



Welcome to Delano Games and thank you!

We worked hard to make a guide for our partners who wanted to **save precious time and money**. Your Account Manager at Delano Games will be referring to this guide as we begin your project and it'll be worthwhile for you and your designers to understand. We want to understand what you know and don't know, so we can efficiently fill in the gaps with you.

Proper file preparation is a critical component to completing your project on time. This guide book is designed to help you understand what information you might be missing and allowing you to figure out how to get it prior to paying for help. It is not all encompassing, but answers some of the most frequently asked questions that arise when preparing files for print production. If you are unsure of a term, please review our Glossary, located at the end of this guide, for more information. If you are stuck and need help with file preparation, we can assist at a rate of \$120 per hour.

As we are constantly working to provide better service, we know learning goes both directions. Please share any feedback on what might be useful to add or change in this document.

Thank you so much for your time and business. Please contact your Account Manager for any questions related to this guide.

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Preparing Your Files

File Types Accepted:

Delano Games pre-press department supports the following file types and applications:

- High Resolution PDF (preferred).
- Adobe Creative Cloud (Photoshop, Illustrator, InDesign). Delano will supply a joboptions file that can be used with these applications for saving a high resolution PDF to our specifications. Please provide files in native format packaged with all links and fonts.

General File Setup Rules

An abbreviated list of standard pre-press rules that apply to all files submitted include:

File Naming: Provide files with clear naming so is easy to identify what part of the project that art goes to. If 2-sided, label fronts and backs properly or, if they are together in a multi-page document, please note which pages are which in a read me document or email to Account Manager. File name example:

Box Bottom.pdf	Box Top.pdf
Card Deck 1 Common_Back.pdf	Card Deck 1 Read_Front.pdf
Card Deck 2 Read_Front.pdf	Card Deck 2 Uncommon_Back.pdf
Game Board.pdf	Rules.pdf
Tokens.pdf	Tuckbox.pdf

Application Use: Do use a page layout application designed for commercial print output for all multi-page documents, such as rules and cards. We strongly recommend Adobe InDesign. Do not use Microsoft Word or any other word processing programs - typesetting charges will apply to text provided in a word processing format. Single page documents, such as a box top, bottom, or card box may be submitted in any Adobe program.

Do not set type in Photoshop. Photoshop is primarily used for continuous tone image work, not typesetting. Place your Photoshop files into InDesign or Illustrator and set the type in that page layout program. Any text set in Photoshop will not print with crisp edges.

Text in Photoshop (pixel edges)

The image shows the letters 'DE' in a large, bold, red font. The edges of the letters are pixelated and jagged, indicating they were created in Photoshop.

Text in InDesign/Illustrator (smooth edges)

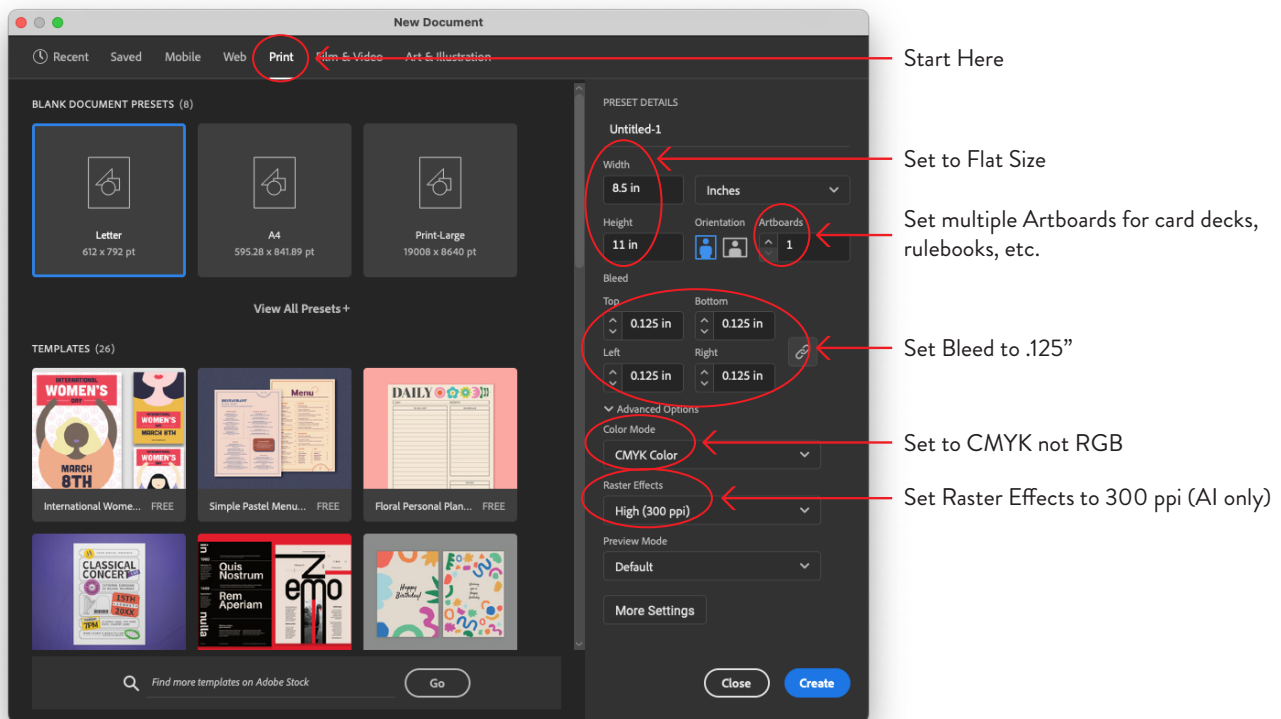
The image shows the letters 'DE' in a large, bold, red font. The edges of the letters are smooth and clean, indicating they were created in InDesign or Illustrator.

