

GRAPHIC DESIGN GUIDEBOOK



HOPES

- GAME MANUFACTURER -

INTRODUCTION

Hopes Game Manufacturer, based in Shanghai's financial district, has grown into a leading game producer since 2005. With a 15,000-square-meter wholly-owned factory—Suzhou Hopes Printing Co., Ltd.—specializing in board game printing and packaging. Our commitment to excellence has fostered enduring collaborations with clients across the globe.

What's more, the construction of the new factory has already begun and completion date of construction will be at the end of 2027. Our new smart factory will be with 40,000-square-meter and almost 100k copies about production capacity per day.

The board game publisher we collaborate with include Asmodee, AEG, Arcane Wonders, Schmidt, Pegasus, Blue Orange, Inside up Games, Bad Comet, Buro, Tycoon Games, Bezier Games, Albi and so on.

Hopes Game can be your best supplier for entire game manufacturing-Designing,Printing, Sourcing, Assembly, Packaging and Delivery. Welcome to inquiry us at inquiry@hopesgroup.com



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ARTWORK FILE REQUIREMENT

1. All files to be in CMYK color format

Do not use RGB color space for your files. RGB is a format for onscreen images.

2. Resolution 300ppi or higher

Using lower resolution images runs the risk of your images appearing blurry or pixelated.

3. Make sure pure black (C:0% M:0% Y:0% K:100%) is applied to all black elements.

Design software:

Adobe Indesign /Adobe Illustrator/ Adobe Photoshop

All files submitted as PDFs



Adobe Indesign



Adobe Illustrator



Adobe Photoshop



PDF

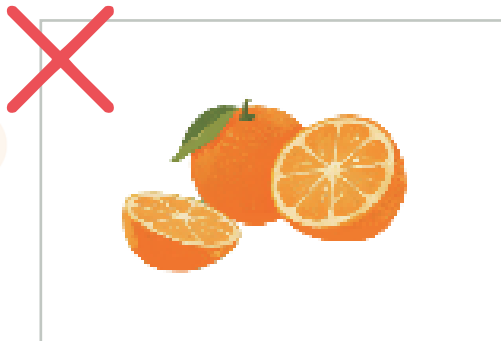
BASIC FILE REQUIREMENTS

1. SUBMIT ALL FILES AS PDFS: Creating a PDF is pretty easy these days. When saving your PDF, keep in mind:

- Your PDF should be compatible with Acrobat 7 (PDF 1.6) or higher.
- Your PDF should use the color profile FOGRA 39 (ISO12647-2) to match our factory's color calibration.
- Do not include trim marks, registration marks, or color bars.

2. FORMAT ALL FILES IN CMYK COLOR: Large scale commercial printing uses an offset printing process, most commonly using CMYK plates (Cyan, Magenta, Yellow, 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, not printing. For more information on the CMYK printing process.

3. SET IMAGE RESOLUTION TO 300PPI OR ABOVE: Print industry standards require all images to be 300+ ppi (pixels per inch). Using lower resolution images could make your images appear blurry or pixelated.



BASIC FILE REQUIREMENTS

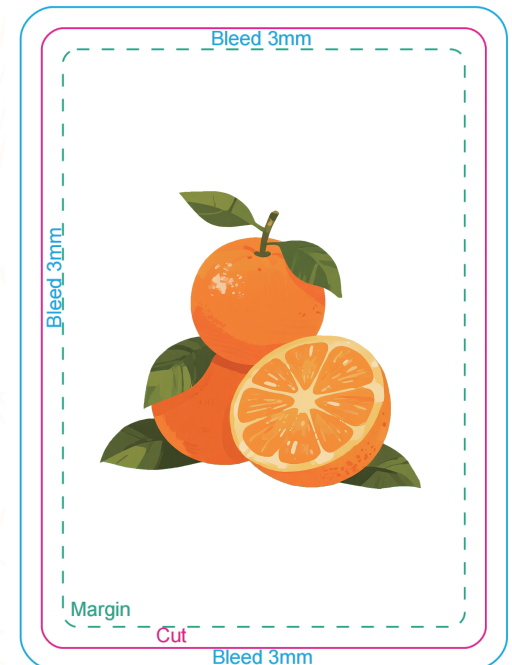
4. MAKE SURE ALL FILES HAVE 3MM OF BLEED AND AT

LEAST 3MM OF

MARGIN: We commonly find bleed and margin issues during prepress checks, but they are easy to avoid!

