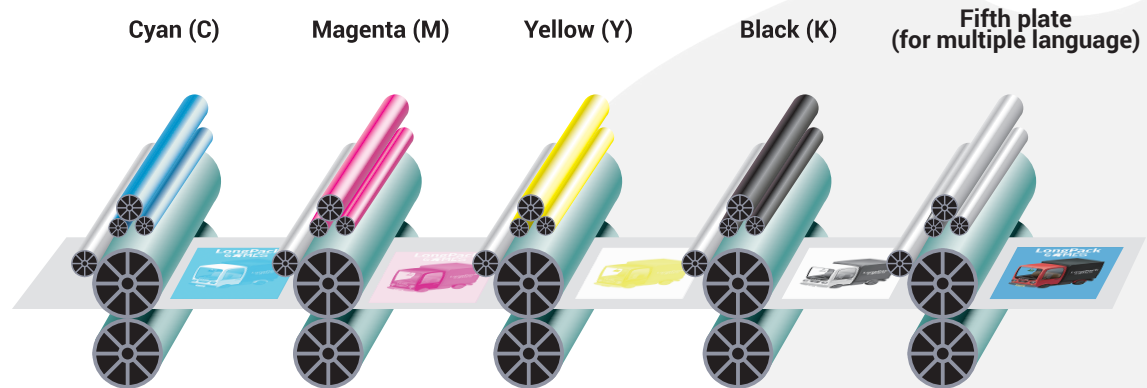
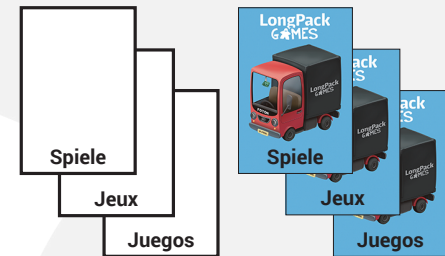*An offset printing press with 4+1 colors*

When preparing for offset printing, the print file is separated into individual CMYK colors. Each different color for the final image is applied to a metal plate. The plates are loaded into the press where an inked image is transferred (offset) from the metal plate to a rubber mat, and then onto the printed surface. Individual sheets are run through the press at a speed of 8K-12K sheets an hour.

1.4
5th plate replacement

As shown in the figures below, all text has been removed from the K (black) plate. For each language, a new plate can be created with only the text from that language on it. By swapping out the 5th plate, multiple languages can be printed more economically, as the original CMYK plates do not have to be changed.

When creating files for black text replacement, please double check the layout and make sure the replacing text is within printing safety lines. Please note that ONLY black text can be replaced, while other COLORED texts cannot be replaced.