Images: Do not use jpegs, gifs, or picts if at all possible. These are compressed image formats, not designed for print production. Do use 300+ dpi, CMYK colorspace for all continuous tone image work.

Colors: Set all files as CMYK plus any required spot colors. Do not use spot colors if job is for CMYK (4 color process) only. Do not use RGB. If converting from RGB to CMYK, double check the values once converted. Please make sure all black text converts to 100% black only for clean sharp looking text (shades of black text edges can look slightly fuzzy). For any large black coverage areas we recommend a build of 60% cyan, 40% magenta, 40% yellow and 100% black for a rich black. Do not use Registration Black.

Preparing Your Files

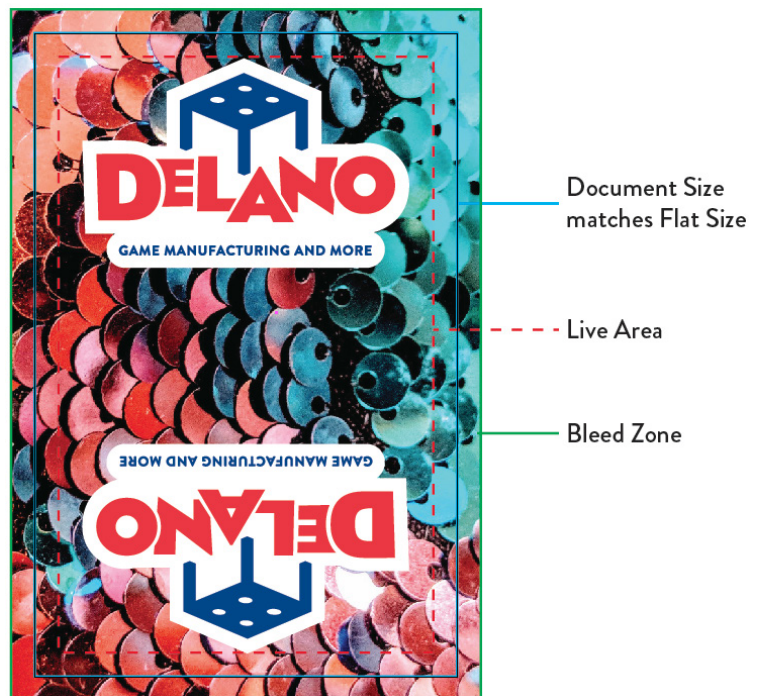
Document Setup: Set your Print Document artboard size to the final flat size of your document. Set your bleed and margins to 1/8". Set color mode to CMYK. Set Document Raster Effects to 300ppi (Illustrator).



Live Area: Keep any text or important parts of the art at least 1/8" from the trim edge and folds. This insures nothing important gets unintentionally cut off or look unbalanced if slightly off-center.

Bleed: Extend any color or images 1/8" past the trim edge. These must NOT stop right at the trim edge or risk seeing a sliver of white due to variances in production.

