



DESIGN GUIDEBOOK

DESIGN GUIDEBOOK

Your Reliable Board Game Manufacturer

The Possibilities to Manifest Your Imagination

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01 GENERAL INFORMATION

Adobe InDesign

Use InDesign for final layout (especially text placement) and PDF generation.



Adobe Illustrator

Use Illustrator to create vector graphics and PDF generation.



Adobe Photoshop

Use Photoshop to create raster illustrations and PDF generation.



1.1 Design Files Verification Process

To ensure produce a higher quality of your game, we need to review your print files, all files should be provided in a standardized way. You can use Preflight Profile and Export Profile to review and correct your documents.

EXPORT PROFILE



Go to Download

Export Profile

Use a color profile to ensure the best color calibration and consistency with our factory's printing presses. Click the website: <https://www.eastarboardgame.com/Board-game-printing-template> to download the Export Profile from our website.

PREFLIGHT PROFILE



Go to Download

Preflight Profile

Ensure the profile meet the need of the production.

Using this tool will check your files for common problems that need correcting including low-resolution images, RGB images, and the use of spot colors.

Visually check your files in Acrobat to see if the content is on the correct layer, to confirm that separate PDF are being properly combined into a single PDF.

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1.2 The Basic Eight

Following these standards, the less time it will take to check and complete your order. Non-standard printfiles may lead to delivery delays, extra time, effort, and additional costs.

1.2.1 File Format

All files must be editable PDFs. It means the content in PDF is not in graphic form, and the content is required to be editable. PDF should be compatible with **Acrobat 7 (PDF 1.6)** or higher.

1.2.2 All files in CMYK

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 color space for your files. RGB is a format for onscreen images.

Adobe Acrobat 7.0 Professional ✓

Adobe Acrobat 6.0 Professional ✗

1.2.1 File Format

PDF should use the color profile **FOGRA 39 (ISO12647-2)** to match our factory's color calibration.

RGB (R): Apple RGB
 CMYK (C): Coated FOGRA (ISO 12647-2:2004)

Document Color Mode >

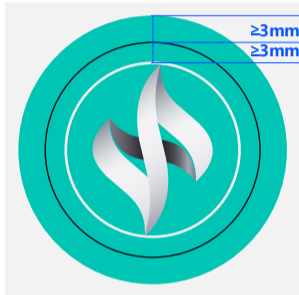
✓ CMYK Color
 RGB Color

1.2.2 All files in CMYK

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1.2.3 File Name

The name of the file must be the same as the name of the contract or order, and the size, quantity, and completion time must be marked. If the file is modified, the modification time must be marked and the number of revisions must be noted. As follows:



1.2.5 Bleeds and Margin



Etherfields-CoreBox-Top 280x280x130mm-20201012 revision 2

1.2.4 File Dimension

The final file dimension must be the actual size, and the overall size is indicated in the file.

1.2.5 Bleeds and Margin

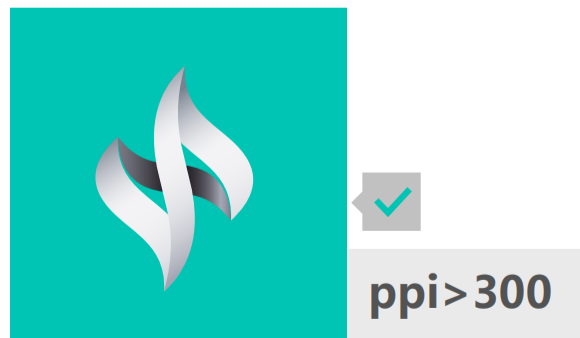
All files have a 3mm bleed, and at least a 3mm margin (the distance from the main content to the cut line). Bleed is a printing term that refers to artwork that goes beyond the edge of the die line (or trim line) for your components. Artwork and background colors should extend at least to the edge of the bleed line. Maintaining the recommended bleed will ensure that unprinted edges do not appear on your components.

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.

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1.2.6 Images resolution

The artwork needs to be vector files. If it's an image format, the file has to reach 300+ ppi. Using low-resolution images will cause the issue of being vague or pixelate in the final products.



1.2.7 Black text should be pure black (C: 0%, M: 0%, Y: 0%, K: 100%)

The reason we ask that all text is in Pure Black is that our eyes are trained to notice extremely small variations when deciphering the 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 blurry. Pure black is the best of those four colors to use for type as it is the easiest to read.

1.2.8 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 on our computer, the fonts may change after printing.

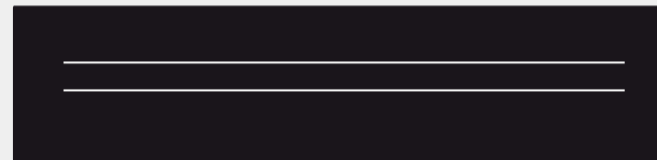
01 GENERAL INFORMATION

1.3 Artwork Content

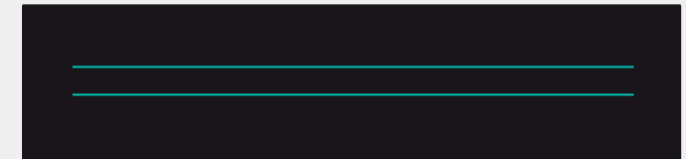
1.3.1 It might have the issue of printing misalignment or printing shadow if using lines filled with multiple colors or polychromatic texts that are less than 12pt. So please use one primary printing color or spot color and use Single Black K: 100 for black texts.

1.3.2 The line width is suggested to be wider than 0.1mm and the anti-white line is wider than 0.2mm. The line width is suggested to be greater than 0.1mm, and the width of the anti-white line is greater than 0.2mm. For lines less than 0.076mm, the stroke will be invisible in print.

