

# DESIGN GUIDEBOOK



VERSION 2.0

WE BUILD FUN!



## DESIGN GUIDEBOOK

Thank you for choosing Whatz Games as your printing partner.

Your success is our success, and we want to help you make the best product possible on the best timeline we can.

This guidebook is designed to give you specifics and answer questions during your production and file preparation stages. Following the requirements outlined in this guidebook will help ensure a smooth, fast production cycle once you send us your files.

If you have further questions, please connect with your sales contact or account manager for further assistance.

**Note:** This document is hyperlinked and bookmarked, allowing you to quickly navigate to related content as appropriate.

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# OVERVIEW

The intent of this document is for you to get the best results possible, in the quickest amount of time. Some or much of the information you may already know, but we believe it's worth reviewing the following pages to fully understand the specifics we need. Where possible we have supplied example images and screenshots to support the information. Because software changes quickly, some of the screenshots may not work exactly as shown (these were created with Adobe InDesign 2019 on the Mac). Additionally, this document is not meant as a complete learning tool—if some of this information is new to you we encourage you to search for additional supporting information.

We have organized this book into three main sections: Key Concepts, Layout Considerations, and File Preparation and Upload.

## KEY CONCEPTS

This section focuses on big-picture concepts important to print design. You should feel comfortable with these concepts and how they apply to your design work.

## LAYOUT CONSIDERATIONS

This section focuses on specifics to particular types of projects and layouts. You should use this section as a reference when working on a particular type of product.

## FILE PREPARATION AND UPLOAD

This section focuses on preparing files to send to us, as well as how to upload files once they are ready.

## COMMON PROBLEMS

We frequently see the same errors and problems repeated across projects and clients. Due to this, we ask that you pay particular attention to the following issues. We mark these issues (★) throughout the document to help identify and remind you that these are likely problems that will come up.

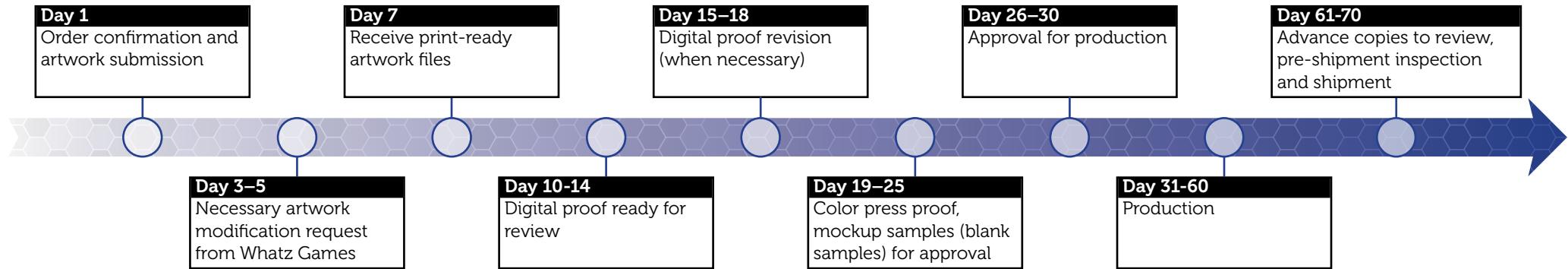
- **Overprint** (files set to overprint when they should not be)
- **Bleed and margin** (not enough bleed or margin)
- **Resolution** (low-resolution files)
- **Color Space** (using RGB files instead of CMYK)
- **ID System** (files not clearly identified)



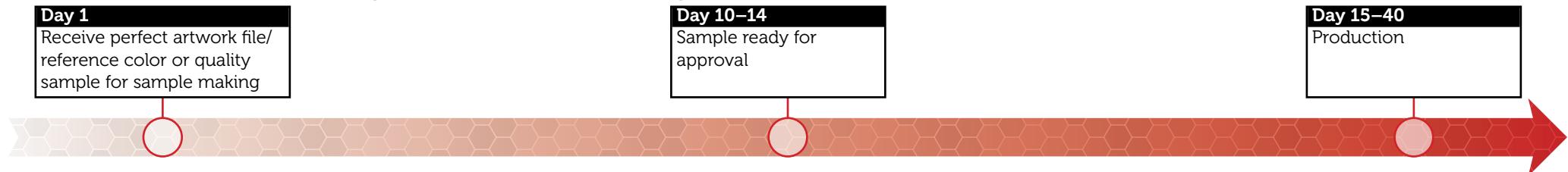
# ESTIMATED TIMELINE

This is a general timeline for reference only. Due to variables with the project complexity as well as our current production capacity these times are subject to change. You should work with your account manager for specific ship dates.

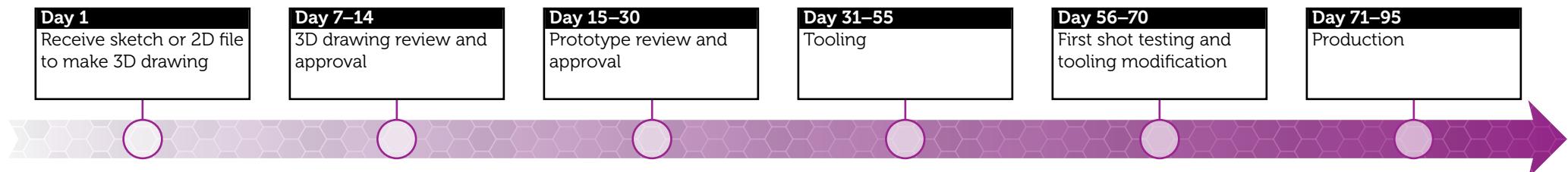
## TIMELINE: MOST PRINT JOBS



## TIMELINE: GAME ACCESSORIES (DICE, WOODEN TOKENS, ETC.)



## TIMELINE: MINIATURES



# KEY CONCEPTS

This section focuses on assorted topics that come into play throughout the design and layout process. You should read through the following concepts until you are comfortable with them, and seek out additional information where needed.

## • COLOR SPACE: RGB VS. CMYK

Most graphic and layout files come in one of two different color spaces: RGB or CMYK. Knowing the difference between each, and setting your files appropriately, is important to successful printing.

