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fasttrack

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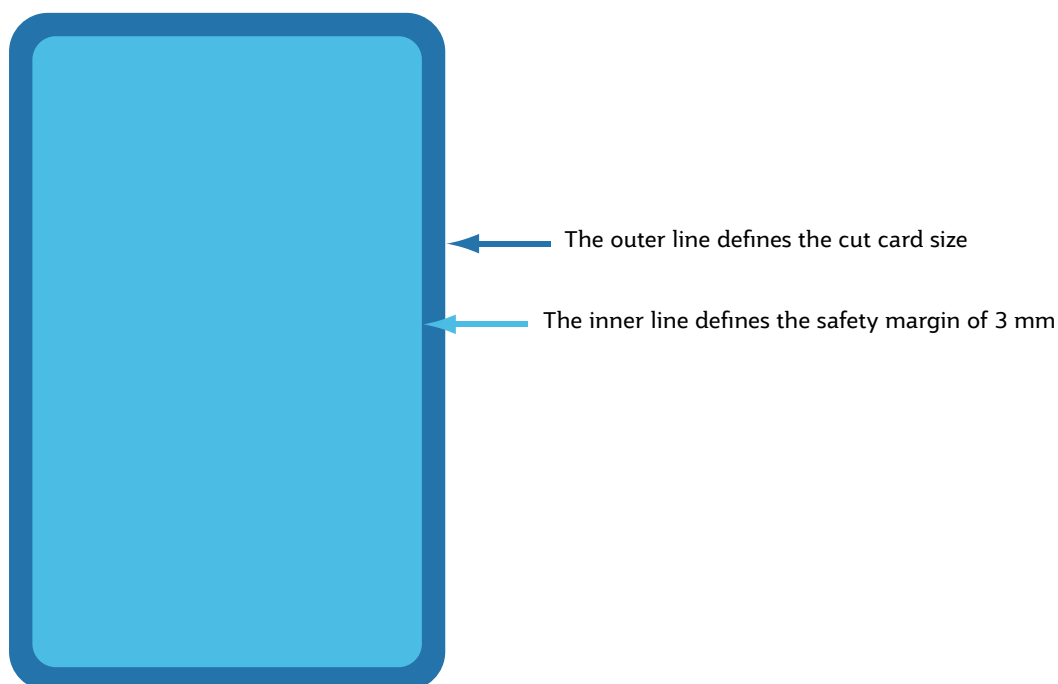
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We created this “Fasttrack” document to assist you in successfully preparing your promotional card deck and packaging. We give you some layout ideas and a few ‘dos and don’ts’.

1 Creating your card back

- The standard Cartamundi cardsize is 56 x 87 mm, but other dimensions are possible.
- The card back should be designed as a single document.
- Position all text, logos and images within a safety margin of 3 mm from the card edge.