1.3.2

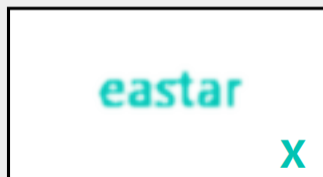


line width > 0.2pt



line width > 0.1pt

1.3.4



pt < 5.5



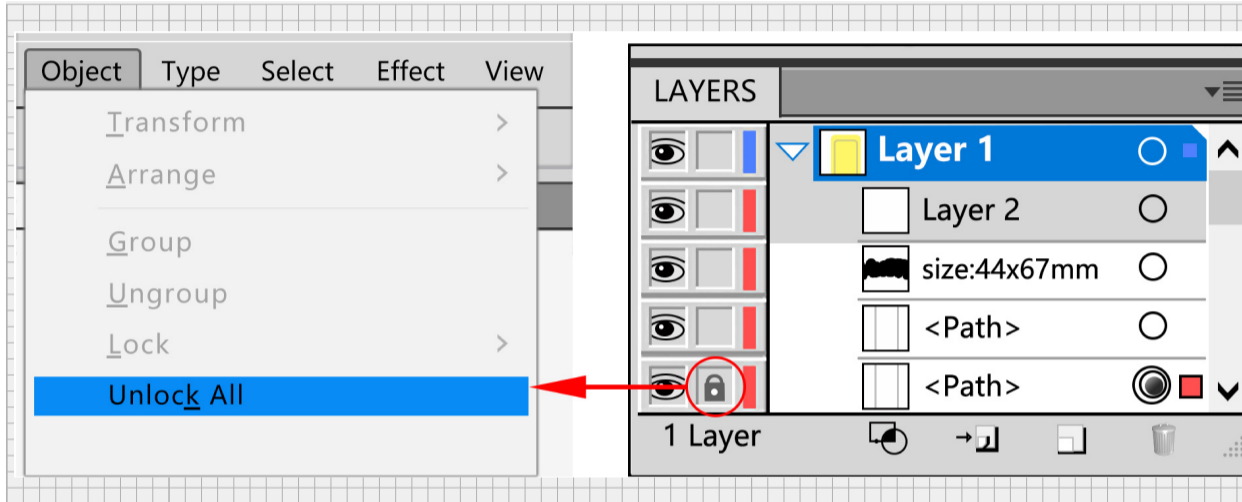
pt > 5.5

1.3.3 Anti-white text less than 12pt is not recommended on the background with multiple colors.

1.3.4 Please pay attention the main text less than 5.5pt will affect the normal reading. The higher the font weight, the better for stamping and printing. Low font weight should be avoided.

1.3.5 All text must be rotated (font contouring).

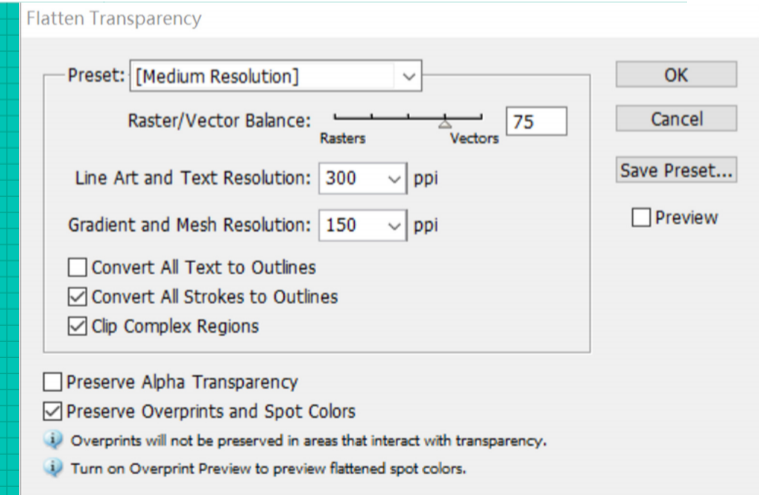
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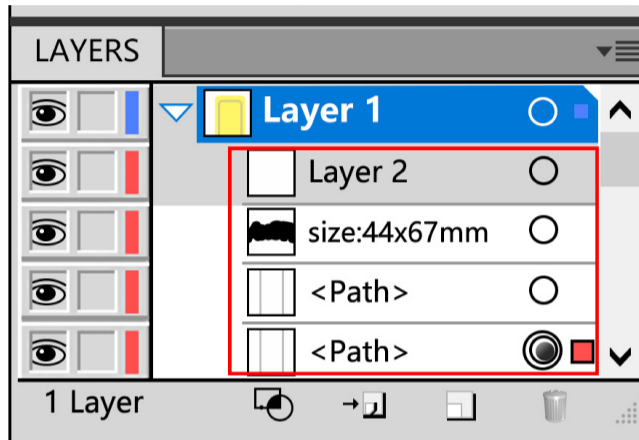
1.3.6 All objects must be unlocked.



1.3.7 Graphics or patterns containing transparency may cause the final image to be divided into multiple pieces. To avoid typographical errors, please convert them to images first. That is, document requirements do not contain any transparency operations.



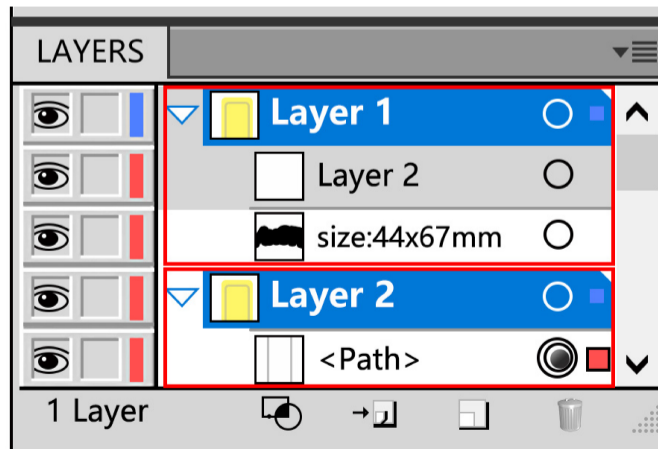
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1.3.8 When the design is complete, merge or delete the extra layers in the document to avoid unnecessary errors in the output.

1.3.10 All paper components need 3 PDFs at least for every single item: 1x PDF with graphic ONLY, 1x PDF with die-lines ONLY, and 1x PDF with die-line attached to the graphic. In the end, 3 PDFs in total.

1.3.11 If all artworks need hot gold stamping, UV coating, embossing, invisible anti-fake, etc tech, each tech has to be on a single PDF or PS layer. Meanwhile, the format in vector diagrams is needed (Tips: gold stamping and silver stamping, graphic design in the area needs to be empty and leave the area of stamping only).



1.3.9 All document pages must be artboard design, each artboard can only place one page.

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1.4 Color Content

1.4.1 Ink Coverage

The sum of the CMYK four-color values should be less than the acceptable range of the paper: 280%. If the value is more than the value, it may cause printing squiggles.