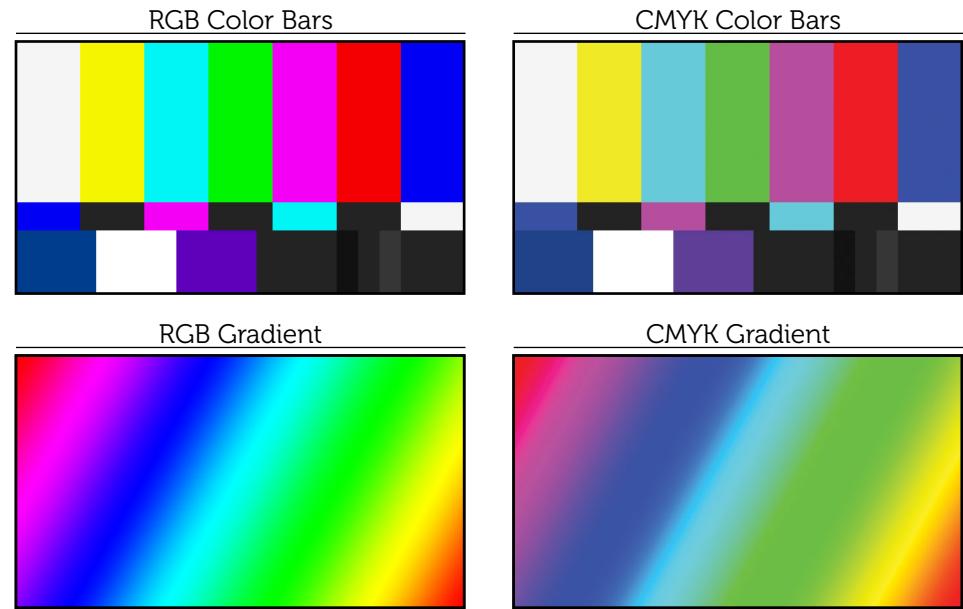
### RGB

RGB stands for red, green, and blue, and represent how colors are created through light. This is an additive process - adding more of each color creates lighter, brighter colors and, when mixed at full strength of each, results in white. Video, images on the web, and a lot of other graphics are in RGB mode.

### CMYK

CMYK stands for cyan, magenta, yellow, and black, and represents how colors are created through printing. This is a subtractive process - the more of each color (or ink) that you add into the mix the darker the color gets, up to the point of creating black. Virtually everything printed is done with CMYK printing.

While images may look great in RGB mode, there are many colors within the RGB gamut that cannot be printed. All files sent to us for printing must be created in or converted into CMYK mode. This ensures the file is in a printable color range, and provides consistent results.





# KEY CONCEPTS

## STARTING OUT IN CMYK

- To create a new file in Photoshop in CMYK, go to File > New... and in the dialog box pulldown for Color Mode choose CMYK.
- To create a new file in Illustrator in CMYK, go to File > New... and in the dialog box pulldown for Color Mode choose CMYK.
- To create a new file in InDesign in CMYK, go to File > New... and use one of the presets from Print. If you are unsure of your file's color mode, go to File > Document Setup... and make sure the Intent pulldown is set to Print.

## CONVERTING TO CMYK

- In Illustrator, go to File > Document Color Mode > CMYK. Additionally, make sure all of the colors being used are CMYK colors in the color window.
- In InDesign, go to File > Document Setup... and make sure the Intent pulldown is set to Print. Additionally, make sure all of the colors in the Swatches window are in CMYK mode, not RGB mode.
- In Photoshop, go to Edit > Convert to Profile... In this window, select the Profile pulldown and choose: **U.S. Web Coated (SWOP) v2**. Alternately go to Edit > Color Settings and make sure the CMYK pulldown is set to U.S. Web Coated (SWOP) v2. Afterward, go to Image > Mode > CMYK. This will convert your image into the appropriate color profile. (See Ink Density and Registration.) Unless you change your Color Settings away from this color profile you should only need to set your Color Settings once.

The grid of screenshots shows the following steps:

- New Document in Illustrator:** Shows the "New Document" dialog with "Color Mode: CMYK Color" selected.
- New Document in Photoshop:** Shows the "New Document" dialog with "Color Mode: CMYK Color" selected.
- Color Mode in Illustrator:** Shows the "File" menu open with "Document Color Mode" set to "CMYK".
- Color Mode in InDesign:** Shows the "Document Setup" dialog with "Intent: Print" and "CMYK Color" checked.
- Color Window in Illustrator:** Shows the color picker with "CMYK" selected.
- Convert to Profile in Photoshop:** Shows the "Convert to Profile" dialog with "Source Space: sRGB IEC61966-2.1" and "Destination Space: U.S. Web Coated (SWOP) v2".
- Color Settings in Photoshop:** Shows the "Color Settings" dialog with "Working Space: RGB: sRGB IEC61966-2.1" and "Conversion Options: Engine: Adobe (ACE)".
- Swatches Window in InDesign:** Shows the Swatches panel in InDesign. A bracket labeled "Okay to Use" points to entries like [Registration], [Paper], and [Black]. A bracket labeled "Don't Use" points to entries like C=100 M=0 Y=0 K=0, C=0 M=100 Y=0 K=0, C=15 M=100 Y=100 K=0, C=75 M=5 Y=100 K=0, and R=255 G=255 B=0.



# KEY CONCEPTS

## FILE TYPES: VECTOR VS. PIXEL

Graphics come in two different types of files: vector or pixel (raster). Solid colors, lines, and shapes are best done as vector graphics. Photos, painted illustrations, and similar art will almost always be pixel-based images.

### VECTOR FILES

Vector files are mathematically defined through lines, shapes, and curves. They are resolution-independent, and can be scaled up or down without any loss of quality. Vector files are created with programs such as Illustrator and similar, though graphics created within InDesign or your layout program will also be vector by default.

To maintain the vector nature of the graphic, files should be saved as Illustrator (AI) or EPS. Files in Illustrator when exported out to pixel-based formats (PSD, PNG, BMP, JPG, etc.) will no longer retain their vector nature.

### PIXEL FILES

Pixel-based files (sometimes called raster files) are images build with a fixed grid of pixels. Photographs are pixel-based files. Any image in PSD, TIFF, JPEG, etc. formats are pixel files. Because of the nature of pixels, these images do not work well when scaled up—doing so may make them too low of resolution and will result in a poorer quality print.

In your layout program you should be able to see the final resolution of a selected image to double-check its output resolution. Additionally, running preflight during layout will check aspects of the file as you work, such as low-resolution images. (See Preflight File.)

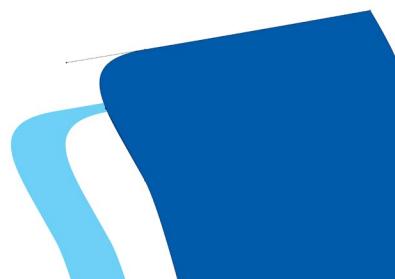
Vector Graphics



Mathematically defined



Sharp no matter the scale



Pixel Graphics



Built on a grid of pixels



Breaks down quickly when scaled



# KEY CONCEPTS

## IMAGE RESOLUTION

As discussed earlier, the quality of pixel-based images is dependent on its resolution (the amount of pixels per inch). Print requires more pixels in an image to look good versus video or on screen.