Bleed is a printing term referring to artwork that goes beyond the edge of the dieline (or cut line) for your component. Background artwork and colors should extend at least to the edge of the bleed line. Maintaining the recommended bleed ensures that unprinted edges do not accidentally appear on your components. All files require at least 3mm of bleed around every side of the component; some components may require more.

Margin (sometimes known as “safe zone”) is the area between the main content and the edge of your component. Most printed components have a trim tolerance of $\pm 1\text{mm}$. 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 important artwork and all text within the margin line.



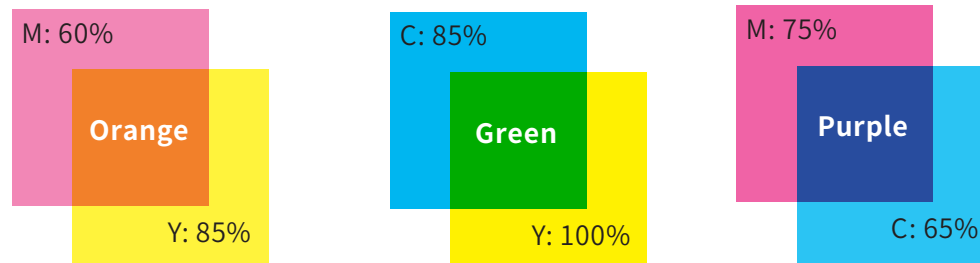
OFFSET PRINTING

HOPES creates your components using offset printing, which is a common large scale commercial printing process. Offset printing uses just four colors of ink – Cyan, Magenta, Yellow, and black (CMYK) – to create millions of possible hues. This method produces

accurate colors and can quickly handle extremely large print runs.

PRINTING WELLS: An offset printing press has “wells” that hold the four ink colors.

A fifth well can hold a PMS spot color, metallic ink, or even another well of black ink for international languages.



Millions of different hues can be achieved by combining various intensities of two, three or all four CMYK inks.

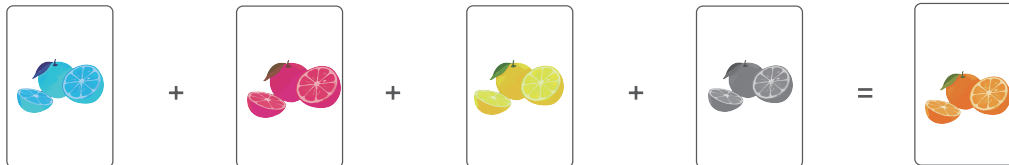
TIPS FOR MULTIPLE LANGUAGES

Printing your game in multiple languages can bring it to more players around the world and be very rewarding. Multilanguage printing also comes with unique challenges. If you plan ahead when you prepare the original language files, though, you can make it easier to add new languages. Whether you create the translations in-house or sell specific language rights to a regional publisher, here are some tips to improve your experience:

Common Files: One easy way to prepare files for another language is to build files that are language independent. These files will be completely unchanged from the original language version. Language independent files have no text (or perhaps just numerals) and often include iconography. Some examples of common files could be card backs and scoretrack boards. The more common files you have, the lower the chance of missing something that needs to be translated.

Layer Management: It may sound simple, but properly naming layers inside an Illustrator or InDesign file can help your publishing partners know what content to modify and what to leave alone. You can also lock layers to let partners know what shouldn't be touched.

5th Plate Replacement: Moving your text to a separate layer can make it easier to translate your game. This allows you to create a 5th printing plate for each language's text which is printed with a 5th well of black ink. By swapping out only a new 5th plate for each language, you can keep using the original CMYK printing plates and save money. Keep in mind that only pure black text (C:0%, M:0%, Y:0%, K:100%) can be changed using this method.



SPECIAL EFFECTS

Adding special effects to your printing can really make your game stand out on the shelf or the tabletop. Getting your files ready for these effects isn't difficult and most are prepared using similar methods. Depending on the effect, you will create a separate file – or a separate layer inside the main art file – showing the exact area where the special effect should be applied.