Dieline Template: If art requires a Dieline Template (supplied by Delano), this can be placed in Illustrator or InDesign on top of your art and will not print once in production. These must not be modified. If using Photoshop, can use for reference but remove before sending final art as Photoshop will flatten it into the printable art.



CPSIA Labeling Requirement

If your game is being marketed for children 12 years and under, laboratory safety testing will be required at the customer's expense. For more information visit <http://www.cpsc.gov>

Cards – Terminology

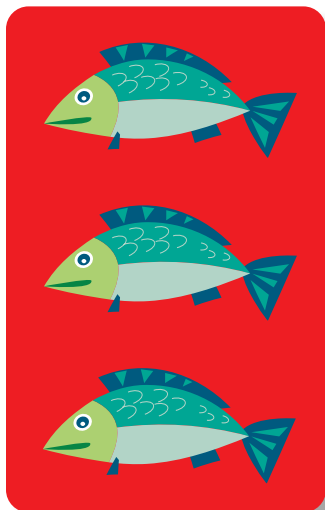


Common Side (Back)

This is the side of the card deck that remains the same or “common” throughout the deck. Some card decks have only one common, while others may have multiple commons.

Read Side (Front)

This is the side of the card deck that changes from card to card. Viewing this side up is how card order is determined.



Common Border

The color surrounding the border of the card remains constant on all 4 sides of the card. In the example shown (left), the red is the same value on all 4 sides of the card.



Uncommon Border

The color on the outside edges of the card is not constant (left), or the colors differ on the edges of the cards (top). In the example (left) the fish actually bleed or extend off the edge of the card.



4 Color Process

Four color process printing involves the use of 4 inks, cyan, magenta, yellow, and black (CMYK). Most jobs are built as 4 color process.



Spot Colors

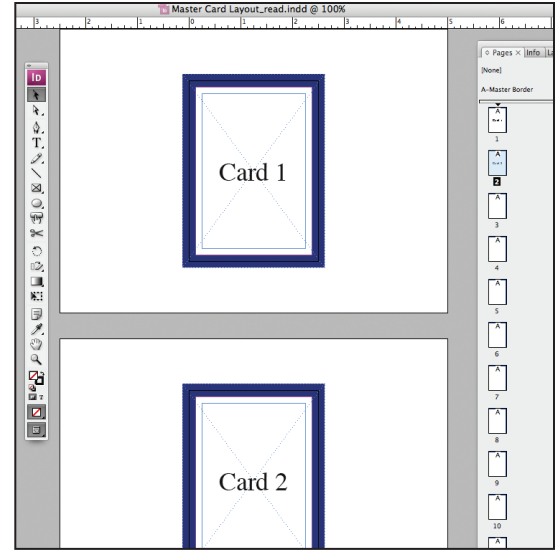
Spot colors are special inks that are formulated to represent very specific colors. When building a document using spot colors, please provide the PMS numbers for all colors used.

Cards - File Preparation

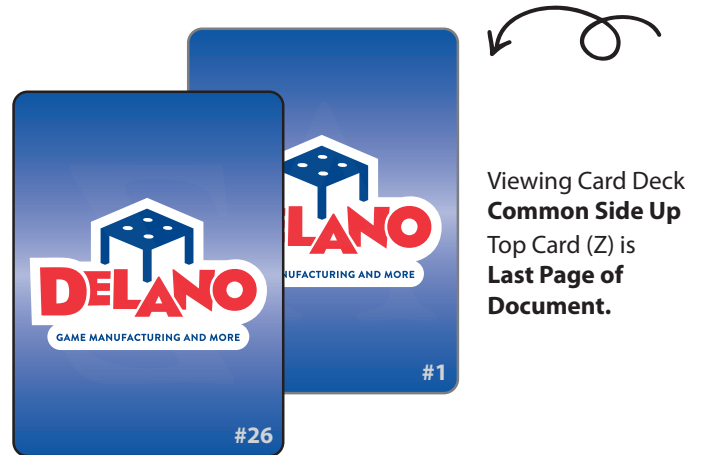
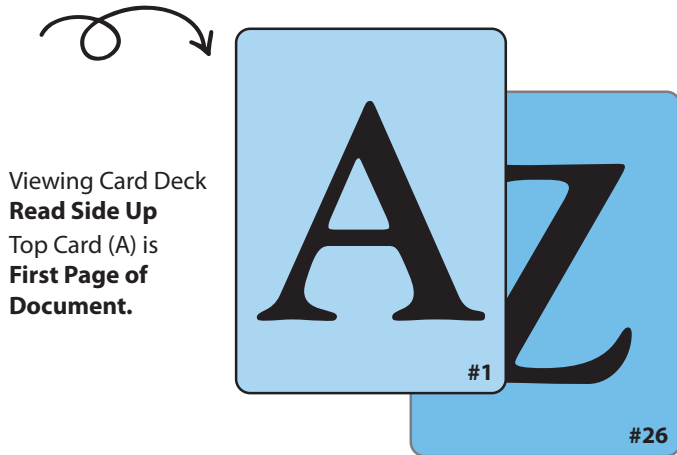
Creating the Document