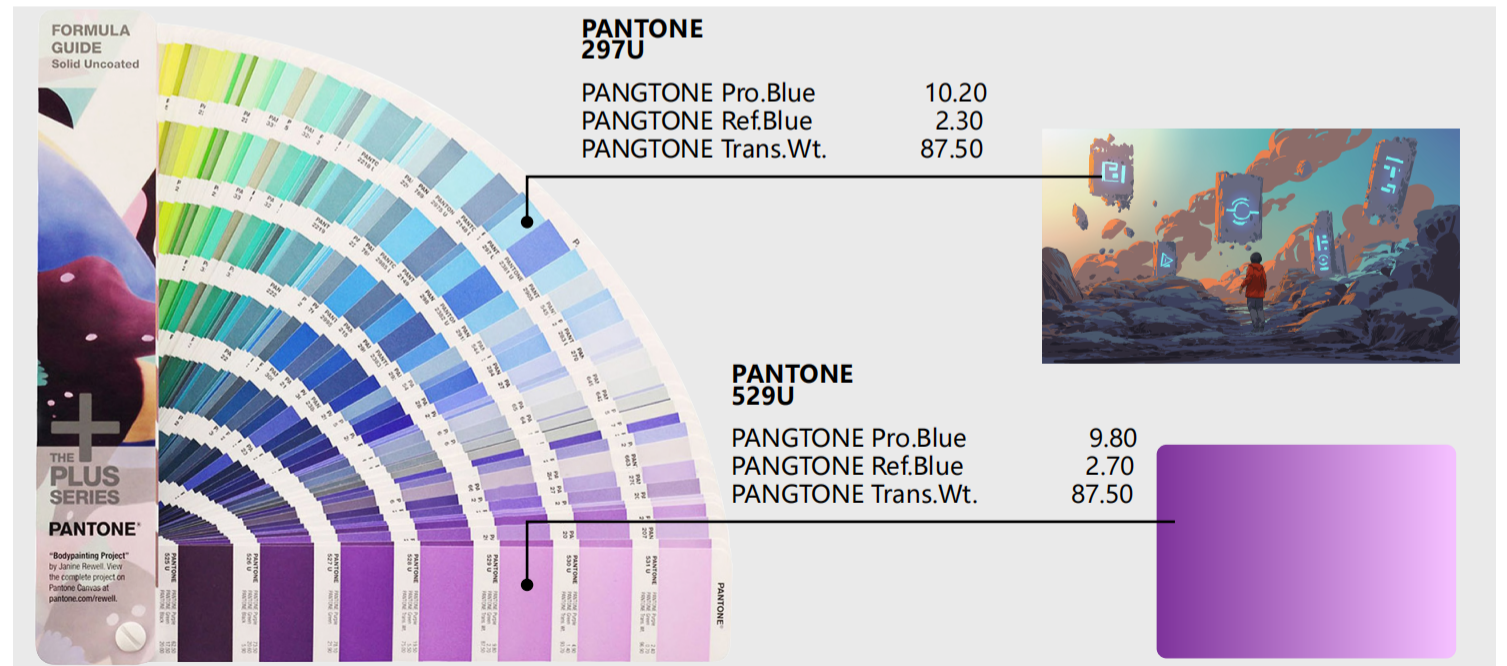


1.4.2 The color value of shading or base drawing

The color value of shading or base drawing should not be less than 5% (that is, CMYK values should be $\geq 5\%$) to avoid the failure of printing.

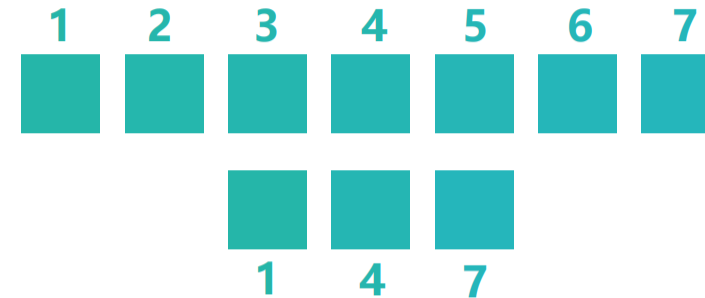
1.4.3 Use the international standard PANTONE color

Use the international standard PANTONE color to define those containing spot colors, and check that the spot color number used in the artwork is consistent with your needs. If you need four-color printing, the color will be different after the spot color is converted to four-color, please first convert it to CMYK by yourself.



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1.4.5 Sensitive colors in the printing process will feel obvious even if the color difference is very small. Please try to avoid using or choosing spot-color printing. For example coffee, blue-purple, green, and orange.



1.4.6 Four-color black text in the document, when the color value of CMYK reaches more than 80%, directly adjust it to K: 100%.

C-M-Y-K > 80 = K=0

C > 80% **X**
 M > 80%
 Y > 80%
 K > 80%

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C-M-Y-K < 80 = K=0

C = 0% **✓**
 M = 0%
 Y = 0%
 K = 100%

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1.5 Graphic, Lines, Content

1.5.1

If the height or width of the graphic object is 0, it can not get the preview of the very thin line effect after filling in the color. The actual meaning is that there is no object.

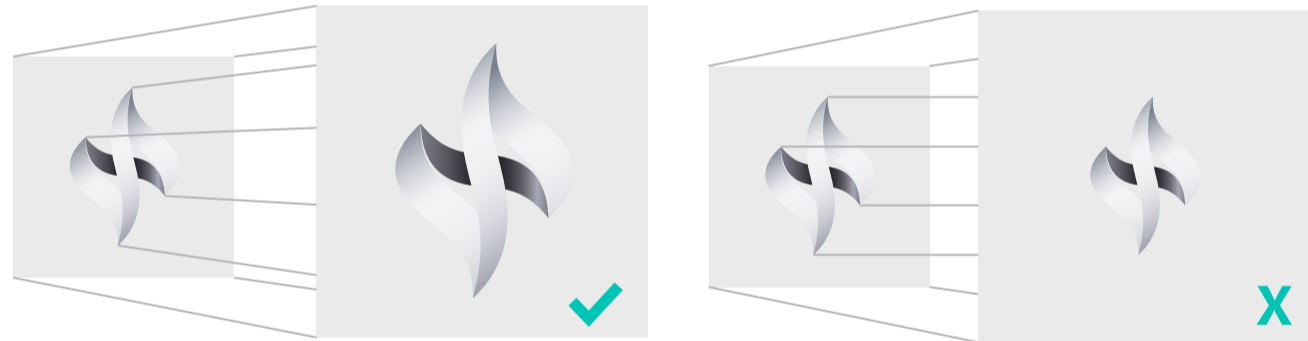
1.5.2

Do not use complex images and lines. It is suggested that there should be less than 10,000 anchor points on the same page.