Special effects include:

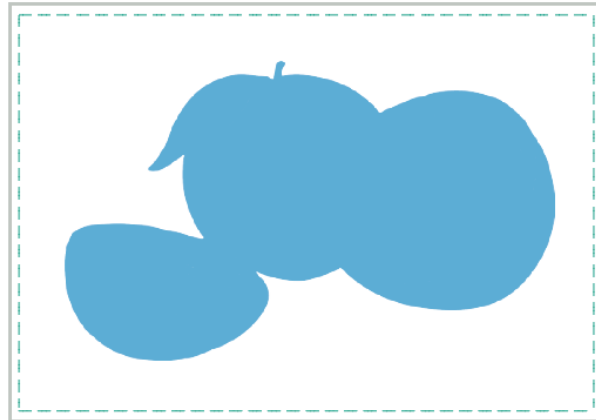
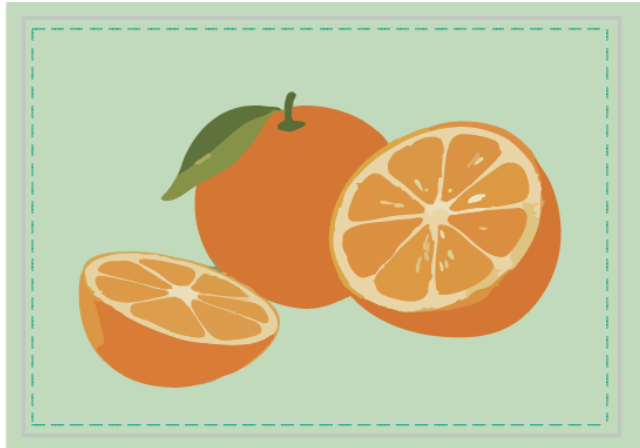
Metallic ink: A special ink that comes in a variety of metallic hues.

Spot UV: A “shiny” coating that reflects light and can add depth to your designs.

Foil stamping: A method that applies actual metallic foil to a print component.

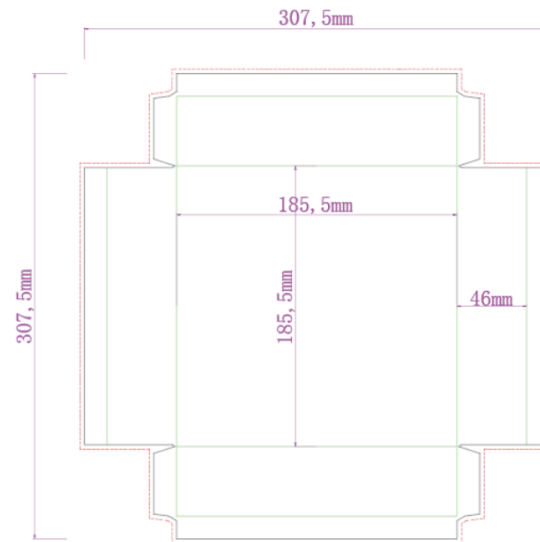
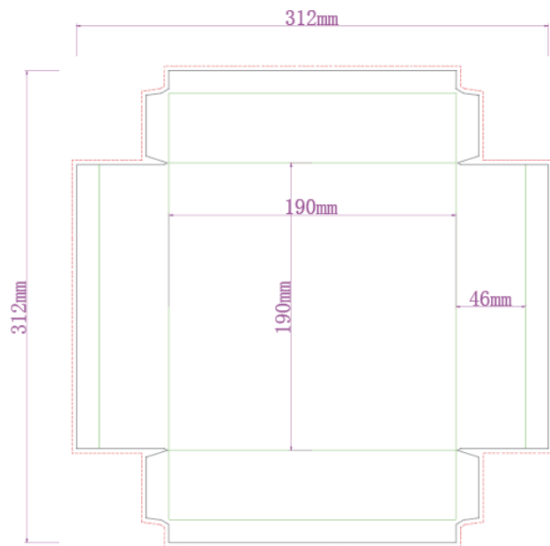
Debossing/embossing: Raised or lowered areas pressed into a print component's surface.

Scratch-off: A special coating that can be removed to reveal secret information underneath. Especially useful for legacy games!