- Images should be **300dpi or higher**. Using lower-resolution images will result in lower-quality printing.
- Using images scaled larger than 100% should have more than 300dpi to begin with to compensate—the final, scaled resolution is what is important here.
- Design work created in Photoshop should be created at actual size and at least 300dpi to ensure optimal quality.

## FILE FORMATS: COMPRESSED VS. LOSSLESS

When creating or selecting images for your design or layout, care should be given to the available file formats. Some formats are high-quality and retain their high-quality nature no matter how many times the files are saved. Other formats are considered lossy compression formats, and each time the file is saved a certain amount of data is thrown away to save on its file size. You should avoid using lossy compression formats.

### LOSSLESS FORMATS

- PSD
- TIFF (compressed with LZW or ZIP is fine)
- Photoshop PDF (with compression set to none or ZIP)
- EPS

### LOSSY FORMATS

- JPEG
- GIF (also does not support CMYK)
- TIFF when compressed with JPEG
- Photoshop PDF when compressed with JPEG

High Resolution Image - 300dpi



Low Resolution Image - 116dpi



Compression Comparison

Uncompressed



Compressed Once



Compressed Three Times



Notice the blockiness and artifacts around edges as data gets thrown away to make a smaller file

# KEY CONCEPTS

## ★ BLEED AND MARGINS

Understanding safe areas around trimmed and folded edges is important for a quality final product.

### BLEED

Bleed is a printing term that refers to printing outside of the intended trim area. Providing an adequate amount of bleed to a document ensures a quality print all the way to the edge. Proper bleed gives us a small amount of space to account for any movement of the paper as well as some design inconsistencies. Any element that touches the trim edge—images, graphics, or solid colors—should extend beyond the edge to the required bleed amount. Without proper bleed there is a chance that unprinted edges show up in the final trimmed document.

- **The bleed and margin areas should be filled with the same color or art.**

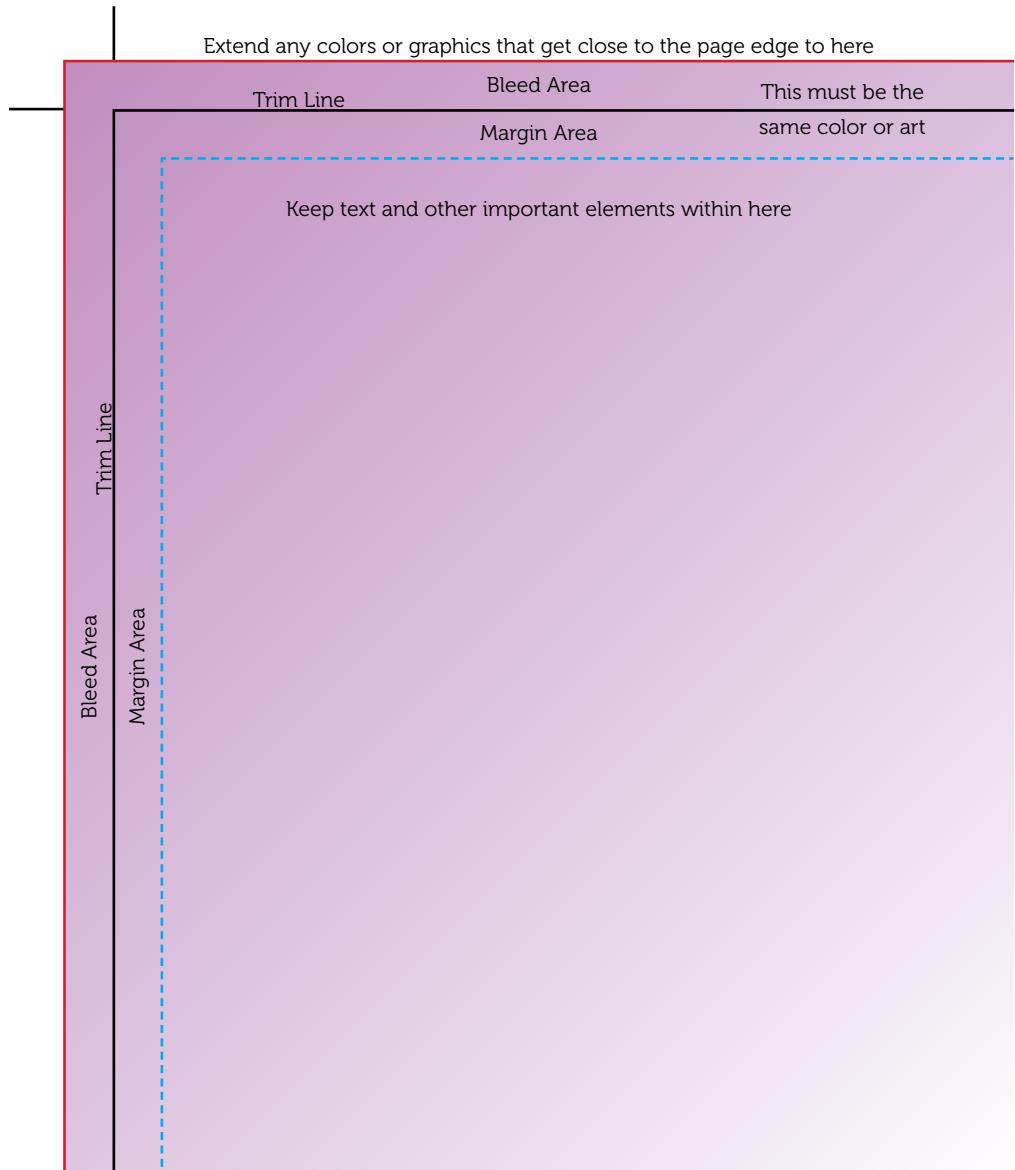
What fills the bleed area should be a natural extension of what is inside the trim area—if it does not match, you will see this difference in the final product.

- Any files that bleed should have a **.125" / 3mm** of bleed on all sides.
- Boxes and boards should have a **.125" / 3mm** of bleed on all side, plus an additional **.625" / 15mm** of margin for wrapping around edges.
- Sticker sheets and punchboards should have a **minimum .125" / 3mm** of bleed around each individual token or sticker, but **.16" / 4mm** is ideal.

### MARGIN

Margin is the opposite of bleed. This is the space inside the document edges that is at risk of being cut off or folded during production. Important elements such as text or barcodes should remain inside the margin space.