Build a multi-page document using Adobe InDesign or similar program with the document size set to the card size. You will need 2 files total per deck - 1 multi-page file for the read/front side and 1 for the common/back side. The example (right) represents the read side of a multi-page card document. If a common border is used, it is placed on the master page, to ensure that it will be the same size and in the same position on all cards. Unique parts are set on each individual page. **DO NOT** gang many cards up on a single sheet or page. Document must be a page per card.

If the common/back sides are all identical, the document only needs to be one page and Delano will apply to all cards. All documents must contain all the cards in order. See below to ensure correct card order.

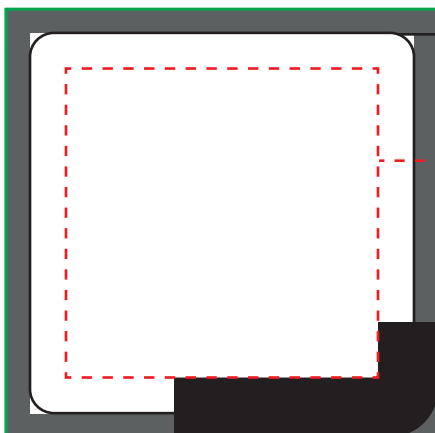


What Card is Card Number One?



Delano always refers to **card 1** as being the first card of the deck when looking at the **read side**. In the example above, card 1 is the “A” card and first page in the document. The last card of the deck is page 26, the “Z” card. When creating the documents, “A” would be page 1 of the read document and if backs were uncommon, page 1 of the back document would be the back side of card “A.”

Card Template



Trim Line: This is the actual cut edge of your final design. In production this can wander ~1/16” in any direction. Follow **Safe Zone**, **Bleed Zone** and **Border Area** to ensure this isn’t noticeable.

Safe Zone: Do NOT place anything important beyond this dotted line (3/16” preferred as shown from Trim Line, 1/8” minimum required). Anything past this line has potential to be trimmed off or look uneven when finished.

Bleed Zone: If you have anything other than white at ALL edges of your card you MUST extend the art past the Trim Line 1/8”. This ensures no white edges are seen and your art extends to the edge when your card when finished.

Border Area: If your design has a border surrounding your art, this is the minimum size required. Any borders MUST be a minimum of 1/8”-3/16” (3/16” preferred as shown) in from Trim Line + Bleed Zone = 1/4”-5/16” total.

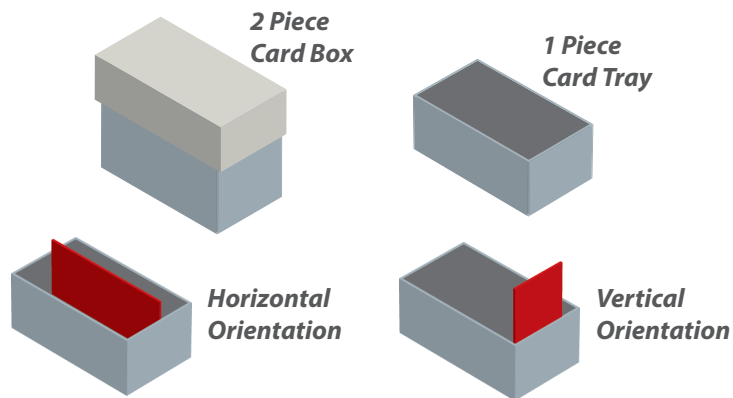
Game Boxes and Boards

2 Piece Box

Delano Games refers to the size of boxes by the inside dimensions of the box bottom. We will send you files of the die lines for the box top and bottom in order for you to prepare your artwork to size. Please extend your bleed to the dotted lines at the edge of the die line. The illustration here represents a 10-1/8 x 10-1/8 x 2-1/2" box with full coverage of light blue on the box bottom, extending up the sides by 1/2 inch. Note, all artwork extends into the underwrap to 1/8" beyond final trim, as well as into the corner glue flaps. Please keep the die line on a separate layer of your art file.