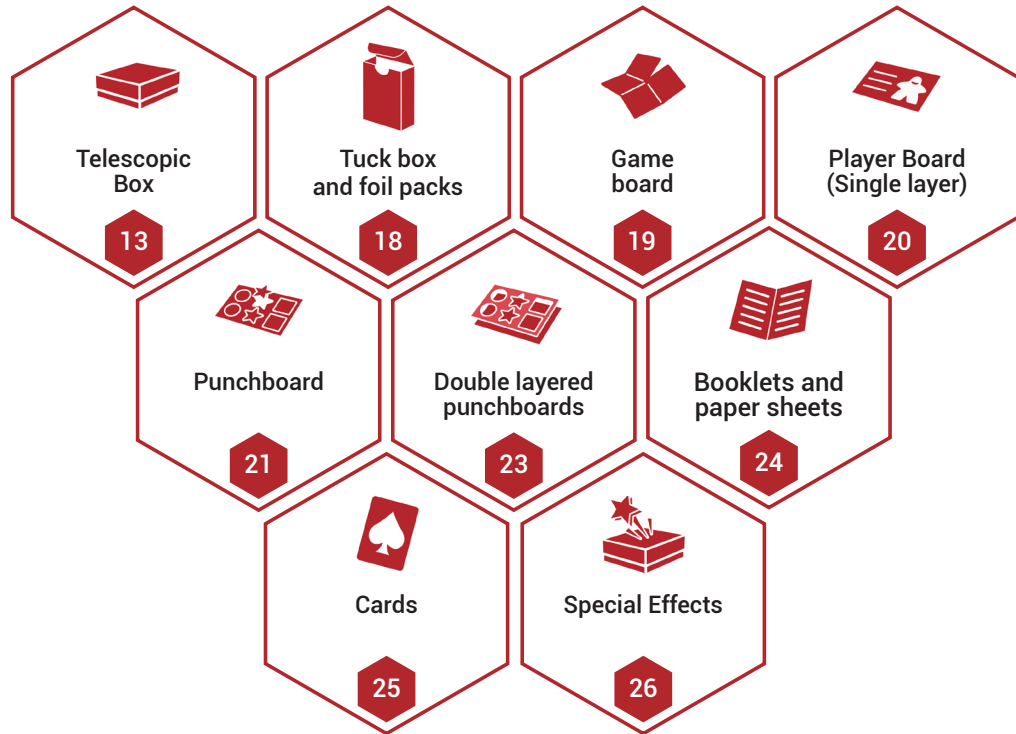Original CMYK plates + the 5th plate

swapping the 5th plate

2
Printing Products

Some products have special requirements. Please check the following sections for some common product requirements.

Telescopic Box 13

Tuck box and foil packs 18

Game board 19

Player Board (Single layer) 20

Punchboard 21

Double layered punchboards 23

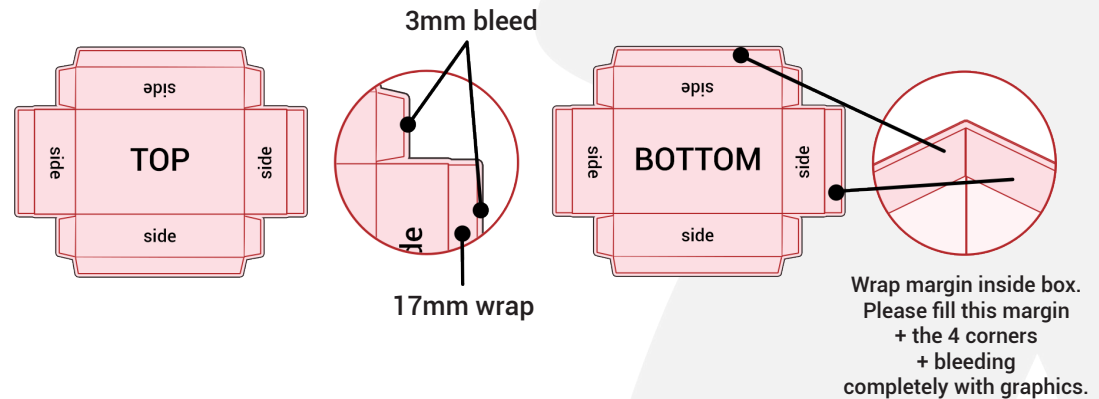**Booklets and paper sheets** 24

Cards 25

Special Effects 26

2.1.1 • Ensure your components fit

The box should be at least 15mm larger, in each dimension, than the largest component to ensure these can be easily removed, and needs to be large enough to contain all of the components. A LongPack Project Manager can assist you to determine a perfect size for your box.

E.g.: If your game box is 200mm x 250mm, the maximum size of any the components inside the box would be 185mm x 235mm. This size would apply to folded game boards, rules booklets or sheets, punchboards, cardboard mats, etc.

2.1.2 • 3mm bleed + 17mm wrap

All box files (top and bottom) must have 20mm of bleed on each side. This includes 3mm of standard bleed, plus 17mm of wrap margin that goes around to the inside of the box to create a clean, smooth edge.

2.1
Telescopic Box
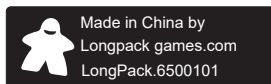
A Telescopic Box is a box type used in most games. You only get one chance to make a first impression, and in tabletop games, the first impression starts with the box.

3mm bleed

17mm wrap

Wrap margin inside box.
Please fill this margin
+ the 4 corners
+ bleeding
completely with graphics.

2.1.3
Box Markings

MADE IN CHINA

The country of origin is required for customs. LongPack's factories are located in China.

Recommended age range

Add a recommended age range to your box. This will determine if your game is considered a toy.

UPC/EAN 13 Barcode

We strongly recommend you use a UPC/EAN13. Once your game hits the distribution chain, a UPC/EAN13 will make handling the game much easier for all parties involved.

Importer name and address

If the publisher country of origin is different from the destination country of the game, the importers address should be displayed. For Kickstarter projects, please consult with your fulfillment service provider.