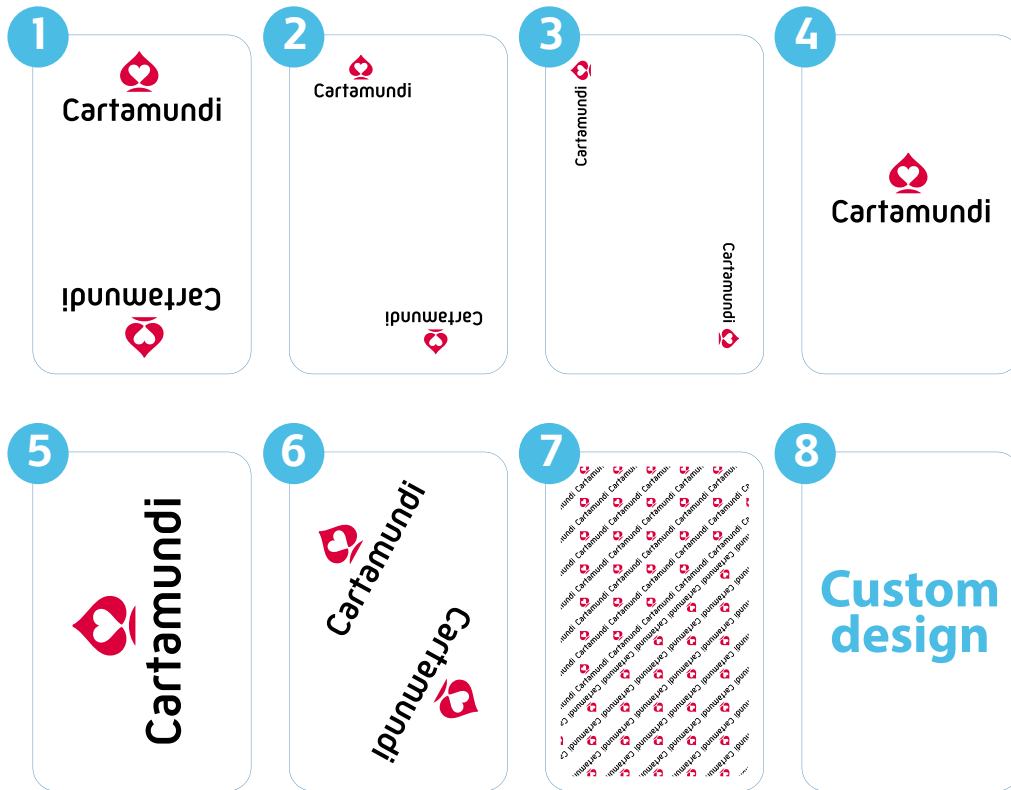


Layout examples for the card back

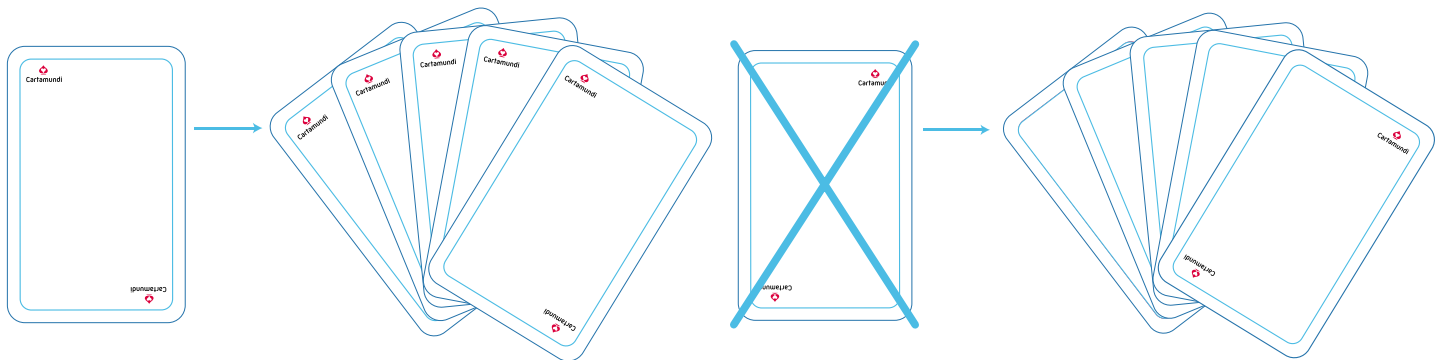
- You can make a back side with a white border, a solid border or no border at all.
- The border should be at least 3 mm to avoid cutting issues.



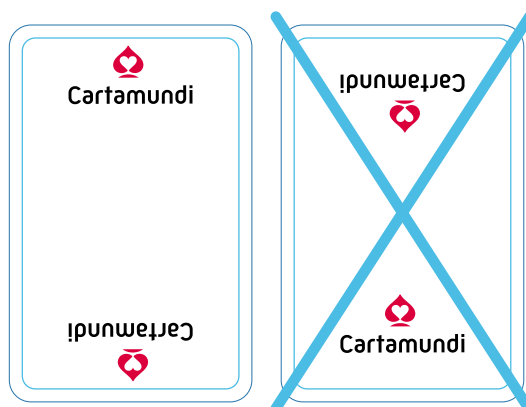
- Choose a layout.