CPSIA lot tracking is recommended to be placed on the box if the game is being marketed for children 12 years and under. For more information visit <https://www.cpsc.gov/Regulations-Laws--Standards/Statutes/The-Consumer-Product-Safety-Improvement-Act>



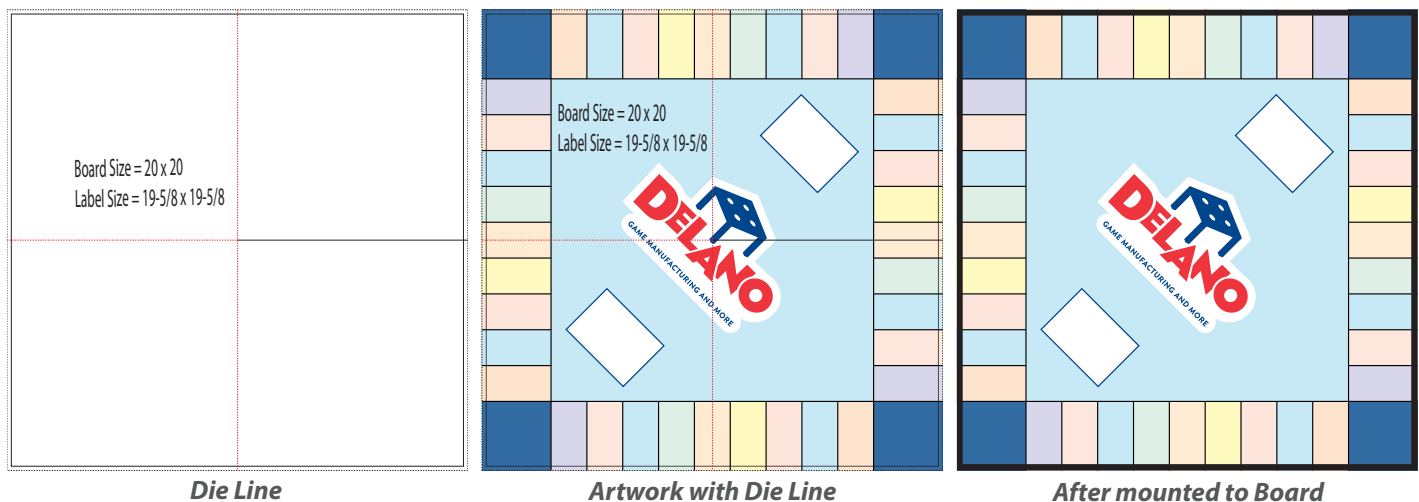
Card Box or Card Tray

Your game may include a card box or card tray. A card box has a top and a bottom, whereas, a card tray only consists of a bottom. Delano Games will provide die lines if you desire to have printing on the card box or tray. Please inform your Account Manager as to whether you wish the cards to be horizontal or vertical in the box or tray.

Game Boards

The die line you will receive for the game board will show both the size of the board, and the trim size of the label. The label is trimmed 3/8" smaller than the game board and mounted to the board. When preparing the files, please keep the die line on a separate layer above the artwork. Bleed the artwork to the final size of the board.

CPSIA lot tracking is recommended to be placed on the board if the game is being marketed for children 12 years and under. For more information visit <https://www.cpsc.gov/Regulations-Laws--Standards/Statutes/The-Consumer-Product-Safety-Improvement-Act>