Publisher name and address

This is mandatory

Manufacturer name and address

This is mandatory

Production Batch Number

The lot number is required to identify a production run in the unlikely event a product needs to be recalled. LongPack will automatically put a small lot number and LongPack icon next to the UPC/EN13. You can choose from 1 of the 4 options shown in the image on the left. (The lot number is the PINV No. on our Proforma Invoice. Please note there is no need for your input as LongPack will add this number)

Note: Please inform your Project Manager if you have your own lot numbers.

!

There are 4 LongPack lot number options of which to choose from.

A)
Made in China by
LongPack GAMES
LongPack.6500101

B)
Made in China by
Longpack games.com
LongPack.6500101

C)
Made in China
1 234567 890128 >
LongPack.6500101

D) Production batch number: LongPack.6500101

2.1.4
Safety Markings

> **!**
>
> **Limitations:** The following relevant toy regulations (EN71, ASTMF963, etc.) referenced for safety markings may change as regulations are updated.
>
> **Completeness:** Only regular labels are listed below. Not all labels are included.
>
> **Authority:** This is based only on the previous production experience of Longpack.
>
> As a publisher, you are obliged to consult with your test lab to secure accurate information in terms of effectiveness, completeness and authority.

Market	European Union (EN-71)	USA (ASTM F963)
Definition of a toy:	Any product designed or intended, whether or not exclusively, for use in play, by children under 14 years of age.	Any object designed, manufactured, or marketed as a plaything for children under 14 years of age.
Required Safety Markings for toys:	**CE Marking**: The CE logo certifies that the content of the game matches the EN71 standards. **Warning - Age Range**: This can be indicated in one of three ways: **Warning:** **Warning:** Not suitable for children under 36 months. **Warning:** Not suitable for children under three years. **Hazard:** A text must indicate what kind of hazard is present in the game.	**Warning Text:** ⚠WARNING: CHOKING HAZARD - Small parts. Not for children under 3 yrs.
	Please find more detailed information in **A section** below.	Please find more detailed information and a regular warning marking list in **B section** below.

A • European Union (EN-71)

A-1 • CE Marking

min. 5mm

The CE logo certifies that the content of the game matches the EN71 standards. **This logo should appear in black or white and with a minimum height of 5mm**. Its shape must not be altered in any way.

A-2 • Warning marking of age under 3 years

min. 10mm

0-3

EN-71 Warning - age range symbol must appear with a minimum height of 10mm.

A-3 • Hazard

The text must indicate what kind of hazard is present in the game.

The manufacturer shall provide appropriate information about the hazard(s) through the examples mentioned below or through other sentences that achieve the same result.

Examples:

"Warning. Not suitable for children under 36 months. Small parts"

"Warning. Not suitable for children under 36 months. Long cord. Strangulation hazard"

B • USA (ASTM F963)

B-1 • Warning information

The warning type size differs in accordance with the size of the main display.

Area, in.²	0-2	+2-5	+5-10	+10-15	+15-30	+30-100	+100-400	+400
Type Size - Signal Word	$^3/64$ in.	$^1/16$ in.	$^3/32$ in.	$^7/64$ in.	$^1/8$ in.	$^5/32$ in.	$^1/4$ in.	$^1/2$ in.
Type Size - Statement of Hazard	$^3/64$ in.	$^3/64$ in.	$^1/16$ in.	$^3/32$ in.	$^3/32$ in.	$^7/64$ in.	$^5/32$ in.	$^1/4$ in.
Type Size - Other Material	$^1/32$ in.	$^3/64$ in.	$^1/16$ in.	$^1/16$ in.	$^5/64$ in.	$^3/32$ in.	$^7/64$ in.	$^5/32$ in.

B-2 • Information of Warning Mark of small parts

According to the American toy safety standard ASTM F963-17, parts that can fit in the container below are regarded as small parts, and warnings will need to be added. The definition of small parts and the age range for which warnings need to be added may change as the standard version is updated. Please consult your laboratory for details.

31.7 [1.25]

25.4 [1.00]

57.1 [2.25]
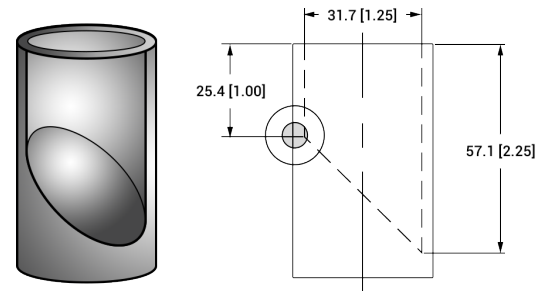
Components which can be put into the container will be considered small parts.