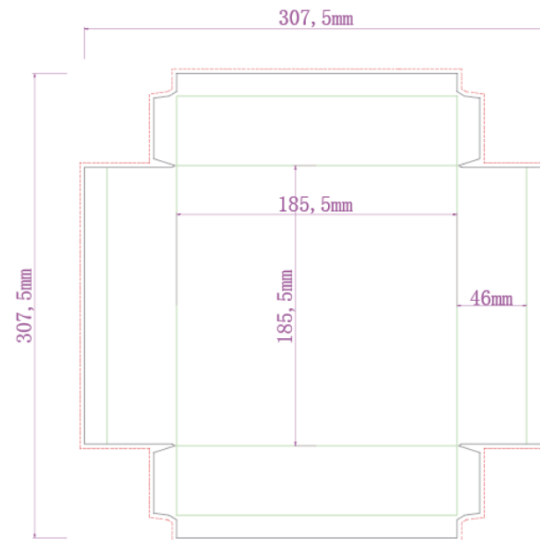
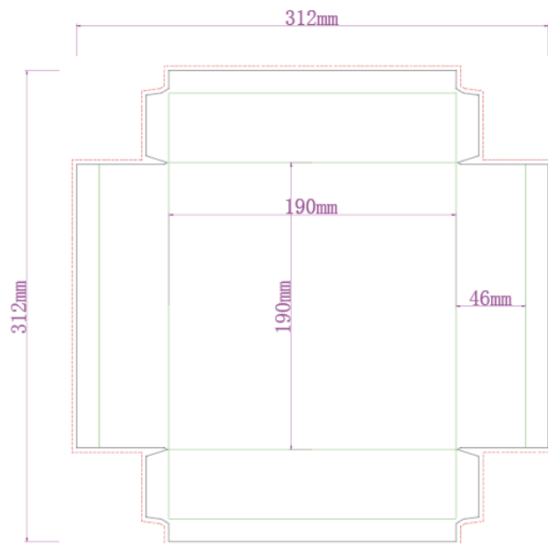
TWO-PIECE GAME BOXES

Make sure your components fit: Your box should be at least 15mm larger in each dimension than your largest component to make sure the components can be easily removed. The box also needs to be large enough to contain all of your components together.



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BOX MARKINGS

Games often have the number of players, the playing time, and the age range shown. Other markings may be required for the market you are selling to.

A UPC/EAN 13 Barcode

The UPC must be in pure black, (C: 0%, Y: 0%, M: 0%, K: 100%). Please leave at least 5mm of space for the GAMELAND lot number (example shown here on the right side of the UPC). GAMELAND will automatically add the lot number to your game, it will help us to track the production batch.

B Publisher name and address

C MADE IN CHINA

D Age forbidden label

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

E CE label & Warning



SAFETY MARKINGS

Market:	EUROPEAN UNION	UNITED KINGDOM	USA
Regulation:	The EN-71 is the European standard for safety requirements for toys.	The UKCA was established after the UK left the EU. Many UKCA regulations are the exact same as the EN-71.	In the United States, the ASTM F963 regulations are the Standard Consumer Safety Specification for Toy Safety.
Is your game considered a toy?	See the definitions below, and then follow the required labeling for toys if your game is considered a toy. If your game is not considered a toy, no additional safety markings are required.		
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 marking:	 WARNING: CHOKING HAZARD - Small parts. Not for children under 3 yrs. Warning Text: The Warning marking above should be accompanied by the following text: CHOKING HAZARD - Small parts. Not for children under 3 years.		 Minimum height: 5mm Must appear in black or white. May not be altered in any way.
Required labeling for toys:	Warning - Age Range: Indicate this in one of three ways: • Warning: (use the age label graphic shown here) • Warning. Not suitable for children under 36 months. • Warning. Not suitable for children under three years.   Min. height is 10mm Must appear in black, white, and red as shown. May not be altered in any way. Note: The above warning and hazard indication are not required on toys that, based on their function, dimensions, characteristics, or otherwise, are manifestly unsuitable for children under 36 months.		 Minimum height: 5mm Must appear in black or white. May not be altered in any way.
Testing:	Download the required safety markings and labels from our Tools page at hopesgame.com		
	While rare, for games marked 13 years and under, customs or your distributor may ask you to provide test results certifying your toy has passed the EN-71/UKCA/ASTM F963 tests. HOPES can provide safety testing through a third party, however it is still your responsibility, as the publisher, to make sure your game is tested according to the standards of any territories where your game will be sold. Please contact your project manager for more details.		