1.5.3

Multicolor filled fine lines may cause inaccurate overprinting and double phenomenon, only one printing primary color or spot color is needed.

1.5.4 When scaling the content, it is necessary to pay attention to whether the stroke effect and the filling pattern need to be scaled synchronously.



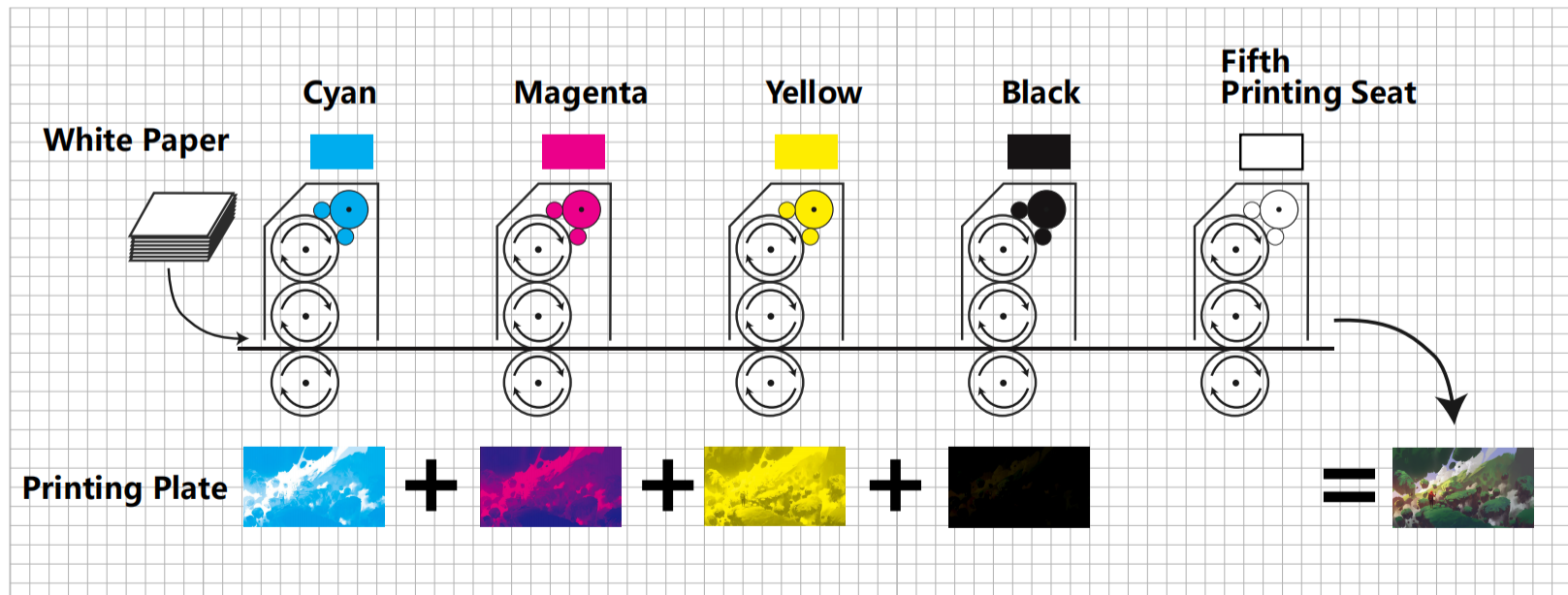
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1.6 Offset Printing

Offset printing is a common large-scale commercial printing process. Millions of colors can be reached by combining four colors ink, cyan, magenta, yellow, and black (CMYK). It produces color accuracy, is fast, and can handle very 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.

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.



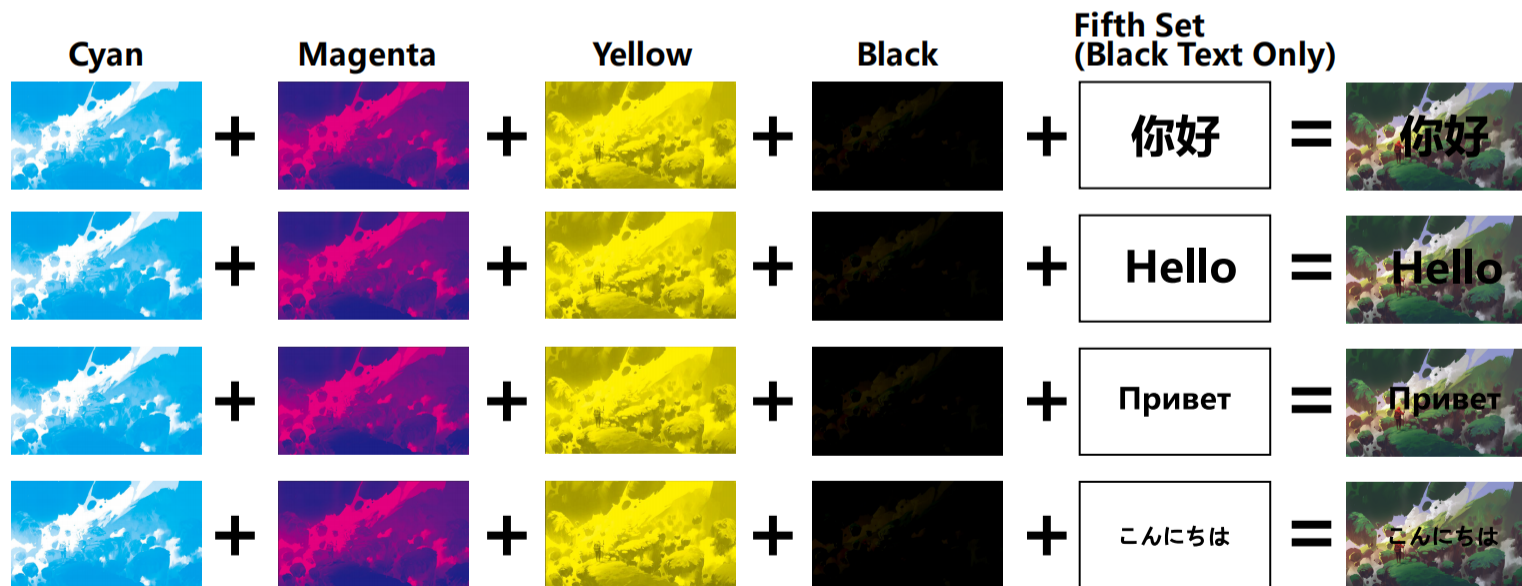
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1.7 5th Plate Replacement

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.