- Caution when you place your logo in the corners.



- Caution when you place your logo mirrored.



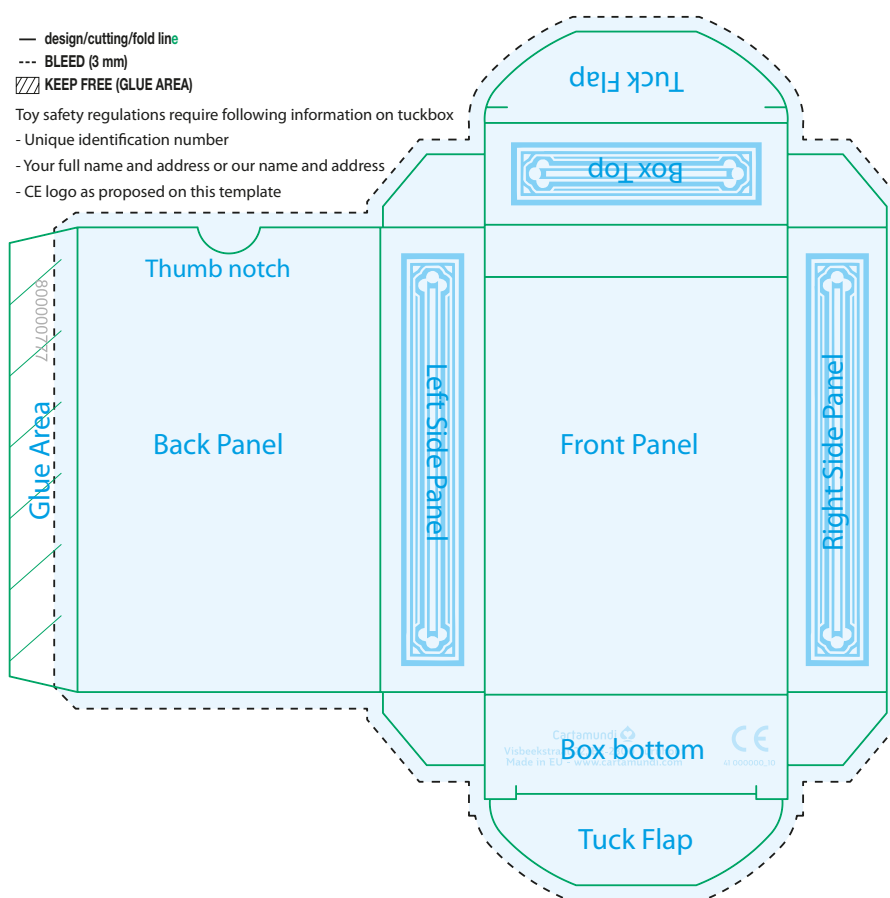
2 Cartamundi standard faces

Cartamundi has a wide variety of standard faces you can choose from. For more information, please contact your Cartamundi representative.



3 Creating the tuckbox

Please review the template below. Ask your representative for the correct template number.