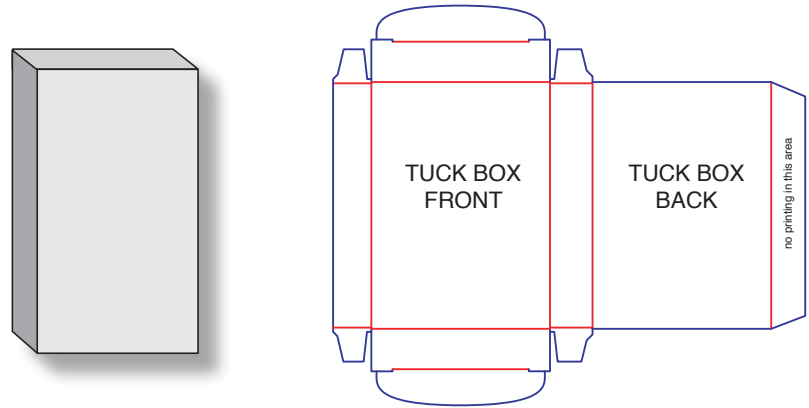




Tuck Boxes

Tuck Top, tuck Bottom (Straight Tuck Box)

This box has a tuck top and bottom. It is only glued on the side flap. Delano Games will provide a die line for the preparation of your files.



Avoid Costly Mistakes

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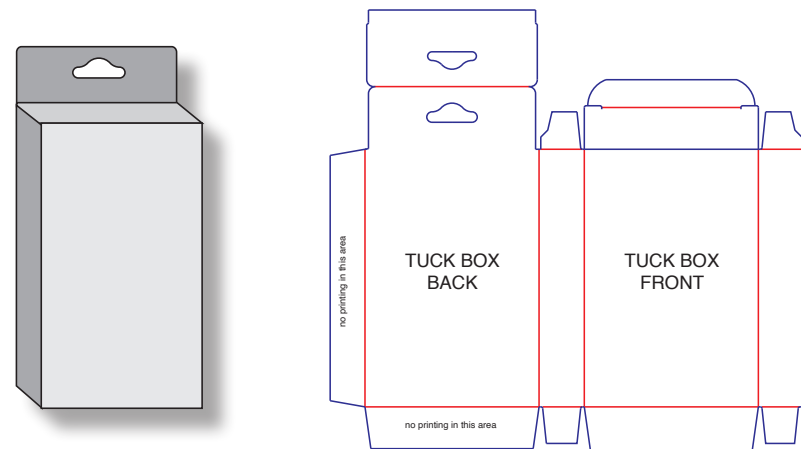
Follow these guidelines

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- Use CMYK, not RGB.
- Prepare files using software we support.
- Make sure to add bleed.
- Do not use RGB black for text or images.
- Set type in a vector program, not in Photoshop or a word processing program.
- Keep die lines on a separate layer.
- Include all links and fonts.
- Check with Delano Games for card sizes and corner radius. You may be able to save the cost of new dies.
- Any questions? Please ask us, we are here to help you!

Glue Bottom Hang Panel

This box has a glued bottom flap and glued side flap as well as a hang panel. Delano Games will provide a die line for the preparation of your files.



CPSIA lot tracking is recommended to be placed on the box if the game is being marketed for children 12 years and under. For more information visit <https://www.cpsc.gov/Regulations-Laws--Standards/Statutes/The-Consumer-Product-Safety-Improvement-Act>