02 PRINTING COMPONENTS

2.1 Box

As a carrier of game components, it is crucial to design the game box precisely. In order to design a better game box, the following standard requirement is very necessary:

1. Using a 2mm gray board, the size of the bottom of the box is 7mm smaller than the cover (length & width).
2. Use 1.5mm gray board, the size of the bottom of the box is 5mm smaller than the box cover (length & width).

2.1.1 Ensure your components fit

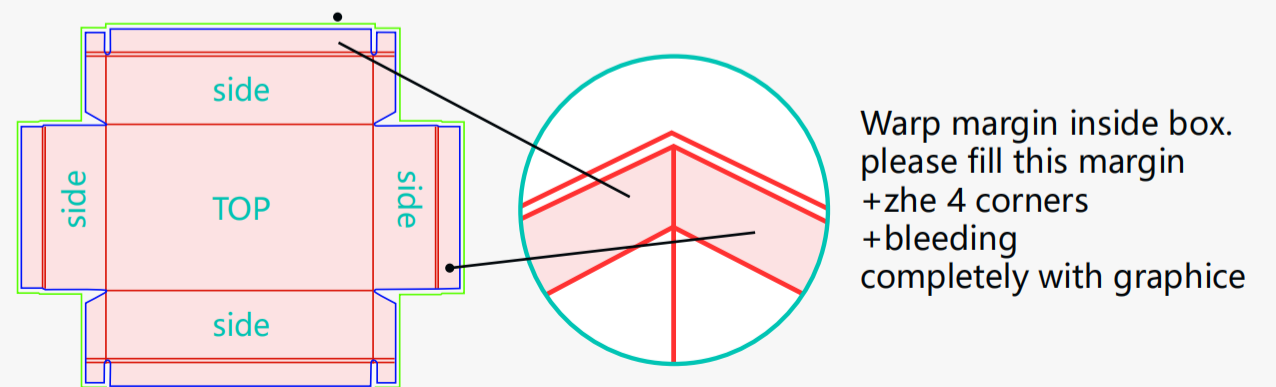
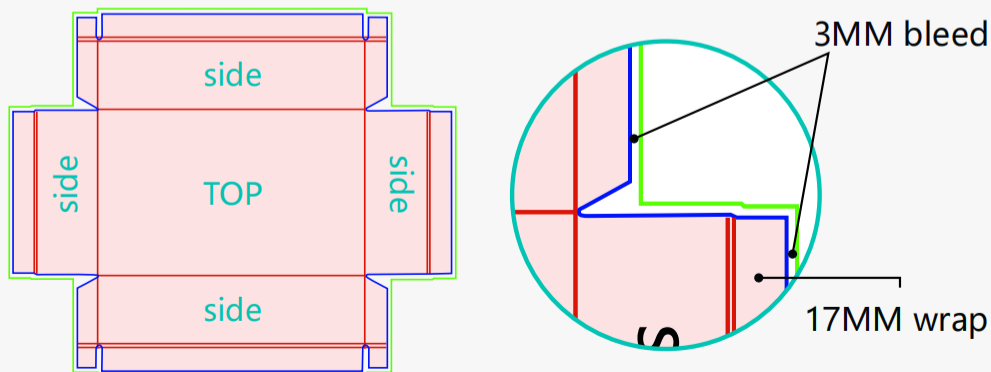
The connection between box size and component sizes: It is a necessity to consider all components' sizes while designing the box size.

The inside dimension of the bottom of the box must be more than 2mm larger than the maximum length and width of the components in the box to ensure that the box can fit all the components. This size can also be used for folding game boards, manuals, vacuum trays, punch boards, etc.

The height of the box should be higher than the height of all the parts, so as not to damage the parts due to the extrusion in the box.

2.1.2 3mm Bleed + 18mm wrap

All two piece box files (lid and bottom) must have 18mm bleeds (3mm standard bleeds + 15mm covered edge).



02 PRINTING COMPONENTS



2156432135463216

The bar code



15MM

QR code

2.1.3 Printing Products

2.1.3.1 Recommended age range

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

2.1.3.2 Made in China

The country of origin is required for customs. Eastar's factories are located in china.

2.1.3.3 Publisher name and address

This is mandatory, consumers need a point of contact to contact you, please mark the name and address of the publisher on the product display face for traceability.

2.1.3.4 Code

The bar code:

If the page contains a bar code, please make a document according to the rules of the bar code. The bar code must be a vector file, not a picture, and must use monochrome black K: 100, and the background color must be white. Undeformable zoom bar code. (If it is a picture, please provide barcode type (e.g. UPC/EAN13, etc.) and other relevant information such as code and font).

QR code:

If the page contains the barcode, please make the document according to the rules of the two-dimensional code. The size should not be less than 1.5cm, and the monochrome black K: 100 must be used.

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2.1.3.5 Lot number

The lot number is required to identify a production run in the unlikely event a product needs to be recalled. Eastar will automatically put a small lot number and Eastar icon next to the UPC/EN13. (The lot number is PINV No. on our Proforma Invoice.)



2.1.4 Safety Markings

2.1.4.1 Definition of a toy:

ASTM F963: Any object designed, manufactured, or marketed as a plaything for children under 14 years of age.

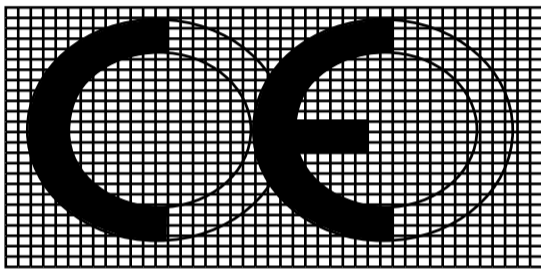
Required Safety Markings for toys:



Area, in ²	Type Size - Triangle height	Type Size - Signal Word	Type Size - Statement of Hazard	Type Size - Other Material
0~2	3/64	3/64	3/64	1/32
> 2~5	1/16	1/16	3/64	3/64
> 5~10	3/32	3/32	1/16	1/16
> 10~15	7/64	7/64	3/32	1/16
> 15~30	1/8	1/8	3/32	5/64
> 30~100	5/32	5/32	7/64	3/32
> 100~400	1/4	1/4	5/32	7/64
> 400	1/2	1/2	1/4	5/32

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2.1.4.2 EN71: Any product designed or intended, whether or not exclusively, for use in play, by children under 14 years of age.