4 Templates

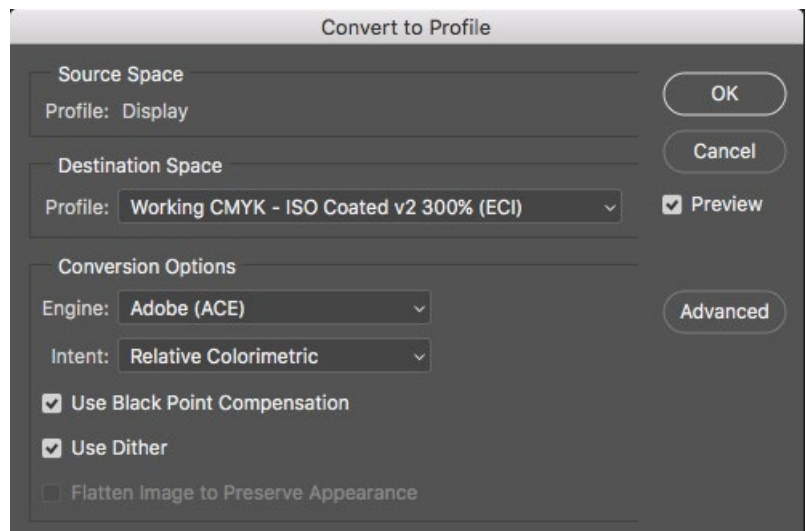
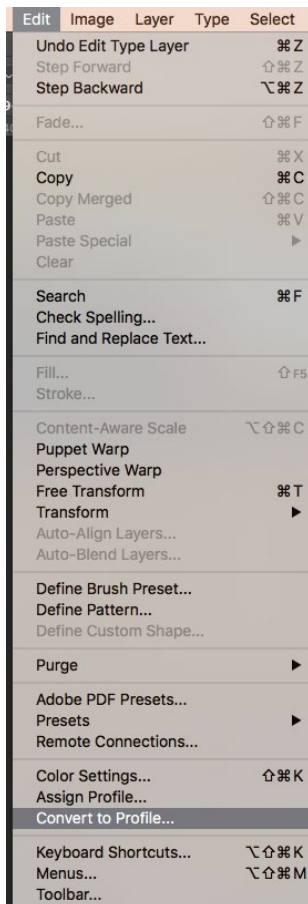
All common templates for cards and tuckboxes are available for download on [our website](#) in the *Templates most used* section.

RGB to CMYK

Convert your RGB images to CMYK in Adobe Photoshop, using the ISOcoated_v2_300_eci colour profile. You can find this profile in the *General/instructions* section in the [Colourprofile settings link](#)

1 RGB to CMYK colour conversion

- Use the **ISOcoated_v2_300_eci.csf** colour settings to convert RGB images to CMYK.
- This colour settings can be loaded in Photoshop **Edit > Colour settings > Load**
- Open the RGB image and choose: **Edit > Convert to Profile...**
- Select the **ISOcoated_v2_300_eci** colour profile.
- Click ok



- Save the image as .psd but don't embed the colour profile.

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1 Supported platforms

Our preferred platform is **Mac OS**, but **Windows** is also supported.

2 Guideline for creating your layout

We prefer you make your design in a layout application like **Adobe Indesign** and not in Adobe Illustrator or Adobe Photoshop.

Images should be prepared in Photoshop and vector drawings should be made in Illustrator. When we refer to files, profiles or templates, these can be found in [this link](#) in the *General/Instruction section* on our website.

Images

Images should be prepared in Adobe Photoshop.

- Images can be used as .psd, .pdf or .tiff file. **Do not use .jpg, .png or .GIF files.**
- The resolution should be at least 300 dpi, line-art saved as an image should be at least 1200 dpi.
- Don't place RGB images in your layout application. You can find more information about converting RGB to CMYK in our "[RGB to CMYK](#)" section.
- Do not use text in photoshop. This can compromise the quality of the finished product.
- **Don't use Photoshop as a layout application.** This could result in extra prepress work and costs.

Vector drawings

Vector drawings should be made in Adobe Illustrator.