BOOKLETS & PAPER SHEETS

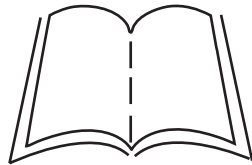
Bleed and margin: All rulebook and paper sheet files must have 3mm of bleed. For rulebooks, margin sizes vary depending on the number of pages:

- 1-28 pages: Use the standard 3mm margin.
- 32-64 pages: Increase the margin to 5mm.
- 68+ pages: Inquire about templates and alternative binding methods.

Number of pages: The total page count for saddle-stitched rulebooks must be a multiple of four. (Rule sheets can be single or double sided.)

File setup: Submit rulebooks as multi-page PDFs with a single page of the booklet on each page of the PDF. Do not use two page spreads. Our production team will format the booklet for print with the proper pagination.

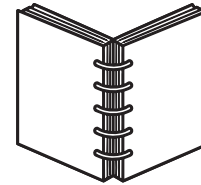
Binding types: The vast majority of board game rulebooks use saddle-stitch binding, but perfect, spiral and casewrap bindings are also popular. Contact HOPES for templates and to learn more.



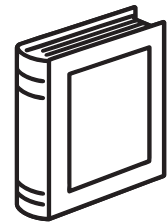
Saddle-stitched



Perfect bound



Spiral bound



Casewrap (hard cover)

CARDS

Bleed and margin: All cards must have 3mm of bleed and 3mm of margin. Please extend the background artwork to the bleed line or beyond, and keep important artwork and all text inside the margin line.

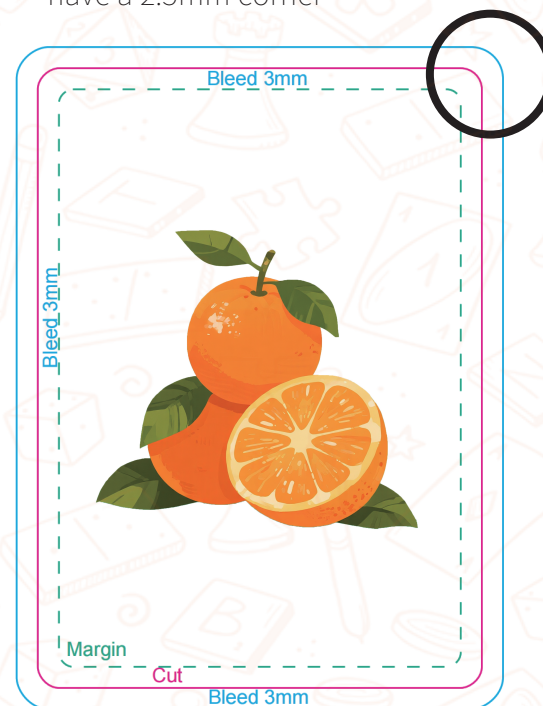
File format: When submitting cards, you should create a single, multi-page PDF where each page contains a single card front. Do not create individual PDF files for each card. If your deck has a single card back, add that card back as the last page of the file. If you have several different card backs, upload one file for all the card fronts and a second file for all the card backs.

Border black: For a deep, consistent black that makes it easier to color match between print runs and expansions, consider using this color formula: (C:40% M:0% Y:0% K:100%).

COMMON CARD SIZES:

Mini 44 x 67mm 84 / sheet	Bridge 57 x 87mm 60 / sheet	Blackjack 63 x 88mm 54 / sheet	Euro 59 x 91mm 45 / sheet	Square 70 x 70mm 56 / sheet	Mini Square 51 x 51mm 110 / sheet
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Standard card corners have a 2.5mm corner