B-3 • Regular warning markings list as follows

Seq	Hazard type	Marking (ASTM F963)	Note
1	Small Parts (3-6 years)	⚠ WARNING: CHOKING HAZARD—Small parts. Not for children under 3 yrs.	• For Children at least 3 years old but younger than 6 years old. • This symbol is not required for Children older than 6 years.
2	Small Balls (3-8 years)	⚠ WARNING: CHOKING HAZARD—Toy contains a small ball. Not for children under 3 yrs.	• For Children at least 3 years old but younger than 8 years old. • This symbol is not required for Children older than 8 years.
3	Marbles (3-8 years)	⚠ WARNING: CHOKING HAZARD—This toy is a marble. Not for children under 3 yrs.	
4	Latex balloons (8 years and older)	⚠ WARNING: CHOKING HAZARD—Children under 8 yrs. can choke or suffocate on uninflated or broken balloons. Adult supervision required. Keep uninflated balloons from children. Discard broken balloons at once.	• For Children at least 8 years old

The Safety Markings should be added at the main display side of the box with spot color as background.

!

Please contact your Project Manager in LongPack Games for more detailed information regarding warning symbols.

Checklist: box

General Prepress Check

√ Standardized file naming
√ All files submitted as PDFs
√ All files in CMYK color format
√ Images at a resolution of 300ppi or above
√ All files have 3mm bleed and at least 3mm margin
√ Black text should be pure black C:0% M:0% Y:0% K:100%
√ Font embedded into PDF file

Key checking points for boxes

√ The box needs to be large enough to contain all of the components together
√ 3mm bleed + 17mm wrap
√ Box markings

2.2.1 • Bleed and margin

All tuck box files must have 3mm of bleed and 3mm of margin (safety line).

Tuck Box: 66x92x20mm / Card Size: 63.5x88.9mm

bleed line
die cut line
safety line

TOP

BOTTOM

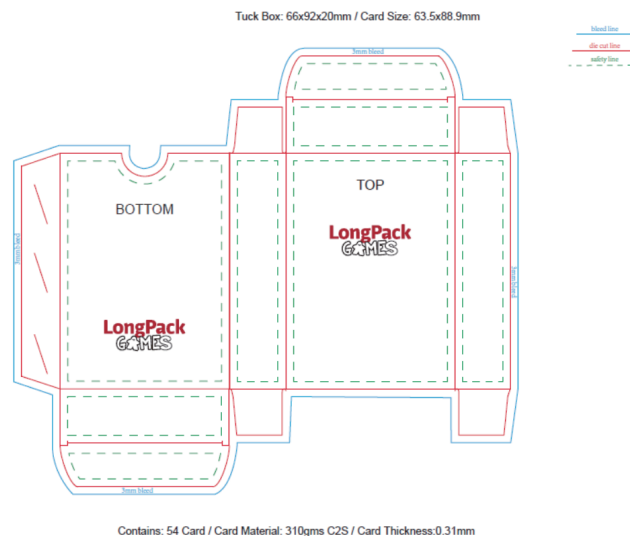Contains: 54 Card / Card Material: 310gms C2S / Card Thickness:0.31mm

2.2
Tuck box and foil packs

If your game consists of only cards, or if you need a smaller box within the main gamebox to hold pieces or components, the best container may be a lighter, one-piece tuck box.

For something even smaller, like a booster pack, foil can be your best option. A foil pack can be stand-alone packaging for retail purchasing, or hold cards to be revealed during a legacy game.

2.2.2 • Box markings

Please refer to 2.1.3

2.2.3 • Safety markings

Please refer to 2.1.4

Checklist: Tuck box

General Prepress Check

√ Standardized file naming
√ All files submitted as PDFs
√ All files in CMYK color format
√ Images at a resolution of 300ppi or above
√ All files have 3mm bleed and at least
   3mm margin
√ Black text should be pure black
   C:0% M:0% Y:0% K:100%
√ Font embedded into PDF file

Key checking points for boxes

√ Can components be fit into the tuck box?
√ Box markings
√ Safety markings

2.3
Game Board

Your game board is the centerpiece of the tabletop gaming experience. Though laying out a flat board may seem simple, it can be troublesome if the margins and bleeds are not set properly.