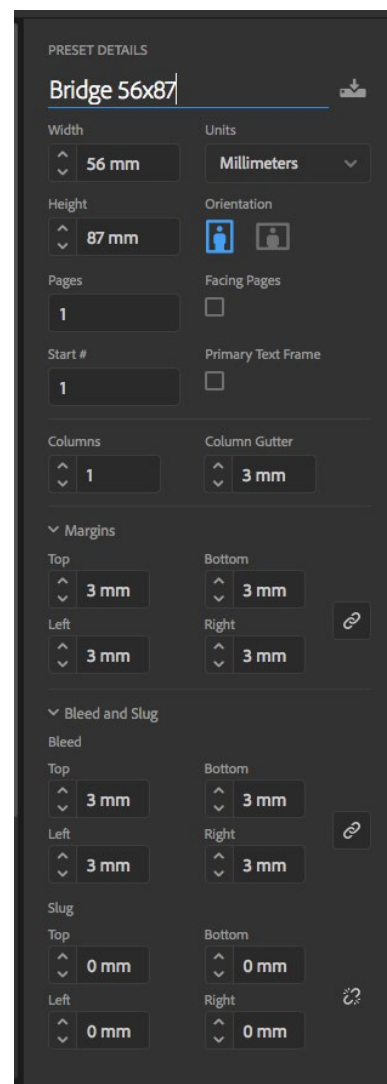
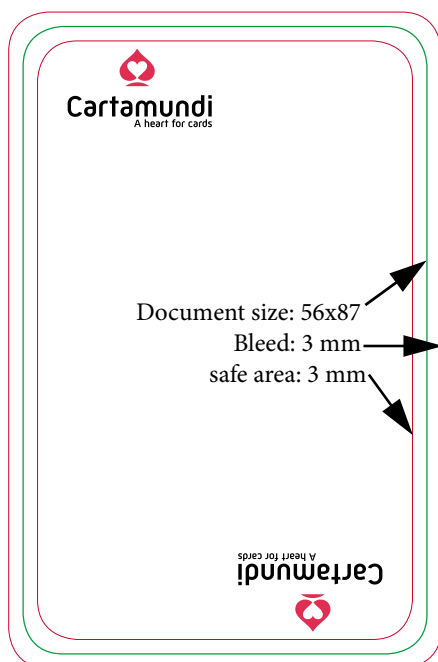
- Text placed in Illustrator should be vectorised.
- Even if the text is vectorized, don't forget to deliver us the used fonts. This in case of unexpected text corrections.
- Save your files as .ai. or .pdf.

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Layout

Text, images and vector drawings need to be combined in your layout application. It's preferable to use Adobe Indesign.

- Create a separate document for frontside (if necessary) and backside.
- Each card must be created on a separate page. Put the cards in the sequence you want them to appear in the game.
- If the backside is equal for all cards, then provide us only one time this backside.
- The page size in your layout application has to be the finished card size (eg 56 x 87 mm).
- Add 3 mm bleed around your page size.
- Texts and important elements should be placed at least 3 mm from the page size inside the safe area.



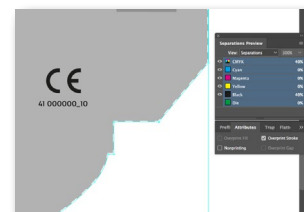
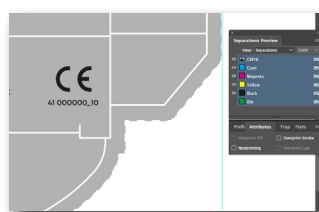
- Use CMYK or Spotcolours, no RGB or an other colourspectrum and remove non-used colours.
- Maximum ink coverage may not exceed 300%.
- Do not scale placed images too much in the layout application (minimum 20 % and maximum 130 % of the original size).
- Minimum stroke weight for positive strokes is 0,3 pt (0,11 mm), for negative strokes 0,5 pt (0,18 mm).
- Create a package within your layout application so all used components will be available.

