

## Glossary – Game and Print Terminology

Years of experience in helping first time game designers means we can speak your language. It can still be confusing trying to do battle with all the new jargon and terms you need to know to print and sell your game. We've compiled a list to help you reduce the learning curve. Don't see a term here that you'd like us to add? Send us an [email](mailto:info@delanogames.com) and we'll add it to the list!

**4/4** - Or any number/number combination. This is shorthand for how many colors print on each side of a piece of paper. Thus, a single color rules sheet that is printed on both sides would be 1/1. A full color card that is printed only on one side would be 4/0.

**4 Color Process** - Or 4cp. Or 4c. Four color process uses 4 ink colors (Cyan, Magenta, Yellow, and Black) to reproduce almost any color in the rainbow.

**Aqueous Coat** - A glossy coating applied at press time to seal the ink on the paper. Helps prevent scuffing.

**Big Box Retail** - Stores like Walmart and Target as opposed to smaller, independent stores and chains.

**Bleed** - When color is printed all the way to the edge of a page (or card), the color must extend a certain amount past the edge of the piece so that when it is cut to size, there is no chance of a strip of white (or other color) if the cutting knife or die is off a smidge.

**C1S or C2S** - Paper that is coated on one side (C1S) or two sides (C2S). Occasionally, you will see a reference to "C3S", which is a C1S sheet of paper with a half coat on the second side. Delano refers to C3S as "C1S Plus" in its quotes.

**Case Pack** - Refers to how many games are packed in a shipping carton. The standard for board games is six games per shipping carton. Card games usually have 12 or 24 games per case pack. Since one case is usually the minimum order for a quantity discount, this number is important.

**CMYK** - Cyan/Magenta/Yellow/Black. Refers to the color scheme used to create print ready artwork. All artwork should use a CMYK color scheme. (The tech savvy and web-based graphic artists are used to an RGB color scheme which cannot be used for printing).

**Coated Stock** - Not to be confused with an Aqueous coat or UV Coat, coated stock comes from the paper factory with a clear coating on it that prevents ink from soaking in too much. Coated stock really makes colors "pop".

**Common Back** - On cards, refers to one side of the cards printing exactly the same. Poker cards have a common back. Trivial Pursuit cards do not. See also Uncommon back.

**Common Bleed** - Refers to a bleed that is the same color on all sides of the piece. Common bleed is most important on cards. See also Uncommon bleed.

**Double-Double Rule** - A rough guide to figuring out the wholesale and retail price of your game based on the manufacturing cost. If your game costs \$5 to manufacture, then double the price to get the wholesale price of the game (\$10). Double it again to get the retail price (\$20).



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**Die (1)** - Singular for dice.

**Die (2)** - A metal tool used to stamp out a shape. Most often used for platforms, die cut move pieces, and cards.

**Die Cut Sheet** - A sheet of (usually) heavy stock with pieces stamped out of it. Commonly used to make move pieces, war game counters, bingo cards and the like.

**Die Line** - A graphic file that is imported into your art file so that the artist can line up the art with box folds and the like. Usually, it's a simple black outline of a box, board or card shape. Delano provides these to customers upon request.

**Distributor** - A business that buys a large quantity of games to resell to retail stores. This is most commonly seen in the hobby or niche market. Mass market (or Big Box retail) usually purchases direct, so there is no distributor channel in the mass market for games.

**Euro-Style/Euro-Game** - A common term for a style of game made in Germany that is growing in popularity in the U.S. Euro-style games usually reward good, smart game play and minimize luck. A good example is Settlers of Catan, by Catan Studios.

**FLGS** - Favorite Local Game Store, most commonly used in reference to the Hobby market.

**Fulfillment** - Sending an order to a customer. Delano offers fulfillment and warehousing services, so all you have to do is take orders. We can handle the shipping.

**German Game** - See Euro-style/Euro-game.

**GSM (gsm)** - Grams per square meter. A measure of paper density, and by inference, thickness. GSM is used in China and Europe. In the U.S., we use "points" to measure thickness. See also Point.

**Hobby Market** - Refers to the scattered independent game store market that specializes in role-playing games (Dungeons and Dragons), miniatures games, and Collectible Card Games (Magic: The Gathering, Pokemon). That said, this channel sells many, many board and card games. It is much easier to get started in this market than in the mass market.

**ISBN Number** - A number, like a UPC code, that is used by book stores.

**Mass Market** - Refers to major retailers like Target, Walmart and Toys R Us. Also refers to the kind of games that do well in this sales environment. This market is difficult to break into for small or first time companies that don't have experience in the mass market. Independent toy and game stores often sell mass market style games that are not available at major retailers.

**Niche Market** - A niche market can be any specialized market from Christian, Self Help, Therapeutic, Gardening, to weddings, a specific town or university, etc. If your game appeals to a niche market, make sure to find all the sales outlets in that market. For instance, many Christian book stores also carry games. If you have a wedding-themed game, look into showing it at the many bridal expos around the country or sending a sales flier to a list of wedding planners.

**Pallet** - Also called a skid. Usually, a 48" x 40" wood platform used to ship product. The number and weight of your games per pallet will determine shipping and storage costs.



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**Pantone Matching System (PMS)** - A large selection of pre-mixed colors using exact formulas. See also “Spot Color”

**Pips** - The spots on dice. Some dice have actual numbers instead of pips.

**Playing Card Stock (PCS)** - A special kind of paper with an opaque black layer sandwiched in between two regular layers of paper. This prevents any light from shining through the card and also gives the paper good “memory” - in that it goes back to flat better after repeated shuffling. Delano normally uses PCS in 10.5pt and 11.5pt stocks.

**Point (pt)** - A measure of paper thickness. 1 point = .001”. Thus, a 12pt card stock would be .012” of inch thick. Also useful to figure out how high a stack of cards will be. Example: 100 card of 10pt thickness would stack 1 inch high ( $100 \times .010 = 1$ ).

**PP Laminate** - A polypropylene plastic that is applied to the paper after printing. Most commonly used for dry erase cards.

**Shipper** - The heavy corrugated cardboard box that your games ship in. See also “case pack”.

**Skid** - Another name for a pallet.

**Spot Color** - A special ink that is premixed to a certain color rather than using CMYK inks to make the color. Useful if you want to match a specific color, like the yellow in a National Geographic logo, or need a special ink - metallic, UV, etc.

**Tuck Box** - The kind of box that playing cards usually come in. It is made from a single sheet of heavy stock with a flap that tucks into the top (or bottom) for the cards.

**Uncoated** - A paper that does not have a coating on it. A common example are the Community Chest or Chance cards in a Monopoly game. Uncoated paper gives colors a dull or “flat” look, so it is mostly used for black and white or when low glare is important, such as on maps for historical games.

**Uncommon Back** - When the back of each card in a set is unique. Usually, in a trivia game.

**Uncommon Bleed** - When an image or color is not the same on all sides of a card or other sheet.

**UPC Code** - A Universal Product Code that is used by stores to track merchandise.

**UV Coat** - A very glossy, slippery coat that is applied to paper after printing. Most commonly used on games from China to prevent rubbing and wearing on the long ocean trip to the U.S.