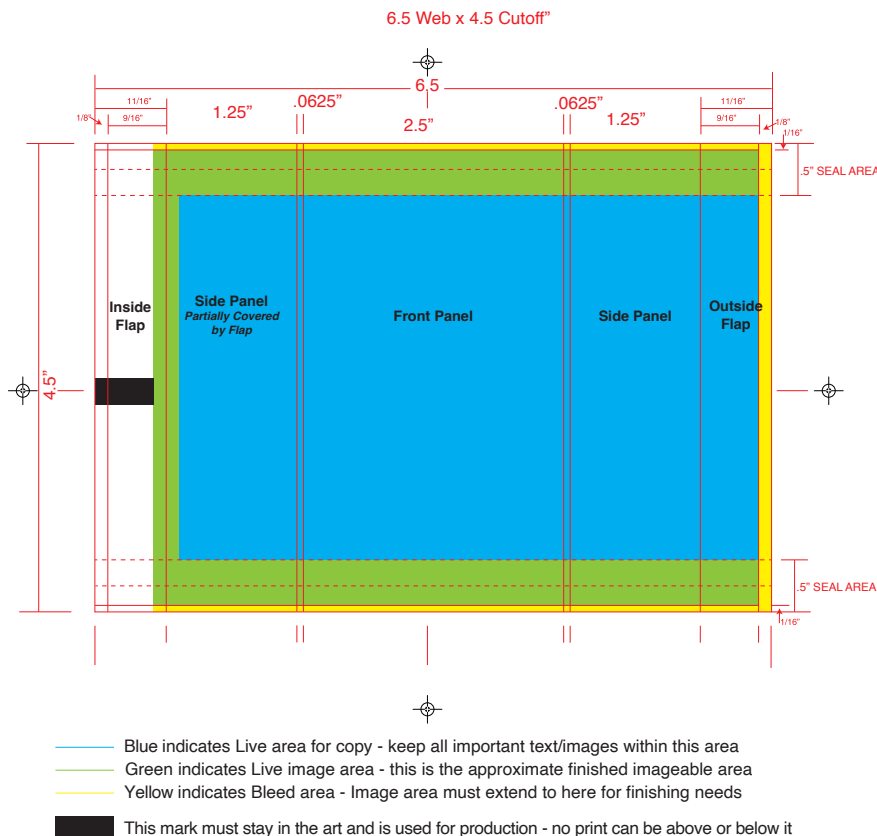
UPCs and ISBNs

When supplying a UPC or ISBN, please provide a vector file. If is to be black please ensure it is 100% black only not 4/c process for best scanability. Delano Games can also generate the file if provided type, position in art and the digits for the code.

Foil Packs

Foil Booster Pack

Foil packs are used for a small number of cards. Delano Games will provide a specific template to place your art to similar to the template shown here. This shows fold and heat seal areas to avoid and eyemark area that cannot have art above or below it. We will need 2 high-res PDFs - 1 with and 1 without this template shown.



Die Cut Sheets

Die Cut Shapes/Tokens/Tiles/Spinners/ETC.

This is a printed board with pre-cut shapes that can be punched out. We will provide this template to you to place your art into. Any important text or images must be .125" in from the final shape, and any background must bleed past the shape .125".

If creating a 2 sided board, the back side template must be mirrored and must have .25" from the die edge for both directions.



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](#) 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 clear 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). C1S Plus is also an option where 1 side is coated and the opposite side a very light coat.

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. (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 mill with a clear coating on it that prevents ink from soaking in too much. Coated stock really makes colors "pop" and tends to be more durable.

Common Back - On cards, refers to one side of the cards printing exactly the same on each. 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. Understanding this has a strong impact on how card decks are manufactured. See also Uncommon bleed.

Die (1) - Singular for dice.

Die (2) - A metal tool used to stamp out a shape. Most often used for platforms, punchboard 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, hex tiles and the like.

Die Line - A graphic file that is placed into your 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.

Glossary

Dots Per Inch (DPI) - A measure of resolution of an image or printed plate. Dots are also known as pixels.

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).

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/Friendly 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.

Layout/Imposition Layout - An arrangement of page(s) on a printer’s sheet combined for production purposes.

Live Area - Where all important content should stay within so no risk of getting cut off during production.

Mask - To block out part of the art.

Mass Market - Refers to major retailers like Target, Walmart and Barnes and Noble. 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 - 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.

Overprint - The printing of one color over another.

Packaged Files - Process of collecting all fonts and links used in a design document into one location for ease of sharing files. Without doing so will result in missing needed parts for another to use the design.

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.

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

PDF - Portable Document Format is a file format developed by Adobe as a solution for sharing files cross-platform.

Glossary

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 matte laminated boxes or adding durability to other components.

Preflight - A process of reviewing files prior to production for any potential issues.

Process Colors - See CMYK.

Proof - A prototype of the artwork for inspection and approval.

Raster - Graphics made up of pixels. Cannot be enlarged without losing quality.

Resolution - A measure of sharpness of an image expressed as dots, pixels, or lines per inch.

RGB - Red, green and blue colors used for a digital display and not for print.

Safe Zone - See Live Area.

Shipper - The heavy corrugated card board 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, fluorescent, etc.

Trim Size - This is the final flat finished size of your item. Artboards should be set to this size.

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. Often used for scoresheets or simpler instruction sheets as it is more receptive to pencil or pen ink. 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. For example: 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. These are available at GS1.org.

UV Coat - A protective coating that is a step up from Aqueous coating in durability. Gloss versions of this make printed items super glossy and smooth which can help make blacks appear richer and some colors more vibrant. This type of coating can also add a little extra moisture resistance.

Vector - Vector graphics are points, lines, curves and shapes that can be enlarged or shrunk without losing quality.