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.

Warning marking of age under 3 years

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



02 PRINTING COMPONENTS

2.2 Tuck Box

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

2.2.1 Bleed and margin

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

2.2.2 Box markings

Please refer to 2.1.3

2.2.3 Safety markings

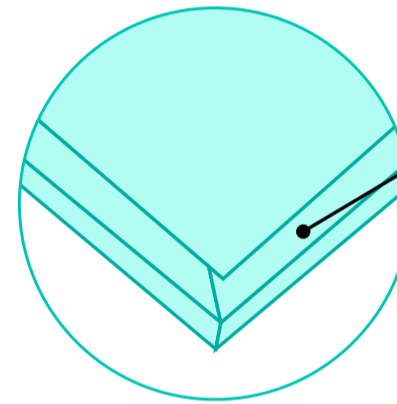
Please refer to 2.1.4

2.3 Game Board

As the core component of a game, the game board looks like a simple piece of cardboard. But it plays a vital role in the whole game. To make a more perfect game board, the following are our specifications for game board file design:

2.3.1 Bleed and margin

All game board files must have 18 mm bleeds (3mm standard bleeds + 15 mm for the wrapped edges).



Wrapped around Front Side.

For folding the edges, we need a file about 20mm larger than the ready size of the board.

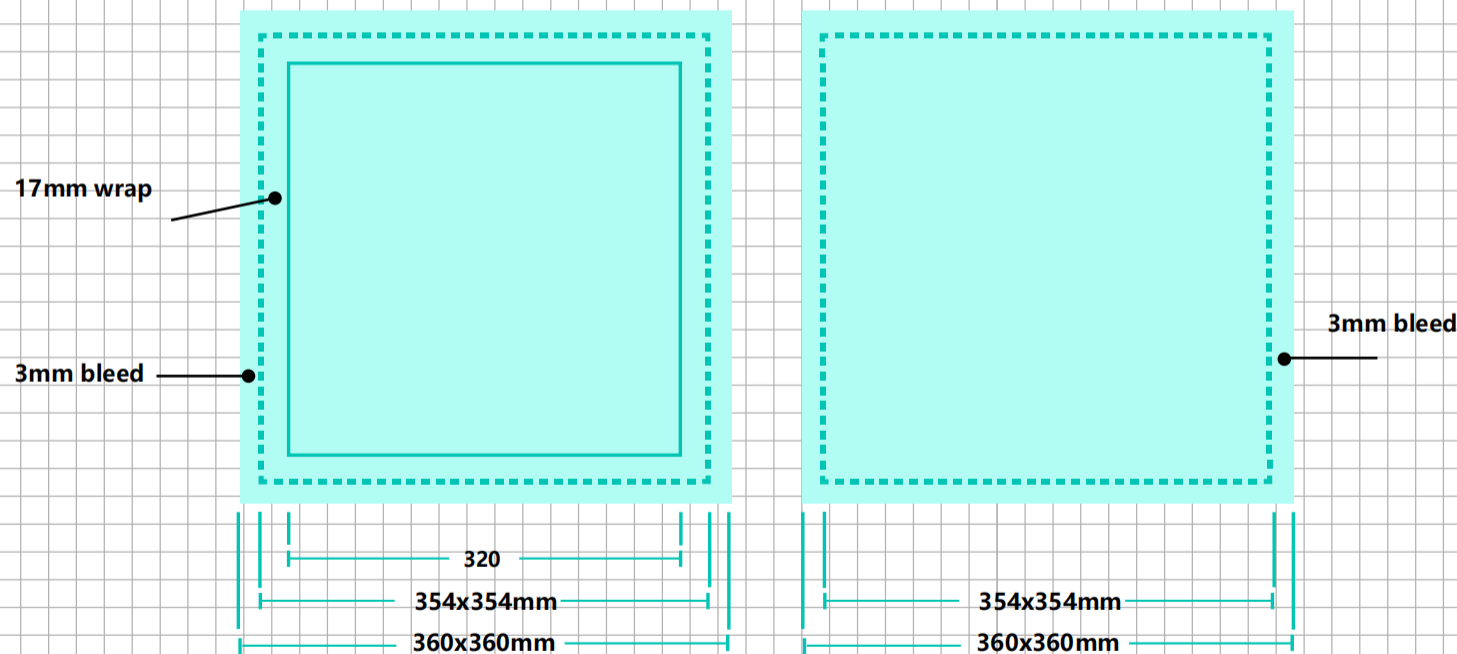
2.3.2 Double-sided game board

The four sides on the back are 3mm smaller than the front. This is because the back is pasted over the edge of the sides of the front game board. Don't forget to add 3mm of bleeding. That is, the back size (including bleeding) is the same as the actual finished game board size.