2.3.1 • Bleed

As with the game box, the board requires 20mm of total bleed to wrap around the edges. This covers and protects the edge of the game board which in turn extends its life.
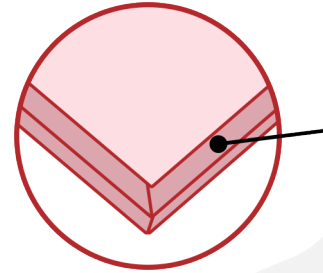
Wrapped around Front Side
For folding the edges, we need a file about 20 mm larger than the ready size of the board.

2.3.2 • Double Sided Printing game board

Printing a custom back for your game board adds minimal cost and brings an enormous opportunity. If you are designing a double-sided game board, the reverse side needs to be 3mm smaller than the front, on all four sides. This is because the back sheet is mounted on top of the edges wrapped from the front side of the game board. Remember to add a standard 3mm bleed to back side file.

E.g. : If your game board is 200mm x 400mm, then the trimmed size for the back would be 194mm x 394mm. After adding 3mm bleed, the final file size for the back would be 200mm x 400mm.

2.3.3 • Examples of Size of Front side and Back side

Side	Finished size	Artwork size
Front side	320x320mm	360x360mm
Back side	314x314mm	320x320mm

17mm wrap

3mm bleed

Front side

Back side

3mm bleed

320
354x354mm
360X360mm

354x354mm
360X360mm
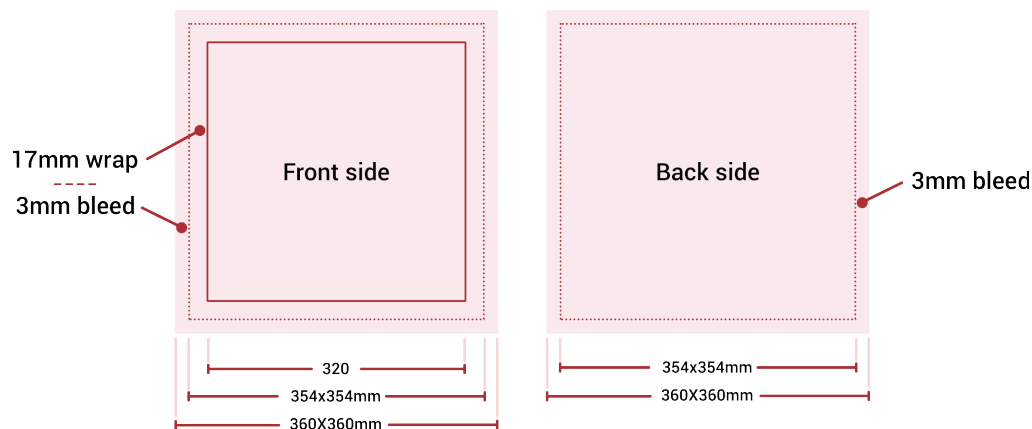
Fig: Example of size of front and back sides

Checklist: Game board

General Prepress Check

√ Standardized file naming
√ All files submitted as PDFs
√ All files in CMYK color format
√ Images at a resolution of 300ppi or above
√ All files have 3mm bleed and at least
   3mm margin
√ Black text should be pure black
   C:0% M:0% Y:0% K:100%
√ Font embedded into PDF file

Key checking points for boxes

√ Avoid texts appearing at the fold line
√ Front side needs 3mm bleed + 17mm wrap.
√ If you are designing a double-sided game
board, the reverse side needs to be 3mm
smaller than the front on all four sides. Don't
forget to add 3mm for the file size.
√ Maximum size 680mm x 950mm

2.3.4 • Maximum Size

If you require a large game board, please note that the current maximum size for LongPack man-ufactured game boards is 680mm x 950mm. For playing surfaces larger than 680mm x 950mm, please consider using two game boards placed side by side. If you need a larger board, ask your project manager about a light box cloth (flex banner, PVC composite cloth) or a vinyl game board.

2.4
Player Card/Board
(Single Layer)

In addition to the main, folded game board, sometimes a game may require smaller boards. These may be used for individual player boards, token storage areas, scoring boards etc. These non-fold-ed boards are known as cardboard mats, and they do not have wrapped edges. If your game re-quires a cardboard mat, designing for squared corners will be the most efficient. Special shapes will require a diecut mold which will incur additional costs.