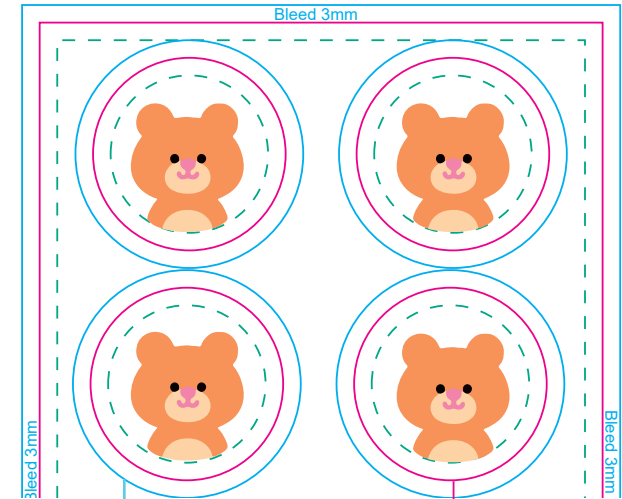


PUNCHBOARD

Punchboards make up a wide array of components in a game and can be used for almost any purpose. The game board, the tokens, the player boards, and anything else that you can think of. It can be single layer, dual layer, or even fit together to create a constructible cardboard component. As a result, the punchboard is one of the most difficult print components to create. In addition to following all of the regular rules relating to any print piece, great care has to go into planning the token layout, and paying attention to special dieline, bleed, and margin requirements.

Size: at least 15mm smaller in each dimension than the box top

Tips: Smallest size of an individual token: 8x8mm
Smallest edge for any shape must be at least 3mm long



Bleed

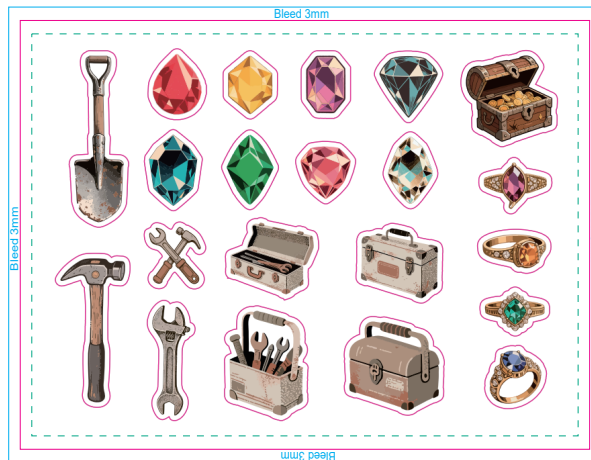
3mm bleed area required around the die cut.
Minimum Clearance Minimum 6mm distance is needed between each die cut

Die cut

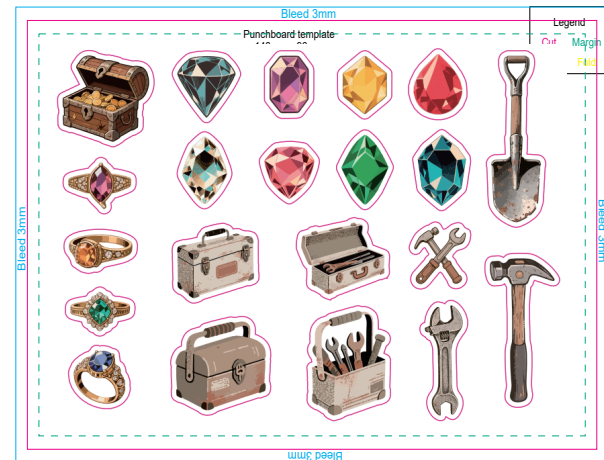
This is how the print sheet will be trimmed. Die cut lines must be a vector file and hidden on a separate layer when outputting the file.

PUNCHBOARD

When you have multiple sheets of tokens or other items that use the same die-cut, make sure to label each of them accordingly. This helps to ensure that there are no mix ups during production and packing. We can put the label anywhere on the outside of the board. During production we will cut it off and throw it away.