02 PRINTING COMPONENTS

2.3.3 Examples of Size of Front side and Backside

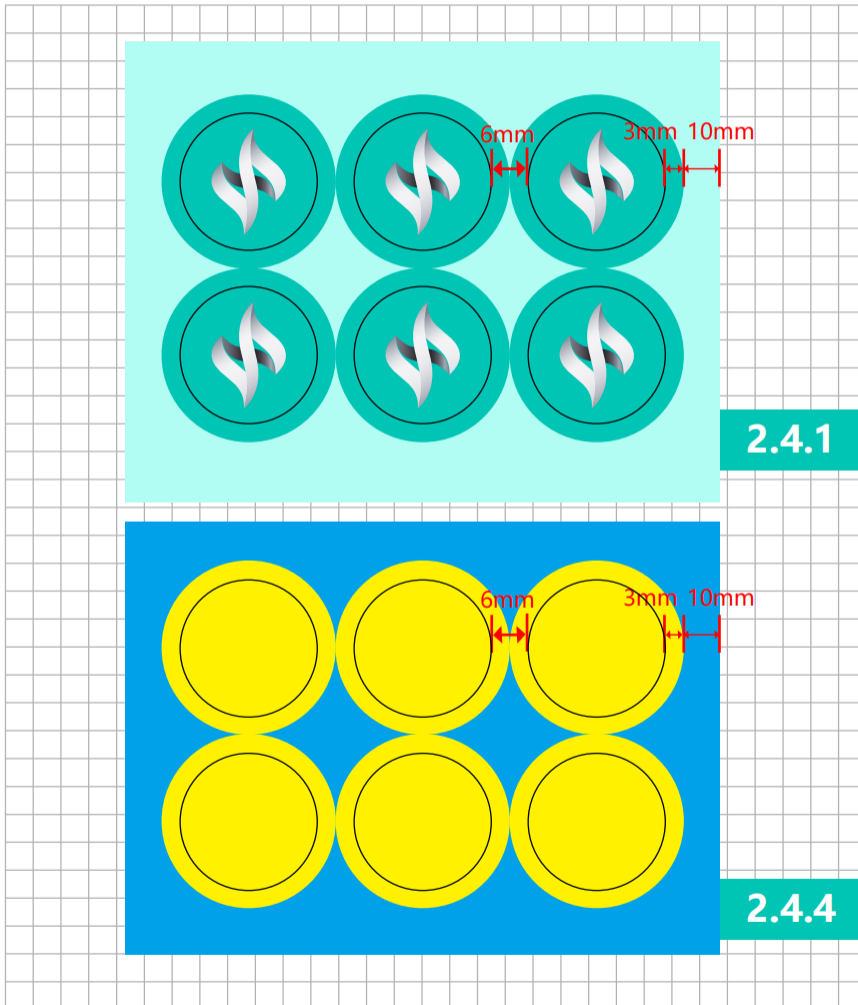
If your game board is 200mm x 400mm, then the trimmed size for the back would be 194mmx394mm. Including bleed, the final file size would be 200mm x 400mm, and the trimmed size for the front would be 236mm x 436mm. Including bleed, the final file size would be 230mm x 430mm.



2.3.4 Maximum size

Please note that the current maximum size of a game board is 600mm x 1000mm. For the game board which is larger than 600mm x 1000mm, please consider using two game boards and then putting them together.

02 PRINTING COMPONENTS



2.4 Punchboard

The punchboard is an accessory with diversified functions. It can be whole or multiple matching structures to form other structures. It can be a single layer or a double layer. Therefore, punchboard is also the accessory with the highest document requirements among all accessories. The following are a series of document requirements that we have made to better complete punchboard:

2.4.1 Bleed and margin

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

2.4.2 Punchboard size

Punchboard size: to be placed in the box more conveniently, the maximum size of the Punchboard is at least 15mm smaller than the box cover (outer size). For example, a 250mm x 250mm box can hold a 235mm x 235mm Punchboard.

2.4.3 Individual Token Sizing

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

2.4.4 Dieline spacing

The distance between the tokens can't be less than 6mm (3+3mm bleeding) and the distance between the tokens and the edge can't be less than 10mm.

02 PRINTING COMPONENTS

2.4.6 Tag and Sort

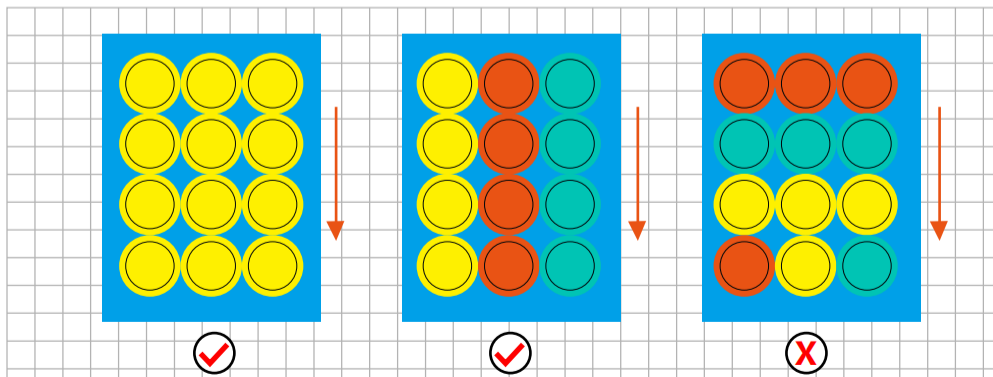
For multiple punchboards, to prevent errors in packaging, please number the Punchboard (marked in the waste area, and eventually the player will discard it, which will not affect it). If there is a language difference, please mark it together. For example, EN 1, EN 2, EN 3, etc. As shown above.

2.4.5 Dielines File

Please save your deadlines 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 die-cut mold can be created.

2.4.5 Dielines File

Please save your deadlines 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 die-cut mold can be created.



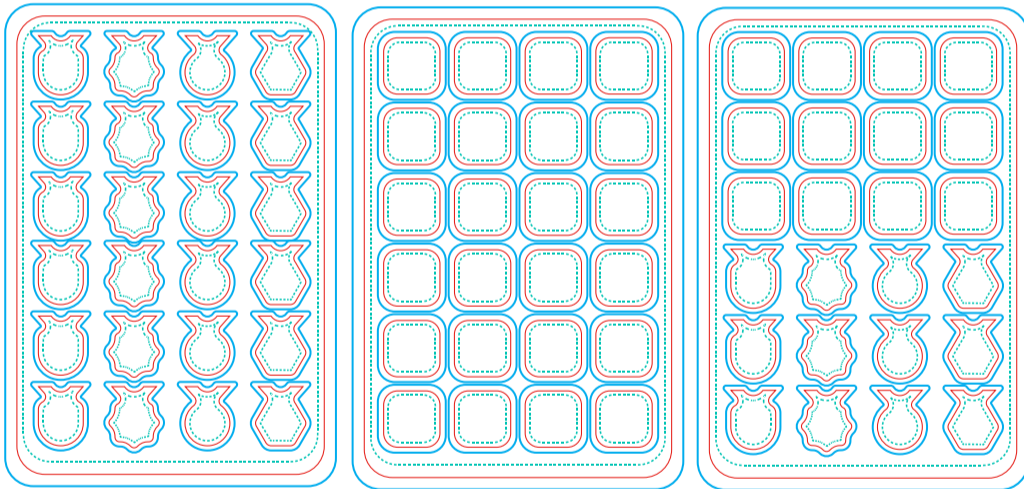
2.4.6 Tag and Sort

For multiple punchboards, to prevent errors in packaging, please number the Punchboard (marked in the waste area, and eventually the player will discard it, which will not affect it). If there is a language difference, please mark it together. For example, EN 1, EN 2, EN 3, etc. As shown above.