2.4.1 • Bleed and Margins

All cardboard mat files must have 3mm of bleed and 3mm of margin.

2.5
Punchboard

A punchboard is an incredible versatile component that can be utilized to create a multitude of items such as tokens, tiles, trackers, and dials. It can be single layer, dual layer, or even fit together to create a construct-ible cardboard component. As a result the punchboard is one of the most difficult print compo-nents to create. In addition to following all of the regular rules relating to any print piece, please be careful when planning the to-ken layout, and pay attention to special dieline, bleed, and margin requirements.

2.5.1 • Punchboard size

To comfortably fit in the box, the size of the punchboard should be at least **15mm smaller** in each dimension than the box top.

Example: a 200mm x 250mm box can hold a punchboard of 185mm x 235mm.

2.5.2 • Individual Token Sizing

The smallest token size LongPack can produce is approximately 8mm x 8mm, and the smallest edge in any unique shape must be at least 3mm long

Due to the physical result of the punching process, the front side of the tokens will have a slightly rounded edge.

Die cut machine
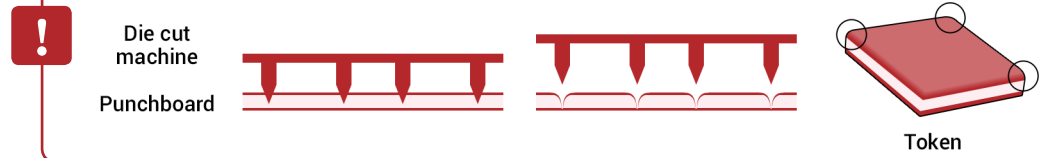
Punchboard

Token

2.5.3 • Dieline spacing

1 There should always be a minimum of 6mm be-tween any dielines, either token to token, or token to whole board dieline.

2 Each individual punch out (token) on the punch-boards should have 3mm of bleed outside its die-line.

3 3mm (at least 2.5mm) of margin between the diel-ine and any non-background art including text and border lines.

1 min. 6mm   **1** min. 6mm

2 3mm bleed

3 3mm margin

Front-1
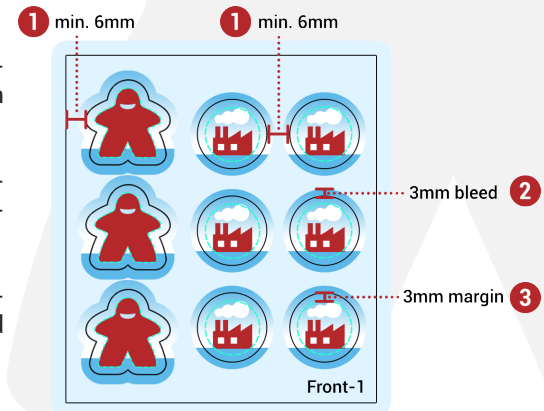
2.5.4 • Dieline file

Please save your dielines as a separate PDF file, or as a separate layer in your art file. Dielines can not be part of the regular art file layers, they need to be separate so that a diecut mold can be created.


Artwork   *Die cut*   *Final layout*
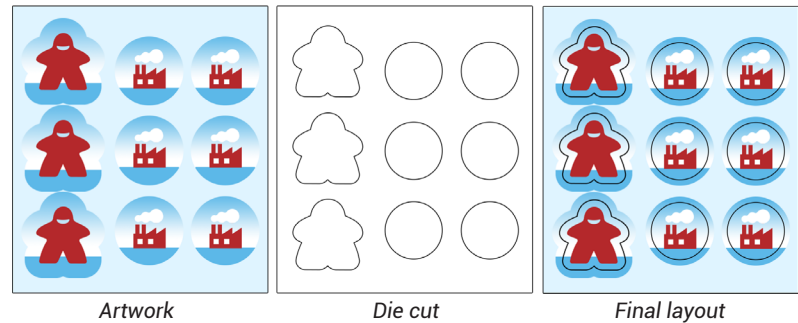
2.5.5 • Label and number your punchboards

It is very important to mark and number the diecut mold, in case you have designs sharing the same diecut mold or diecut molds with similar dielines, so that they can be easily identified. With marks/numbers on molds, it will prevent mixing mistakes from happening in the process. Marks and numbers can be added outside the dielines, which will be discarded in final assembling and packaging.