delivering digital graphic material

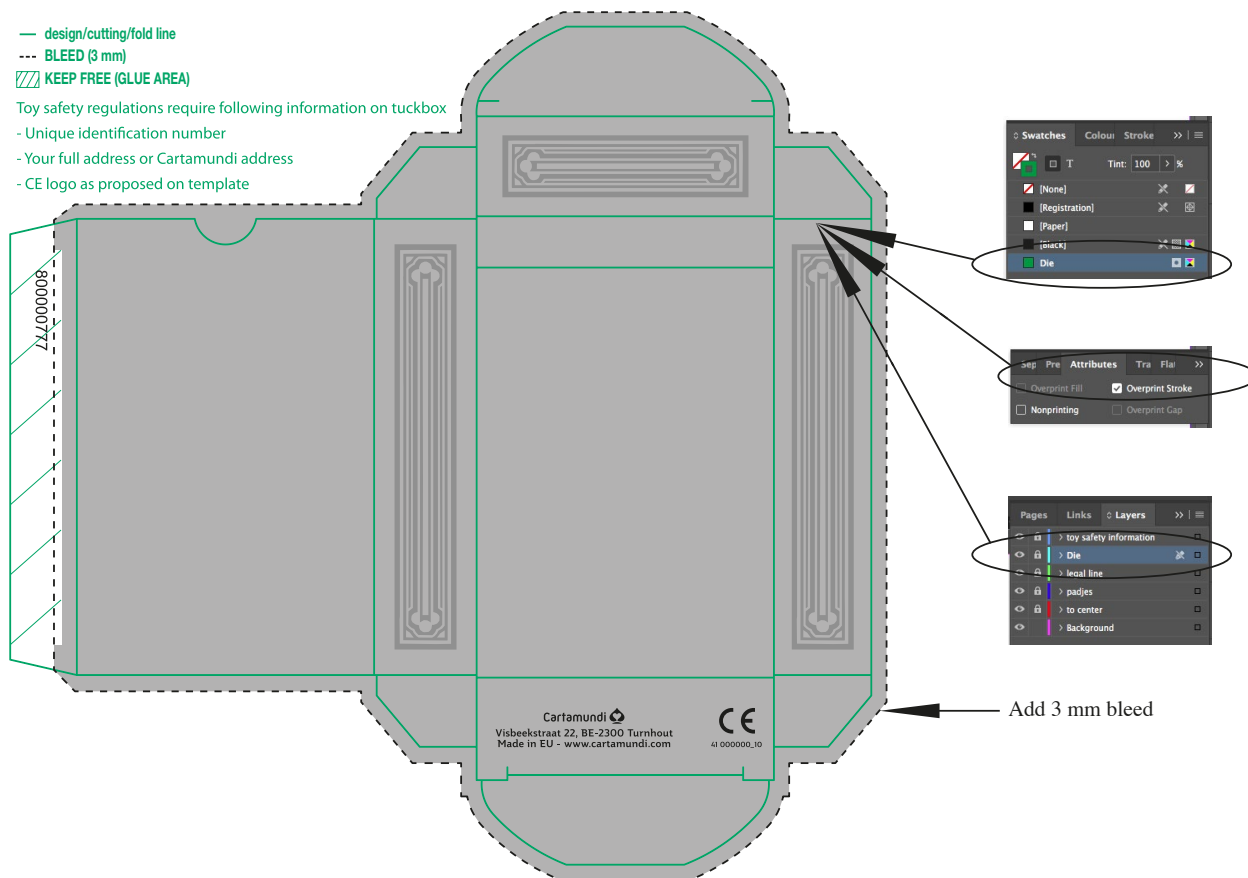
Packaging

The layout for packaging can be made in Indesign or Illustrator.

- Contact your Cartamundi representative for the proper dieline of your box.
- Don't put text and important elements too close to the folding line. Preserve a distance of 3 mm.
- Please respect the hidden area's and glue area's.
- Make sure that your dieline is set up as a spotcolour and set to overprint.



- Add 3 mm bleed around your packaging.
- Use the [toy safety regulations guideline](#) for warnings and markings.



Flowwrap

For more information regarding the creation of flowwrap, please contact your representative.

delivering digital graphic material

3 Delivering files to Cartamundi

General overview of which files to send to Cartamundi

PDF

Because our workflow is pdf based, we want you to deliver pdf files.

- Send us multi-page pdf files. Be aware to have all pages in the correct sequence.
- Our workflow supports transparency, so we prefer pdf 1.6 files or higher.
- In our "[Creating pdf-files](#)" section we explain how to create pdf-files in each application.

Native files

- Along with the pdf files, we also like you to send all 'native' material. This native material includes all used fonts, images, vector drawings and layout files. **We need this material in case of unexpected corrections or technical problems with the pdf file.**
- To collect all this native material, you need to use the 'Package...' tool in your layout application.

Hard copy proofs

There is no need to send us hard copy colour proofs. We print according ISO-standards.