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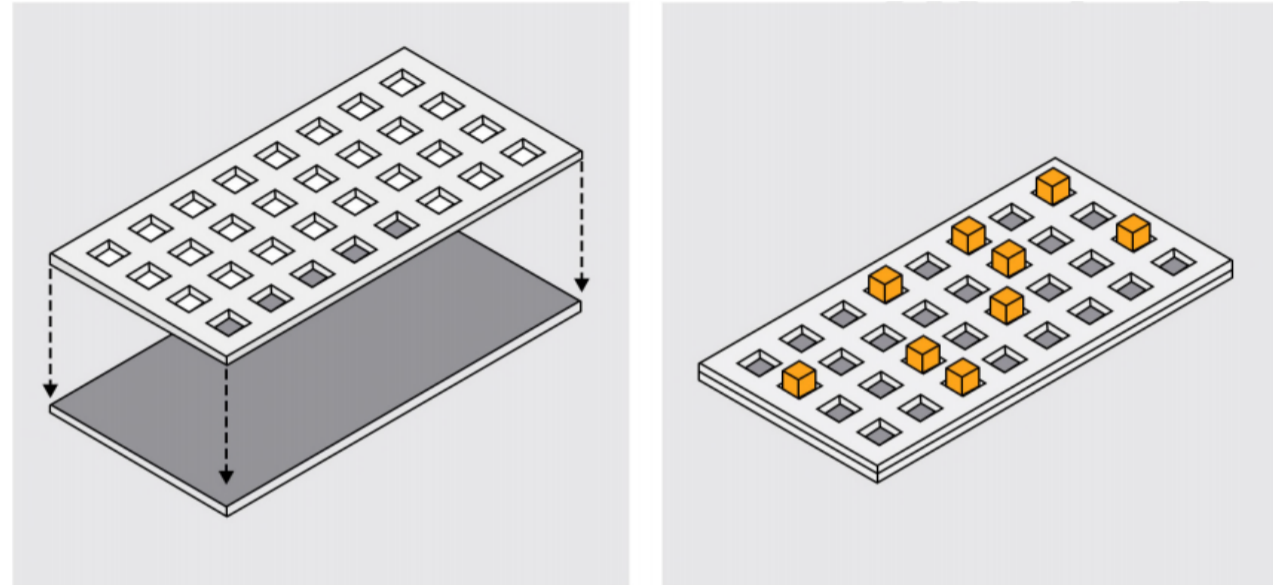
2.4.8 Shared Die Lines

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 die line template can be used for multiple punchboards.



2.5.1 Bleed and margin

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



2.5 Double-Layer Punchboard

In some games, a double-layer punchboard is a great solution. This type of punchboard is 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.

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2.6 Rule Book

There are four main bookbinding methods: saddle stitch, soft binding (glue binding), hard binding (glue binding + wire binding), coil binding.

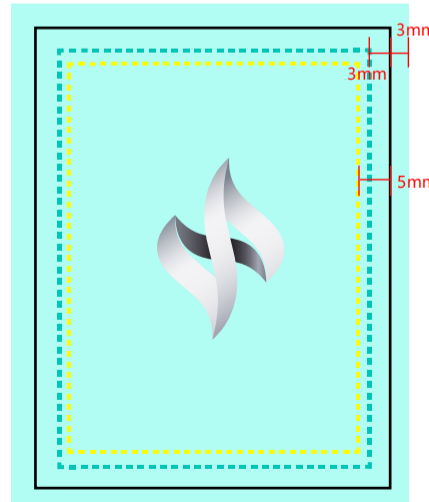


2.6.1 Bleed and margin

All files must have a 3mm bleed.

The margin size depends on the number of pages:

- 1> Pages 1-28: Use standard 3mm margins.
- 2> Pages 32-64: Increase margins to 5 mm.
- 3> Page 68+: depending on different binding methods and templates.



2.5.2 Die line spacing

Please refer to 2.4.4

2.5.3 Die line file

Please refer to 2.4.5

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2.6.2 Number of pages

The total number of pages must be a multiple of four. The scorepad category can be one-sided or double-sided.

2.6.3 File Settings

Submit in multi-page PDF format, starting from small to large according to the page number. Do not arrange two pages on the same page. The post-production team will set up the appropriate page numbers for printing.

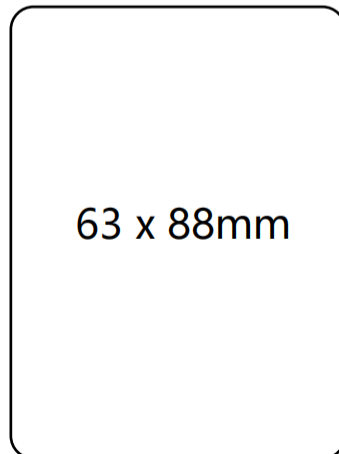
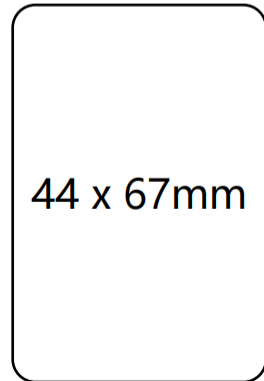
02 PRINTING COMPONENTS

2.7 Cards

Cards are the most convenient accessory in board games. Eastar provides a variety of card sizes to suit your unique need. The following are our requirements for card files.

2.7.1 Bleeding and border

All cards must have a 3mm bleeding and 3mm+ border. The background illustration must extend to or beyond the border.



2.7.2 Layout

The cards of the same color series should be arranged together as much as possible and put in the same deck as much as possible so that the printing colors are more uniform.

2.7.3 File format

When providing the card file, please upload the file in multi-page PDF format. Upload the front and back separately: put all cards front in a file and all cards back in another file. And please make sure to identify the back and front files when naming files.

2.7.4 Black background

For cards with black background: to better pursue printing color consistency, please consider using the below color:
C: 40%, M:0%, Y: 0%, K: 100%.

2.7.5 Spot color

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. You should avoid using 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.