- Text and important elements should be placed at least **.125" / 3mm** from any edge (folding line or dieline)



# KEY CONCEPTS

## COLOR AND PRINTING CONSIDERATIONS

### INK DENSITY

As stated previously, printing as a subtractive process. This means that the more ink put down, the darker a color gets, up to the point where colors turn black. On top of that, the more ink used the longer the drying time for each sheet printed. Because of this, it is critical to follow the proper process when converting files to CMYK or preparing PDFs for print.

- Images should be converted to CMYK using the profile U.S. Web Coated (SWOP) v2. (See Color Space: RGB vs. CMYK.) This limits the total ink density to the levels we need for our presses.

### REGISTRATION

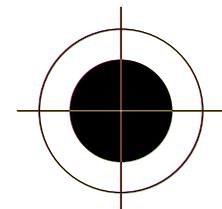
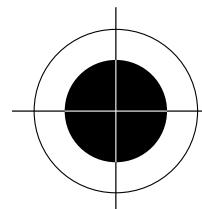
Registration is a process on our end by which we keep the separate colors aligned. During the printing process, each of the process colors (cyan, magenta, yellow, and black) are printed as separate steps. Through the use of registration marks, these passes are kept in alignment. This is not a perfect process, and slight misalignments can happen. Most of the time these issues aren't even visible, but there are some instances where this can become magnified.

- Due to this, black text and fine black lines should be kept at 100% black (C: 0%, M: 0%, Y: 0%, K: 100%). If your black text or lines contains other colors (what is considered process black or rich black), there is a chance that the text will look blurry due to these registration issues.

### COLOR MATCHING ACCURACY

Due to the process of printing colors, there is always a chance of seeing slight color variances within a print run; separate print runs have a larger chance of showing these variations, though generally these differences are quite minor. We are unable to guarantee an exact color match. Working with the proper color profiles and using a professional monitor calibrator will help you better predict final printing results.

Slight Misregistration



Black text should be 100% black, no other colors

Black Text  
Black  
Process Black Text  
Process

Potential blurriness with process black text due to misregistration

# KEY CONCEPTS

## DIE CUTS AND DIELINES

When you want something beyond standard straight-cuts, you need to understand how die cuts and dielines work.

### DIE CUT

Die cuts are specialty cuts to punchboards, paper, and other materials that aren't standard, straight trimming. Die cuts can form complex shapes and cuts, and this is achieved through the creation of a dieline.

### DIELINE

Creating dielines can be done in a number of applications, though Illustrator or InDesign is preferred. You create a closed path that defines the shape of the cut.

**Dielines should not be embedded** or composited into other graphics, images, or the background. We are unable to remove dielines that are embedded or composited into the rest of the art. Instead, dielines should be created or placed on a separate layer and output to a separate file with an appropriate filename.

(Example: punchboard\_dieline.pdf)



# KEY CONCEPTS

## LOGOS AND OUTLINED TYPE

Your company or product logos are important to you and your brand. Occasionally there are issues with missing fonts or not embedding properly. To help reduce these problems, we encourage you to outline or rasterize your logo files so that the linked graphics are not relying on fonts that might not have been embedded in the final print PDF files.

## COMPONENT ID SYSTEM

You want your products to be complete, with no more or no less items than planned. Accuracy during the assembly stage is critical to this success. If your product has any components that look similar (multiple punchboards, etc.), or any nested packaging—envelopes or boxes that contain additional elements—it is important to develop an ID system and include that system as part of your printed items. Typically, this takes the form of a simple code that gets printed in a lower corner of each file, using a small font size and a unique color for the ID system. This allows our assembly workers to quickly identify each component and organize them appropriately.

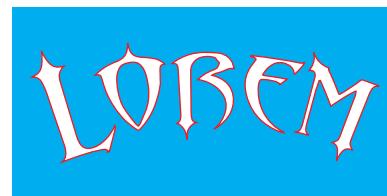
Ideally your file spec sheet should include the component ID system and naming conventions for files. If not, please include a separate file or spreadsheet that covers these details.

## FILE SPECS VS THE QUOTE

It is important for the file spec sheet to be accurate. This is what we use to develop the quote. Please review the quote and compare it to the file specs to ensure that everything is accounted for. This includes page counts, card counts, page sizes (trim size), paper stock or material requirements, and any other manufacturing needs (e.g. shrinkwrap or special inserts). Inaccuracies will cause delays in the production of the project.

Gameboard Example

Good



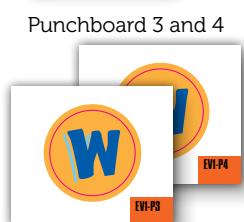
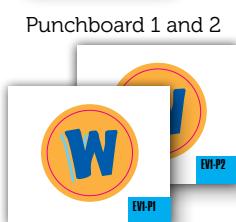
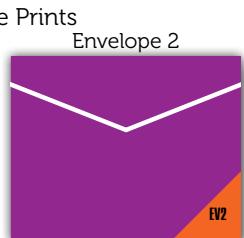
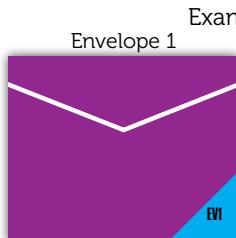
Not Good (missing font)



Component ID System Example

List of IDs

Envelope 1	EV1
Card 1	EV1-C1
Card 2	EV1-C2
Punchboard 1	EV1-P1
Punchboard 2	EV1-P2
Envelope 2	EV2
Card 3	EV2-C3
Card 4	EV2-C4
Punchboard 3	EV2-P3
Punchboard 4	EV2-P4