Please find mark/number on a diecut mold circled in Red in the example to the right.

Front side   *Back side*

2.5.6 • Back side layout

Ensure that the layout of the back sheet of the punchboard artwork is a mirror image of the front of the punchboard. You can see an example of this to the right.
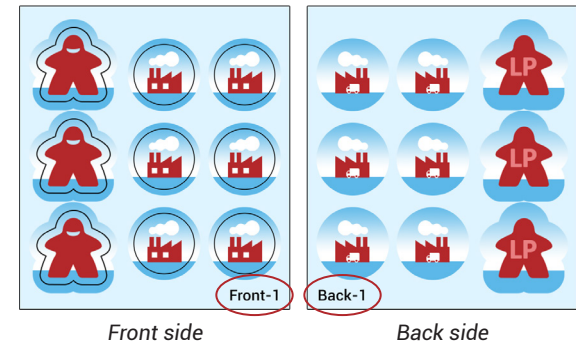
2.5.7 • Shared dielines (cost saving)

Think about efficiency when designing punchboards, as there is added cost for each die-cut mold. You can lay out your punchboard in such a way that the same dieline template can be used for multiple punchboards.

The dieline template on the right will be more efficient.
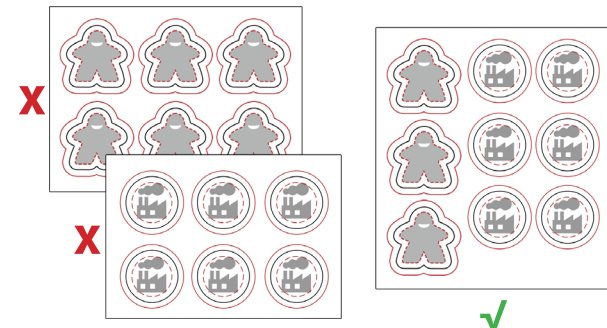
2.6
Double layered punchboards

In some games, a double layer punchboard is a great solution. This type of punchboard is actually two layers of punchboard glued together. The top layer will have areas punched out that can hold cubes, discs, meeples, or other components in a certain spot on that board. Please take extra care to ensure that any images on the bottom layer line up correctly with the punched out portions of the top layer.

2.6.1 • Bleed and Margin

All cardboard mat files must have 3mm of bleed and 3mm of margin.

2.6.2 • Dieline spacing

Please refer to 2.5.3

2.6.3 • Dieline file

Please refer to 2.5.4

2.7
Booklets and paper sheets

Booklets, or rulebooks, are usually saddle stitched (bound with staples). Paper Sheets are single sheets that can be folded according to your specifications. Paper pads are also available.

2.7.1 • Bleed and Margin

All rulebook and paper sheet files must have **3mm of bleed.**

For rulebooks, **margin** sizes vary depending on the number of pages:

| Total Pages	
64 or less pages	**68 or more pages**
5mm margin	Inquire about different binding methods and templates

2.7.2 • Number of Pages

The total page count must be a multiple of four. (Rule sheets can be single or double sided.)

2.7.3 • File setup

Submit these as multi-page PDFs with only one page of the booklet on each page of the PDF. Do not use two page spreads. The production team will layout the booklet for print with the correct page numbers.
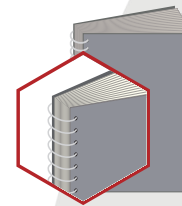
2.7.4 • Binding Types

Saddle stitch binding is by far the most common for boardgame rulebooks. Please contact your LongPack Project manager for templates for perfect, spiral, and casewrap bindings.
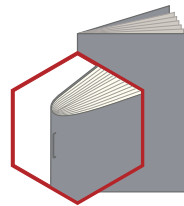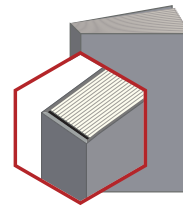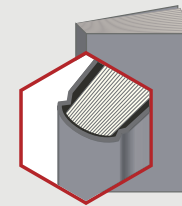
Saddle stitch binding   Perfect binding   Spiral binding   Casewrap binding (Hard Cover)

2.8
Cards

Cards are often an integral part of tabletop games. LongPack offers a wide variety of standard card sizes to suit your game's unique needs.

2.8.1 • Bleed and margin

All cards must have 3mm of bleed and 3mm of margin. Please extend the background artwork to or past the bleed line, and keep pertinent artwork and all texts within the margin line.