File names

- Do not use special symbols, such as /, \, *, !, <, >, ô, ë, [or], to name the delivered files. This includes the naming of your pdf files, layout files and the files you place in your layout as well.
- Keep filenames short but clear and always add the extension of the file.

4 File transfer

- You can use E-mail, FTP, WeTransfer, DropBox or another file transfer platform to send us your print ready material.
- When you submit your material, make a .zip archive before sending it. All this to avoid file corruption.

If the supplied material does not comply with the above mentioned points, additional prepress costs can be charged.

If you're not certain about your layout files, you can always send us a test file that we can check and, if necessary, give you some advice.

creating pdf-files

In this section we'll explain how to create pdf-files from Adobe Indesign and Adobe Illustrator.

1 Adobe Indesign

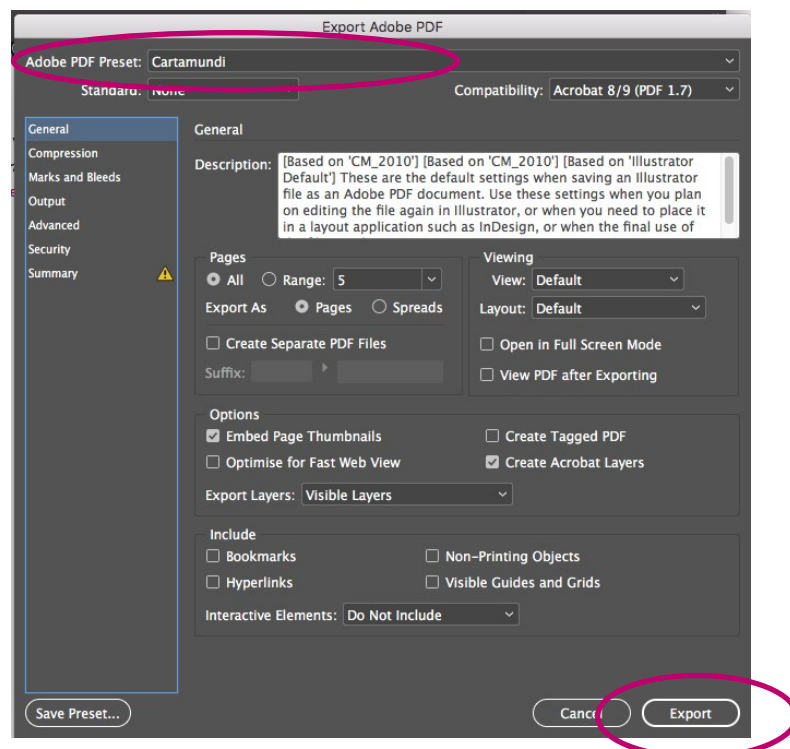
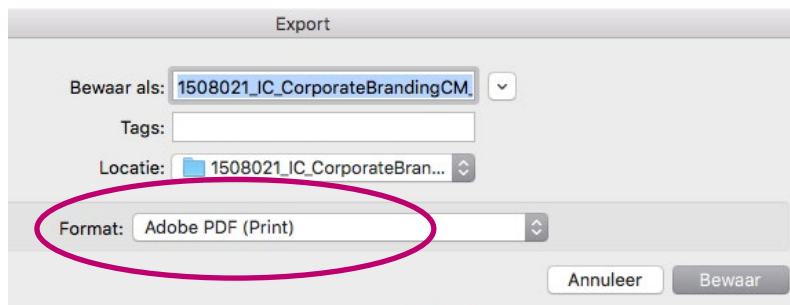
A pdf file can be exported directly from Indesign.

There is a Cartamundi PDF preset (joboption) for Indesign available on our website.

The [Cartamundi.joboption](#) is downloadable at the *General/Instructions* section.