# AYOUT CONSIDERATIONS

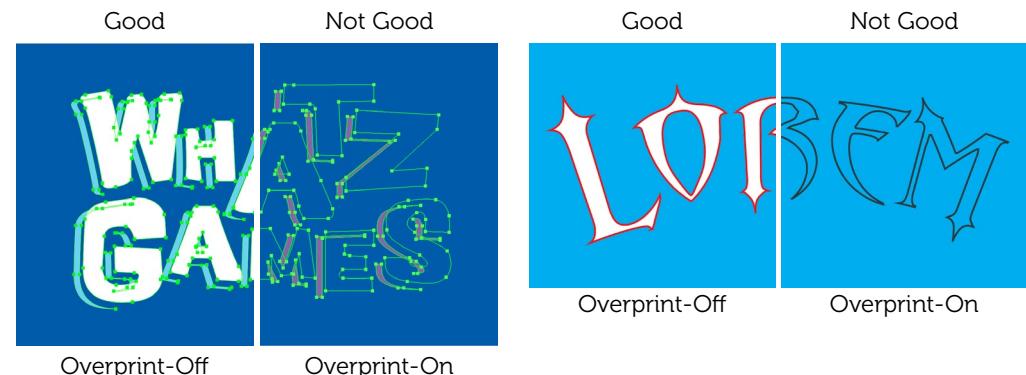
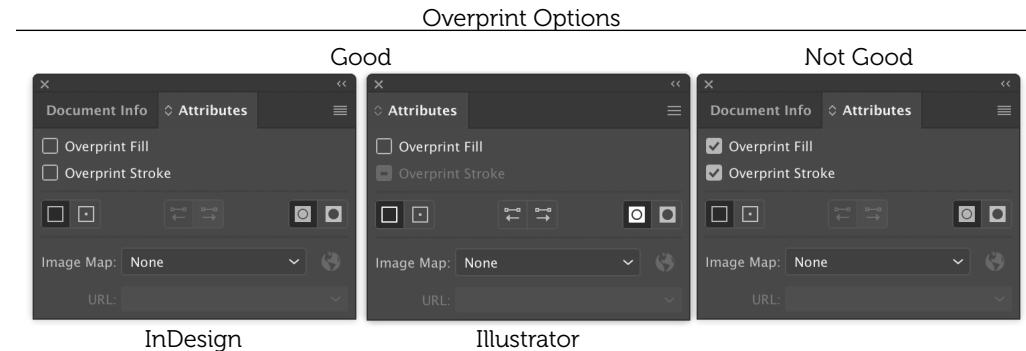
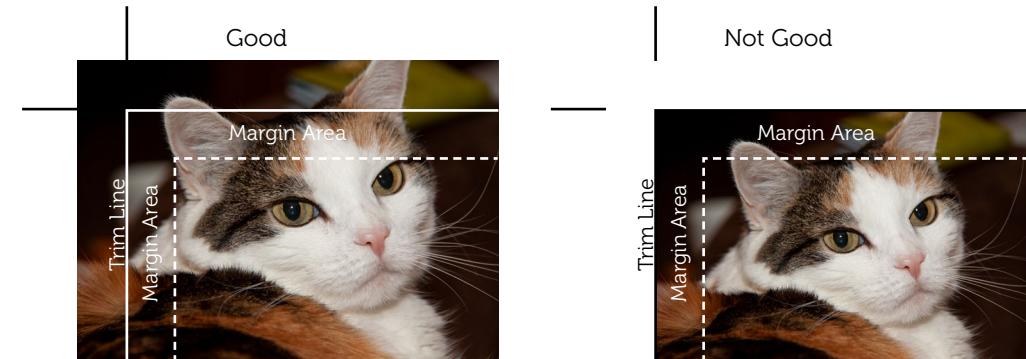
This section focuses on details that come into play during specific steps of the layout process. You should read through the following pages and refer back to them when working on those steps.

## GENERAL LAYOUT CONSIDERATIONS

- When creating images for layout, you should keep in mind the need for bleed and margins. If you are placing a full-page image onto a page, the image should be big enough to extend into the bleed area.
- Like other graphics and images, layout files should be done in CMYK mode.
- If you are building different versions of your product—different localized language versions or other reasons—all files should be built from the same original file. This helps ensure that the different versions have the same settings across all of the files. Supplying different versions of files from different sources has the potential to print differently. Each of the file versions need to have the same resolution and color profile to have consistent printing results.
- **Overprint options should not be enabled** as part of your layout or graphics applications. Enabling overprint on graphics risks having elements not appear when printing. Setting graphics to overprint will mean they no longer knock out any art or color below it, but **you may not see this problem during layout**. Occasionally turn on Overprint Preview in your layout program to see if there are any problems.

## BARCODES (EAN AND UPC)

- Barcodes should be 100% pure black (C: 0%, M: 0%, Y: 0%, K: 100%) on a pure white background.
- Barcodes should respect margin amounts, staying safely away from trim and fold edges.
- Fonts should be outlined.
- Files should be saved as EPS or TIFF and be at least 300dpi.
- There are minimum sizes for barcodes depending on the type and country—you should investigate these requirements to ensure compliance as we are unable to verify that for you.



# AYOUT CONSIDERATIONS

## FONTS AND TYPE

### FONTS

- Embed all fonts into your PDF file
- Some fonts do not allow for embedding. If you receive a warning about this during export, you should see if there is a different version of the font for purchase. If not, you may need to outline your fonts in this case. We will not have your font and will not be able to load it here even if you send it to us. You should know that if you do outline your font it will no longer be editable as type, and you should keep an editable version of your file around for future needs.

### TYPE

- Black text should be 100% black, not a combination of cyan, magenta, yellow, and black—what is considered rich black or process black. (See Registration.)
- Most type faces below 5pt in size may not be legible when printed.

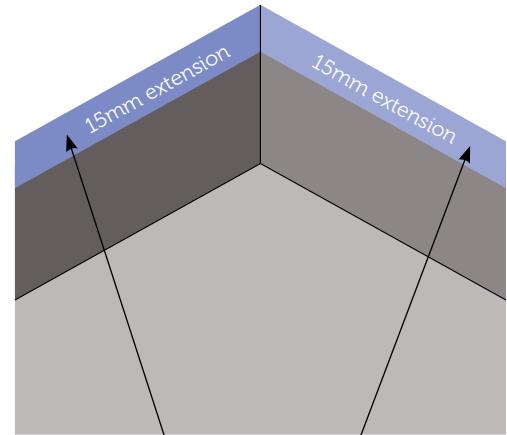
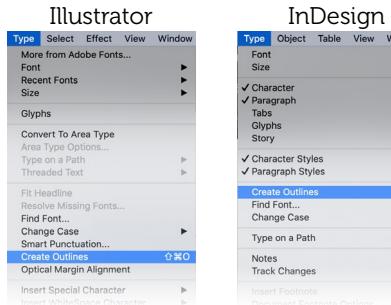
## GAME BOX LAYOUT