2.8.2 • File format

When submitting cards, upload the file as a multi-page PDF with the card back as the last page. If you have multiple card backs, upload a file for the card fronts, and a second file for the card backs.

Example: Deck A has 108 cards with a single back. The PDF for Deck A will be 109 pages in length, with the 109th page being the card back for the preceding 108 cards.

Example: Deck B has 108 cards with multiple backs. There will be two PDFs for Deck B, one with the card fronts, and a second file with the card backs. Please be descriptive in naming your file.
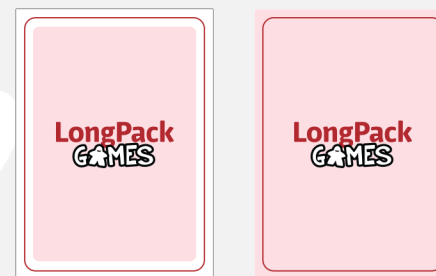
2.8.3 • Border black

For a deep, consistent black border, consider using a color formula of (C:40% M:0% Y:0% K:100%), so that it will be easier to color match between print runs and expansions

2.8.4 • Spot color border

If your border is a solid color, please use a PMS color (Pantone Matching System), so that it will be easier to color match between print runs and expansions. Using spot color will minimize the color variance.

Fig on the left: card back designed with white border so as to avoid color inconsistency.

You should avoid using such highly pigmented colors for card backs and borders such as grey, brown, purples etc., as it is hard to achieve consistency in printing. If those colors are necessary, please design these with white borders (See Fig above) as well as using a PMS color.

2.9
Special effects

To be extra fancy, LongPack can add special printing effects such as Spot UV and Foil Stamping on many printed components.

Spot UV

Format

Similar to dielines, please upload a separate PDF with the special effect areas indicated in pure black (K: 100%) or pure Magenta (M: 100%). The rest of the file should be either white or transparent.

3
Glossary of common terms

3.1 • Black, Border

Border black is the name of the CMYK color LongPack suggests for black borders on cards. This border black color is very consistent and more easily matched between print runs. The color formula for border black is: C: 40%, M: 0%, Y: 0%, K: 100%.

3.2 • Black, Pure

Pure black is the name of the CMYK color LongPack prefers for black text, icons, and the UPC symbol. The color formula for pure black is: C: 0%, M: 0%, Y: 0%, K: 100%.

3.3 • Black, Rich

Rich black should be avoided for text, small icons, and the UPC label. Rich black's color formula is generally any combination of CMYK that looks like black.

3.4 • Bleed

Bleed is the zone outside of the trim/cut area. It is art that is printed beyond the trim line so that it can be cut off. This prevents unprinted white edges from showing up on printed components.

3.5 • Color, CMYK

The CMYK color model (process color, four color) is a subtractive color model used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in color printing: cyan, magenta, yellow, and key (black).

3.6 • Color, RGB

The RGB color model is an additive color model in which red, green, and blue are added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors. Not all colors in the RGB colorspace can be reproduced in CMYK.

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3.7 • PPI

PPI stands for Pixels Per Inch, and pertains to the resolution of an image. It is a metric that measures how much visual data is contained within a graphic. All images within files submitted to LongPack must be at least 300ppi, the industry printing standard.

3.8 • Dielines

A dieline is a vector graphic used to convey to a machinist how to create a punch out. It can also be used by graphic designers to assist in the proper layout of a document that will be diecut.

3.9 • Margin - (a.k.a. Inner Bleed / Safe Zone)

A margin is the zone between the trim/cut area and the content/art. The margin prevents the art from being trimmed off of the document and the eye from tracking drift. In some instances, the margin is the border.

3.10 • Overprint

Overprinting refers to the process of printing one color on top of another in reprographics. Overprinting allows the printer to create crisp text and avoid visual drift.

3.11 • Raster

An image or text made of individual pixels (not vector format). Raster graphics can be shrunk but not enlarged. Photoshop is a program that generates raster graphics.

3.12 • Trim Size

The trim size is the final size of your component after the bleed has been trimmed off.

3.13 • Vector graphics

Vector graphics use mathematical formulas to describe shapes in computer graphics. Vector graphics are based on Bézier curves that allow the user to shape the graphic. Vector graphics can be infinitely scaled. Illustrator is a program that generates vector graphics.

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Do you need help?

www.longpackgames.com

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