



Sunday Games





Board Game Artwork Guidelines

Please prepare your files according to our specifications. In order to achieve the best printing results and to avoid any mistakes, the following points are relevant for the production:





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General Information: Files / colors / etc.

PDF

- * PDF Version 1.4 (Acrobat 5 compatible) as composite-file, no flattened transparencies, no calculated layers in the PDF files.
- * Embed all fonts completely.
- * Set a 3-5 mm bleed around the image (filled with graphics).
- * Use CMYK for all elements (RGB or Lab changed to CMYK or exported into the ECI profile).
- * Please set and name spot colors correctly.
- * The PDF should only include the CMYK/spot colors to be used.
- * Picture resolution: halftone minimum 300 dpi, bitmaps minimum 1000 dpi.
- * Correctly set overprint/knock-out for all text- and vector elements.
- * Die-cuts are dyed in a spot-color, named "die-cut" and set to overprint.
- * In addition, please send the "die-cuts " for punched boards as a separate vector file.
- * Content is ready-to-print and the PDF successfully passed preflight (e.g. in Acrobat Reader)





General Information: Files / colors / etc.

TIFF-Picture (Adobe Photoshop)

- * Erase all unused (alpha-) channels.
- * Halftone pictures resolution: minimum 300 DPI (with a corresponding 1:1 scale).
- * Bitmaps resolution(1-bit): minimum. 1000 DPI (with a corresponding 1:1 scale).
- * Please arrange rich black areas in 100% K + cyan 40-60%, not in "Photoshop-black" (C 95%, M 83%, Y 82%, K 90% = 350%).
- * Dye black text in K 100% and set it to overprint (for overprint, change the mode of the text layer from "normal" to "multiply").





General Information: Files / colors / etc.

Illustrator/Freehand (artwork)

- * Necessary color mode: CMYK.
- * Please dye rich black in K 100% + cyan 40-60%.
- * Dye Black text and signs in K 100% and set it to overprint (graphic attributes).
- * By using transparencies, drop shadows and lens-effects in Adobe Illustrator and set "effects --> document raster effects setting" to CMYK and 300 DPI.
- * Avoid using hairlines.

Illustrator/Freehand (artwork)

- * Please use the standard trapping settings in your program and pay attention to setting 100% black text to overprint.
- * This does not apply if there is a 100% black area that is placed above different colored objects or above a non-homogeneous background.
Set this 100% black area in the "Trap-Info-Palette" to "cutting out" because otherwise, it could result in a distorted (overprinted) black.





General Information: Files / colors / etc.

Sending open data

- * We ask that you first contact us before sending open data.
- * In case you have to send open data (MacOS) for a special reason, please use the “collect for output” (QuarkXPress) or the packaging (InDesign) function to send us complete data:
 - Document + all used fonts (screen- and printerfonts) + all pictures (CMYK).
 - If you are sending data by FTP or e-mail, please zip it to avoid damaged files

Colors (CMYK)

- * Total ink coverage for cards: maximum 280-300%, all others maximum 320%.
- * For rich black use K 100% + cyan 40-60%.
- * Halftone raster: minimum 3%, maximum 97%.
- * Pantone colors should be named correctly and appear as a spot color.





General Information: Files / colors / etc.

Barcode

- * Please dye the barcodes only in K 100% (not in 4C mode).
- * Set the barcodes as an Illustrator-vector-file. For box files in TIFF, please send the barcode separate.
- * Place the barcode (scaling 100%) on a white area and leave a 3-4 mm white “quiet-zone” on the left and right sides in order to avoid scan problems.

Die-Cuts

- * All die-cuts must be set up as vector outline graphics (with a formatting rectangle), not as a TIFF pixel file.
- * Please dye the die-cut-lines in a spot color (named “diecut”) and set it to overprint (under graphic attributes).
- * For TIFF files, please send the die-cuts as a separate vector file.





Artwork Transfer

Please use one of the followings methods to send your artwork to us:

- * Compress your artwork to 10MB or less per file and email them to us one by one.
- * Mail us by DropBox
- * Mail us by Wetransfer





Game box Layout

- * You will receive a template for your specific box size from your sales consultant with all measurements, or an AI die-cut line.
- * Please create separate files for the top and bottom of the box.
- * The document size should be equal to the minimum size of the printing space in the layout sheet and include:
 - Base (includes material thickness)
 - Side parts
 - Wraparound margin for the inside of the box (14/15 mm)
 - Bleed (5 mm around)
- * The background of the side parts must run into the box corners and into the wraparound and bleed areas (please don't leave the 4 corners empty).
- * Please hold 4-5 mm space between graphic elements (e.g. signs) and the corners, because two side parts will be cut angular.
- * Please pay attention to the correct direction of the side parts
- * Crop marks must be set outside the cutting size (in the bleed area).