### STANDARD TELESCOPING BOX

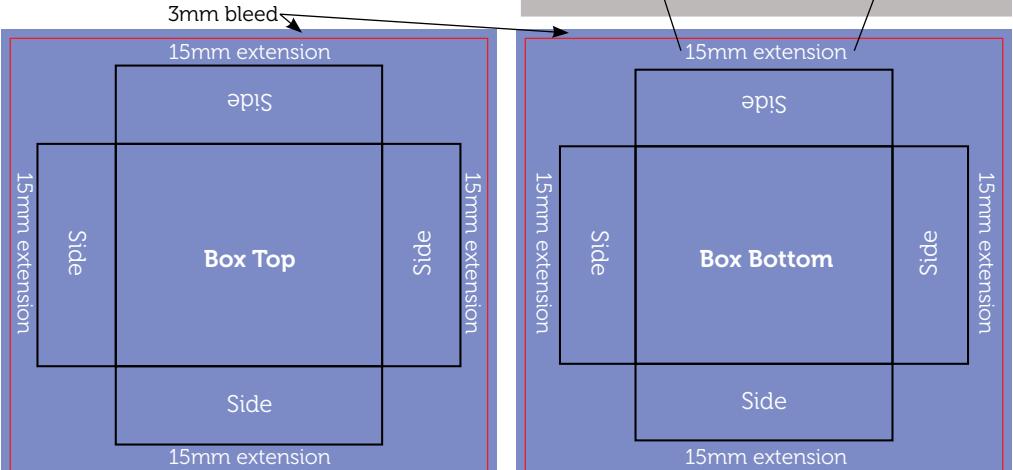
- Please create separate files for the top and bottom
- You will need .125" / 3mm of bleed around all sides, plus an additional .625" / 15mm of an extension as a wrap around the edges of the box.
- The bottom box file size should be .2" / 5mm smaller in either dimension (Example: top size: 100mm x 50mm x 20mm, bottom size: 95mm x 45mm x 20mm)



### Outline Type



### Box Example



# AYOUT CONSIDERATIONS

## GAMEBOARD LAYOUT

- The front side of the board should have a **wraparound extension of .625" / 15mm in addition to the .125" / 3mm of bleed.**
- This wraparound extension should be filled the same as the rest of the board so the design continues from the main board into this extension and bleed area.
- For double-sided gameboards, the **back side should be .125" / 3mm smaller** on either dimension than the front. The standard bleed size of .125" / 3mm is still required. **Please do not include additional wraparound on the back side** design as it may cause confusion as to which design is which.

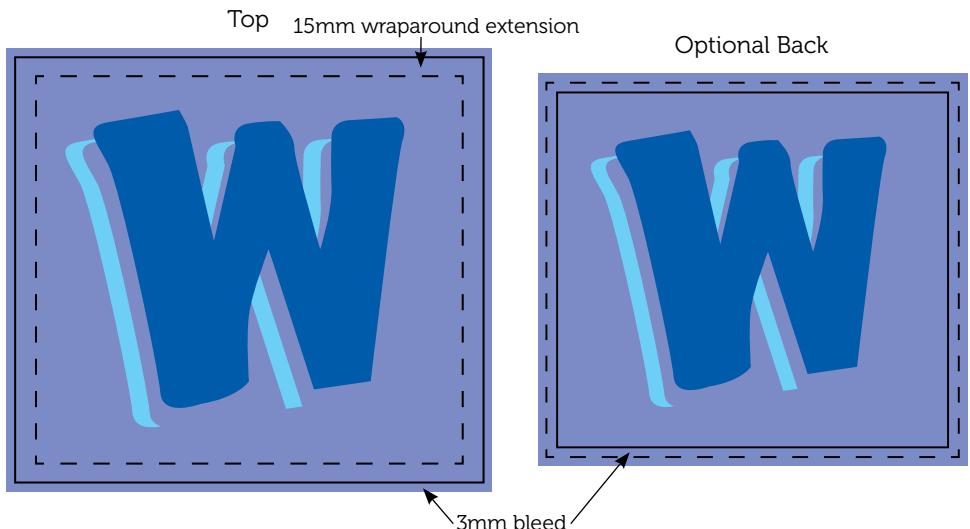
## PUNCHBOARDS AND STICKER SHEETS

- You need a minimum of **.125" / 3mm** of bleed around each individual token or sticker, though **.16" / 4mm** is better.
- All curves, semi-circles, and rounded corners should **not be smaller than .0833" / 2mm**.
- If you are printing on both sides, care should be taken to ensure both sides match up. **Side 2 should be a mirror of side 1** for the placement of graphics.
- We are unable to produce tokens smaller than **.3" x .3" / 8mm x 8mm**.
- Edges must be at least **.125" / 3mm** in length.
- Due to the nature of the punching process, the front side of the token sheet will have a slight rounded edge.
- Files should be named clearly so as we can distinguish the front and back side. If you have multiple boards or sticker sheets that look similar please make sure the file names are unique to each to avoid mixups during the production process. If possible, **please include this component ID** at the corners of the punchboards to help improve accuracy during assembly.

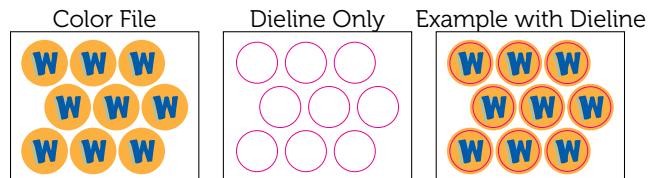
We need the following files for each punchboard or sticker sheet:

- PDF file of the front and back as appropriate
- Die cut file only in vector format without any artwork
- Example image of the layout with an exactly positioned die cut