This preset can be loaded in Indesign via **File > Adobe PDF Presets > Define > load**

- Choose: **File > Export...**
- Select 'Adobe PDF' at the 'Format' drop down menu.
- Choose a location to save your file and click the 'Save' button.
- Select the **Cartamundi PDF preset** and click the "export" button.



creating pdf-files

2 Adobe Illustrator

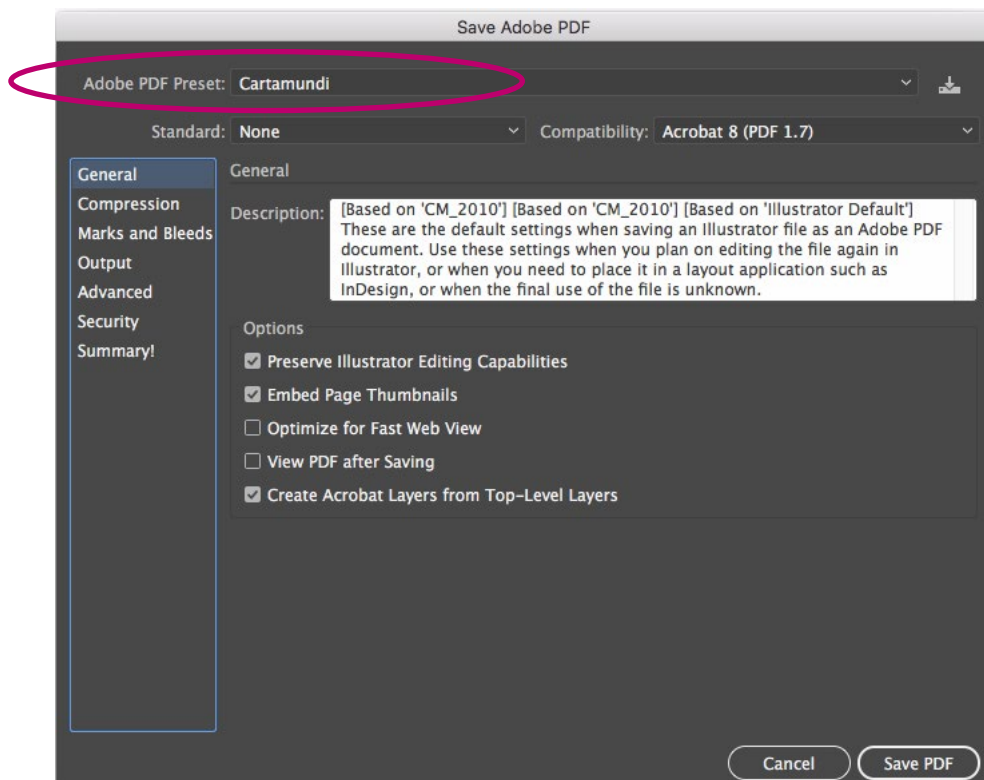
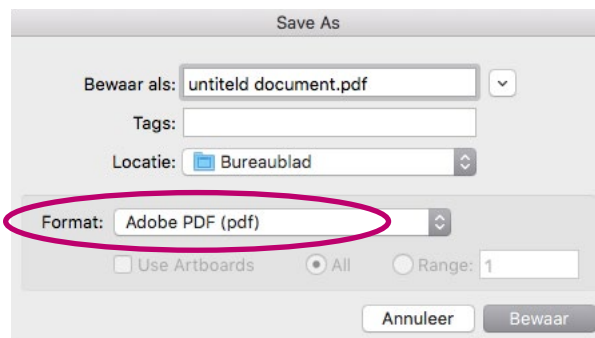
A pdf file can be exported directly from Illustrator.

The same PDF preset file as for Adobe InDesign can be used here:

[Cartamundi.joboption](#) is downloadable at the *General/Instructions* section.

This preset can be imported in Illustrator via **Edit > Adobe PDF Presets > Import**

- Choose: **File > Save As...**
- Select 'Adobe PDF' at the 'Format' drop down menu.
- Choose a location to save your file and click the 'Save' button.
- Select the **Cartamundi PDF preset**.



- Click on the 'Save PDF' button.

toy safety directive



toy safety directive

Card games in Europe need to be compliant with the European Toy Safety Directive (TSD) 2009/48/EC or with the General Product Safety Directive (GPSD) 2001/95/EC.

Toys require certain warnings and markings.

You can find all regulation in the [Toy Legislation Section](#)