front

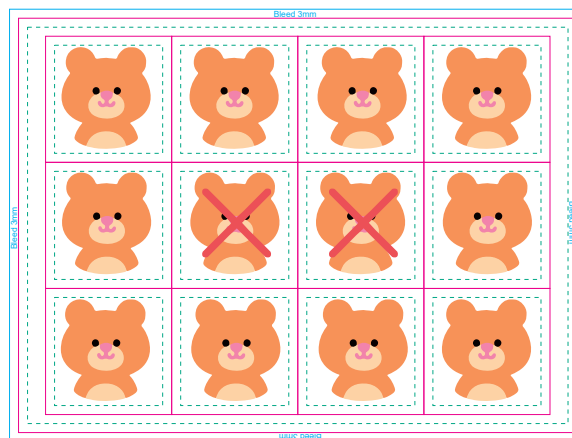
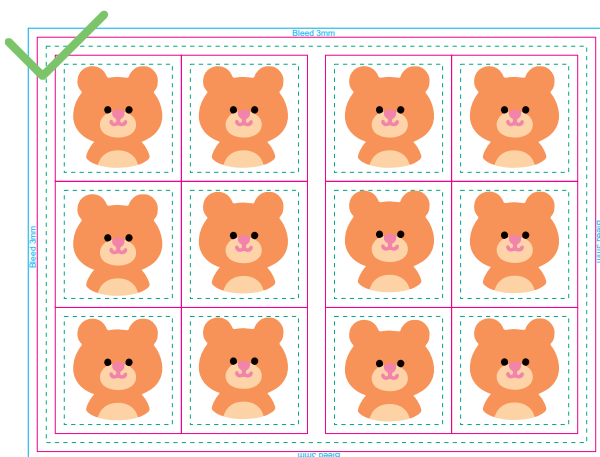


back

PUNCHBOARD

Shared dielines: If you're running out of space on your punchboard, some tokens may be able to share a dieline. Straight edge triangles, rectangles, and hexagons work best for this. However, there are some restrictions for this method.

Every token must have at least one edge touching the part of the punchboard that is discarded after the tokens are punched out. Also, since there is no bleed between tokens



Double-layered punchboards: A double-layer punchboard (often called a dual-layer board) can be a premium addition to your game. This type of punchboard is actually two layers of punchboard glued together. The top layer has areas punched out that can hold cubes, discs, meeples, or other components in a specific spot on that board. Please take extra care to ensure that images on the bottom layer line up correctly with the punched-out portions of the top layer. Punchouts should be at least 1.5mm larger than the component that fits inside.

GLOSSARY OF COMMON TERMS

Black, Border

Border black is the name of the CMYK color Panda 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%.

Black, Pure

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

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.

Bleed

Bleed is the design area outside of the trim/cut area. It contains art that is printed beyond the trim line and is intended to be cut off. This prevents unprinted white edges from mistakenly showing up on printed components.

Color, CMYK

The CMYK color model (sometimes called process color or four-color) is a subtractive color model used in color printing. It is also used to describe the printing process itself. CMYK refers to the four inks used in color printing: Cyan, Magenta, Yellow, and black.

Color, RGB

The RGB color model is an additive color model in which red, green, and blue are added together in various amounts 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 you can create in RGB color can be reproduced in CMYK color. Do not use RGB in files submitted to HOPES.

PPI

PPI stands for Pixels Per Inch, and relates to the resolution of an image. It measures the amount of visual data contained within a graphic. Higher resolution images have higher PPI. All file images submitted to Panda must be at least 300 ppi, the industry printing standard.

Dielines

A dieline is a vector graphic which tells a machinist how to create a punch out. Graphic designers can also use dielines to assist in properly laying out a document that will be die-cut.

Margin (also called Inner Bleed or Safe Zone)

Margin is the area between the trim/cut area and the content/art area of a design. Margin prevents the art from being mistakenly trimmed off a document. It also helps keep the eye from tracking drift. In some instances, the margin is the border.

Overprint

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

Raster Graphics

Images or text made of individual pixels (unlike vector format, see below). You can shrink raster graphics, but enlarging creates blurry, pixelated images. Adobe's Photoshop software generates raster graphics.

Trim Size

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

Vector Graphics

Vector graphics use mathematical formulas to describe computer graphics shapes. These graphics are modified using special curves known as Bézier curves. Vector graphics can be infinitely scaled without blurring or pixelating. Adobe's Illustrator software generates vector graphics.



- GAME MANUFACTURER -

Hopes Game Manufacturer

ADD: Building 3, No.26, Zhenghe Middle Road,
Ludu Street, Taicang City, Suzhou, Jiangsu Province, China
TEL: 021 6090 1506 WEB: www.hopesgame.com