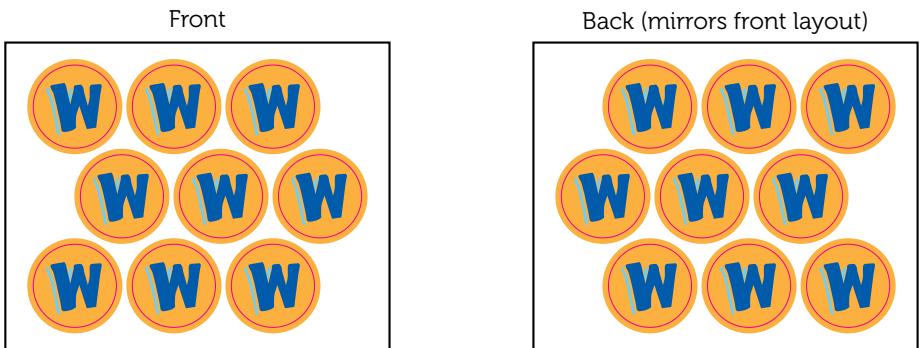
Gameboard Example



Files to Send



Punchboard Sheets Printed Both Sides



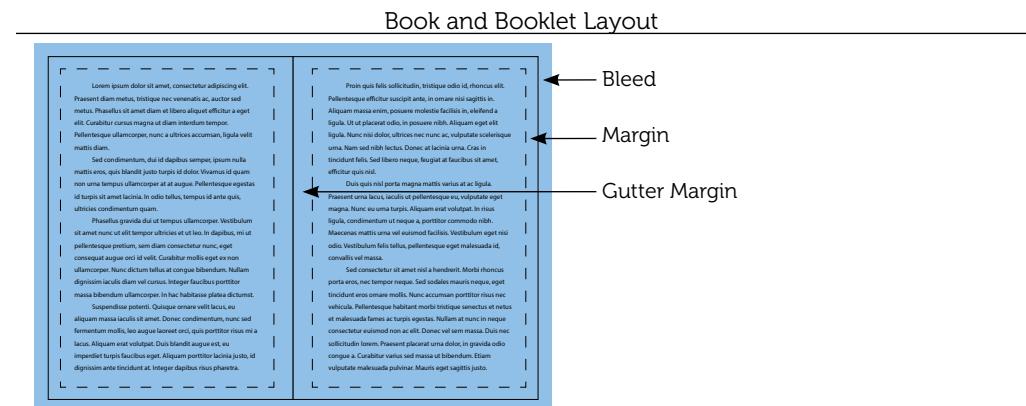
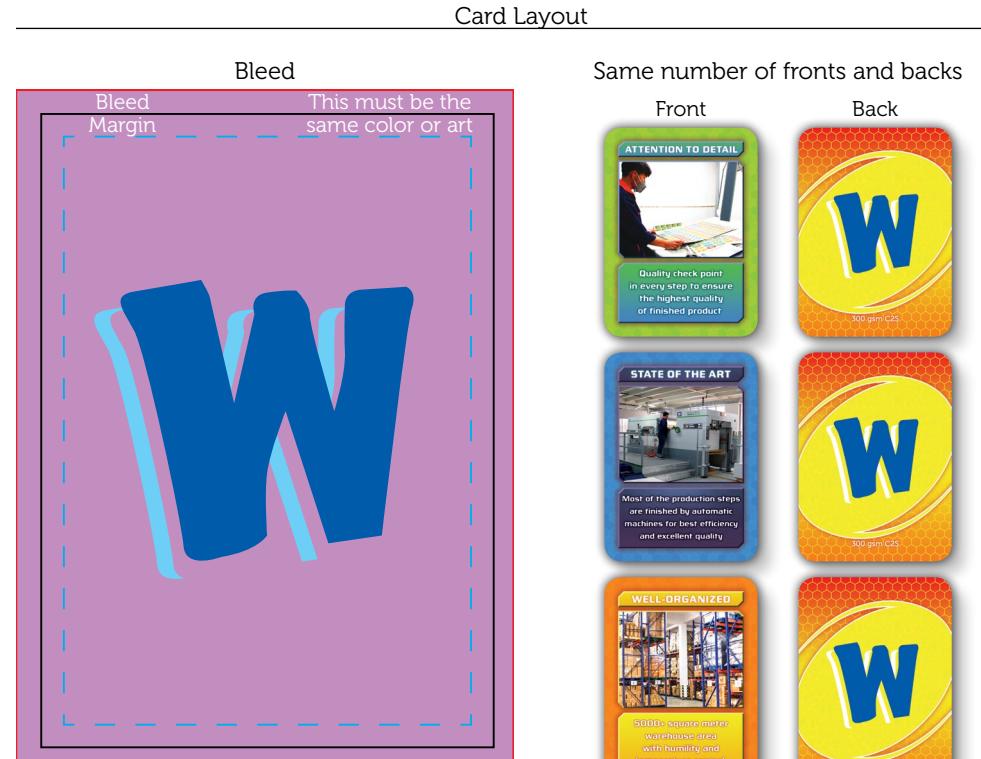
# AYOUT CONSIDERATIONS

## CARD LAYOUT

- Please create **separate files for front and back sides**. File names should work together so we can print it together.  
(Example: Card\_Deck\_1\_Front.pdf, Card\_Deck\_1\_Back.pdf)
- Each individual card—front or back side—must have a separate page, even if the art is the same as all of the others in the deck.
- If you have different card decks of the same size within the same product, merge those decks together when preparing the PDFs (fronts and backs should be separate files still). Send specific directions on which cards go to which deck. (Example: cards 1-50 go to deck 1, cards 51-55 go to deck 2, etc.)
- When sending larger amounts of cards, please break the files into separate PDFs that contain 150 or fewer cards each. (Example: 3 decks of the same size, deck 1 has 60 cards, deck 2 has 120 cards, and deck 3 has 100 cards; send us the following PDFs: set 1 fronts [deck 1 cards 1-60, deck 2 cards 1-90], Set 1 backs, set 2 fronts [deck 2 cards 91-120, deck 3 cards 1-100], set 2 backs.)
- The first card in the layout will be the top card of the deck, and the last card in the layout will be the last card of the deck.
- Like other files, cards need a **bleed of .125" / 3mm** as well as a **margin of .125" / 3mm**.
- If rounded corners are desired, please specify the card corner radius.
- If these should match a previous project that we've printed, please specify which project and when it was printed.

## BOOKS AND BOOKLETS

- Most books should have their own cover file
- Ideally book page counts should be divisible by 32 (what is called a signature), though divisible by 16, 8, and 4 are also acceptable. Larger signatures are more efficient for printing and material usage and thus help costs (and your quote).
- Files should have the standard bleed of .125" / 3mm on all edges, as well as a minimum .125" / 3mm of margin all around.
- Depending on the type of binding requested you should give more margin in the gutter (the inside edge) of the book.
  - Perfect bound and hardbound books should have a .5" / 12mm gutter margin
  - Saddlestitched binding should ave a .25" / 6mm gutter margin





# AYOUT CONSIDERATIONS

## SPOT UV AND FOIL STAMPING

Details and elements should not be smaller than 0.3" / 0.8mm. Similar to punchboards, we require three files:

- PDF of the color data
- PDF of the special effect—this should be black for the effect and white everywhere else. No gradients, transparency, or other colors here.
- Example image of the layout with the special effect precisely positioned

## MINIATURES

- Please send us sketches or 2D files to create a 3D model, or let us know if you will be sending a 3D file
- Specify the size, details, and texture that you want included on the miniatures
- Provide reference samples or photos for the gesture and other aspects that you want
- List the quantity needed, broken down by style and color scheme
- List the required material needed for the miniatures (PVC, PP, ABS, etc.)
- List the preferred painting process (Silk screen, tempo, heat-transfer, etc.)
- Please include a miniature summary file that shows an image of each miniature, the name next to the image, and the quantity needed for each.