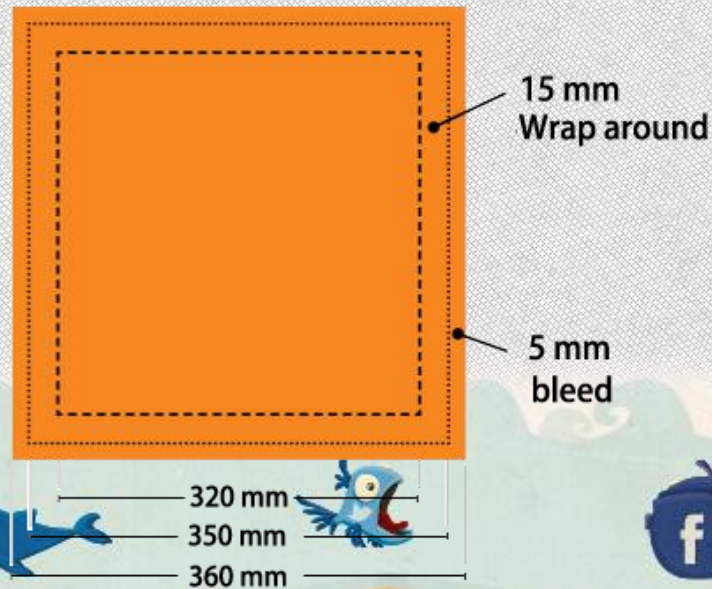


Layout for Game Board

- * The front side of the game board must have a wraparound margin of 15mm in addition to the finished (open) size of the game board. This margin will fold around.
- * Please completely fill the wraparound and bleed margins with graphics.

Example for Gameboard

Front: finished Size 320 x 320 mm
Artwork size 360 x 360 mm





Layout for Playing Cards

- * Total ink coverage: 280-300%.
- * A bleed of around 3-4 mm is necessary for each card. (with less than a 3 mm margin, the central position of the graphics cannot be guaranteed).
- * Please create one file for all front sides and a second (separate) file for all corresponding reverse sides. The order of the pages in the files will be the order of the finished cards in the packages.
- * Please create a separate page for each card! The printer will arrange the sheet layout of the cards.
- * The page size in your document has to be equal to the size of the finished cards (e.g. 63 x 88 mm).
- * Please don't create a die-cut for rounded corners in the layout of the card.





Layout for Rules

- * Please prepare your document according to the final sizes (e.g. A4 210x297mm).
- * In case the rulebook includes more than four pages, please upload your PDF in single pages (exception: page letter- or accordion folding).
- * Please create your printing files with 3 mm (filled) bleed all around.
- * For double gate- or accordion fold, place the fold marks in the bleed area and inform us of the desired fold.





Layout for Dice

- * Please send us the stamping data as a vector file (AI).
- * Please define the correct position and size of the motives on each dice side by using a dice-cross template (ask for your sales consultant)
- * Please leave 2.5-3 mm space between your motives and the dice edges.





Miniatures

STL format file will be required to develop mold

- * In case you are unable to provide us with the STL file, we need pictures of the miniature from at least three different directions.
- * Our engineering team will create a handmade miniature according to your picture, which will be used to develop the mold. (Please note that there will be an additional cost for handmade prototypes, please inquire with your account manager for more information).





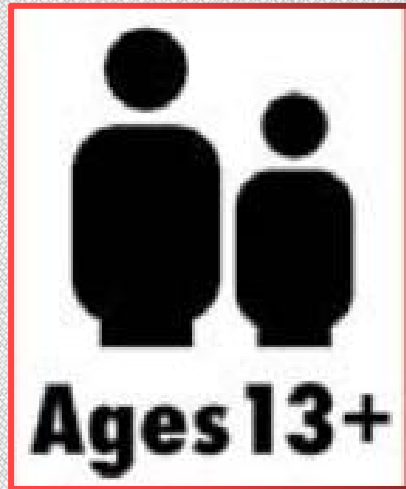
Punchboard

- * A minimum (filled) bleed of 3 mm around the die-cut lines is necessary to equalize minor +/- tolerances in the punching process.
- * Please allow a minimum space of 6mm between circles, 8mm between rectangles, and 10mm towards the edges of the punched board (based on a 2mm thick board). Changes are possible, please contact your account manager. The minimum space required depends on the thickness of the material, the quantity, and the shape of the individual tiles.
- * To avoid partly punched elements, it is necessary to maintain a 2.5-3mm inner space between graphics and die-cut lines.
- * Please pay attention to the exact placement of the front and reverse side (mirrored).
- * Please use clear names for each front and reverse file.
- * If your game includes more than 1 punchboard, please mark them accordingly by numbering each of them and specifying the front and backside of each punchboard.





Retail and Safety Markings



Recommended Age Label

All games require a Recommended Age Label. Games rated for 13+ in the United States and 14+ in Europe are NOT subjected to different customs regulations compared with games intended for children. If you are planning to import your games into the EU, we recommend using 14+ for the label. Note: if your game is clearly designed for kids, is not recommended to rate them 13+. Otherwise, customs may deem your labeling inappropriate and require safety testings.





Retail and Safety Markings



Age Warning for Small Children

*Games with small parts need to add an Age Warning Label for small children, aged 0-36 months. The label cannot be smaller than 10mm in diameter.

*Proportions and colors cannot be changed. The following text needs to be included:

*"Warning! Not suitable for children under 36 months.
Small Parts - Choking hazard."*





Retail and Safety Markings



CE Marking

- *Your game needs a CE marking on the box to pass through EU customs. The CE marking is a declaration that the product passes the essential safety requirements, following the EU testing standards.
- *The marking has to be at least 10 mm high and 10mm wide. Proportions cannot be altered.

Note: If you include this marking, you will only have to provide a test report if EU customs request it. Most of the time this is not needed, but if you want to reduce the chance for delays in customs, you can opt for having the tests are done in advance.





Retail and Safety Markings

Made in China

Sunday games produce its games in Shanghai, China. “Made in China” needs to be printed clearly near the game’s bar code. Otherwise, the game will not pass through US and EU customs.

UPC Code (Bar Code)

Retail products usually require a UPC / Barcode for scanning and inventory purposes. Please ensure the UPC code is printed in Pure Black (C: 0%, M: 0%, Y: 0%, K: 100%)





Thanks for Reading!

Let's make the perfect board game together!

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