## DICE

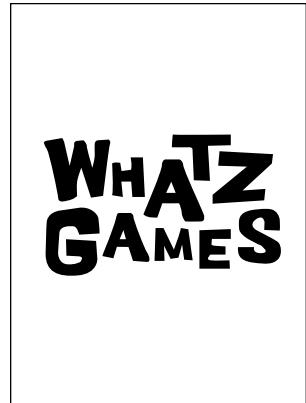
- Please provide a list of dice needed, including any dice that are not 6-sided
- For d6, lay out all 6 faces in a dice-cross structure (see example)
- For any non d6 dice you will need to request a template from us
- Send us the stamping data in Illustrator (AI) format with all text outlined
- Specify the preferred material (resin, ura, plastic, etc.) and shape detail (round or square corner)
- Please specify the color(s) in PMS (not CMYK or RGB)
- Please leave .125" / 3mm margin around each edge
- Note: some super-fine details may not be shown in the stamping/engraving.  
Please discuss with your account manager for more details.

Spot UV and Foil Stamping

Color File



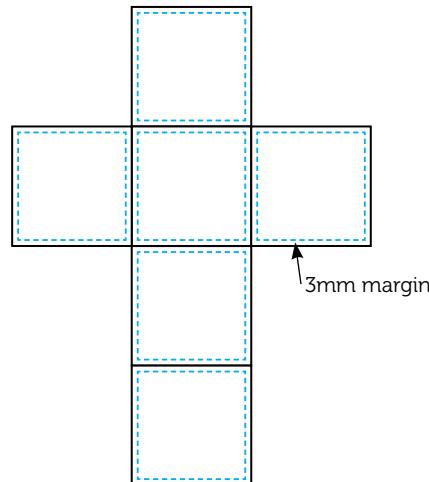
Special Effect File



Example of Effect Positioned



Example for 6-sided die



# AYOUT CONSIDERATIONS

## WOODEN AND PLASTIC PIECES

- Please send us the graphic data per our format example to the right
- Color should be specified as PMS color (not CMYK or RGB values)
- Artwork should have no more than two colors for optimal printing
- Fine details may not print well. Please consult your account manager for more information.

## CLOTH ITEMS

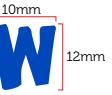
- Please send us the graphic file in Illustrator (AI) format. All text should be outlined before sending.
- Specify the fabric desired as well as the size and color. You may need to send us a physical sample of the cloth you wish to work with for us to test and match as best as possible.
- Please note there will be some variance on the final size and color due to the nature of the material and the printing process. If you have strict requirements on size and color please provide your tolerance needs for our consideration.

## PLAYER/GM SCREEN

Sometimes privacy is critical in a game. In these cases, you may wish to include a player or GM screen to your game. These are made from cardboard, and have similar requirements to other paper and cardboard components.

- Screens need a **bleed of .125" / 3mm** as well as a **margin of .125" / 3mm**.
- Files should be 300dpi and in CMYK.
- You should include a dieline as a separate file, indicating fold and trim lines.
- Please indicate which side is which so the folds go in the proper direction.

Example Information for Wooden and Plastic Pieces

Component Name and Type	Front View	Side View	Pantone Colors	Amount Per Game Copy
Meeple Wood				3 units
Token Plastic				2 units



# FILE PREPARATION AND UPLOAD

## PREFLIGHT LAYOUT FILES

To make it easier to follow many of the requirements, we have provided a preflight profile for your use with InDesign (Quark users might want to look into FlightCheck preflight).

Preflight is a tool to help you verify a set of options across your file. This automatically double-checks color space and resolution for images, bleed and margin space, overflow text and hidden items, and so much more. As you work, the preflight-checking process will continually evaluate new files and other content added for common problems. (If you are working on a large file, you may wish to turn off preflight in the preflight window as it may cause InDesign to slow down.)

To load our file:

- Open the preflight window by going to Window > Output > Preflight
- From there, select the menu in the upper-right of the window and choose Define Profiles...
- In this new window, select the menu in the lower left and choose Load Profile...
- Navigate to your files and find the preflight file you've downloaded from our website. Select it and click OK.
- Once loaded, make sure it's selected in the Profile pulldown in the main preflight window.

Should you encounter errors, the preflight window will show a list of the errors organized by categories. You can toggle these open until you get to an individual error. This should give you the information you need to correct the issue. The most common errors will be:

- Images in RGB mode, or too low of resolution
- Objects placed too close to the trim edge, or not bleeding past the trim edge
- The document not set up with the proper minimum amount of bleed
- Overflow text (more text than a text window or series or windows can display)

To learn more about preflight with InDesign:

<https://helpx.adobe.com/inDesign/using/preflighting-files-handoff.html>

The screenshot illustrates the Adobe InDesign Preflight process across four panels:

- Preflight Layout:** Shows the "Preflight" window with the "Profile" dropdown set to "Whatz Games". A callout points to the "Define Profiles..." button in the top right, with the text "Click here and select: Define Profiles...".
- Preflight window:** Shows the "Preflight" window with the "Profile" dropdown also set to "Whatz Games". A callout points to the "Load Profile..." button in the bottom left of the "Preflight Profiles" dialog, with the text "Click here and select: Load Profile...".
- Preflight Profiles:** A detailed view of the "Whatz Games" profile settings. It shows categories like "LINKS", "COLOR", "IMAGES and OBJECTS", "TEXT", and "DOCUMENT". A callout points to the "OK" button with the text "Click here and select: OK".
- Preflight window with errors:** Shows the "Preflight" window with a list of errors. The "Error" panel is expanded, showing "COLOR (18)" and "IMAGES and OBJECTS (23)". The "Info" panel at the bottom shows "41 errors". A callout points to the "OK" button with the text "Click here and select: OK".
- Preflight quick menu:** Shows two examples of the quick menu. The first shows "Whatz Games" with "No errors". The second shows "Whatz Games" with "82 errors", indicated by a red circle icon.

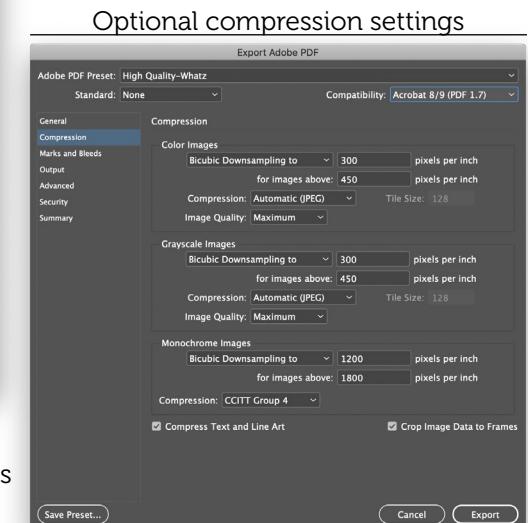
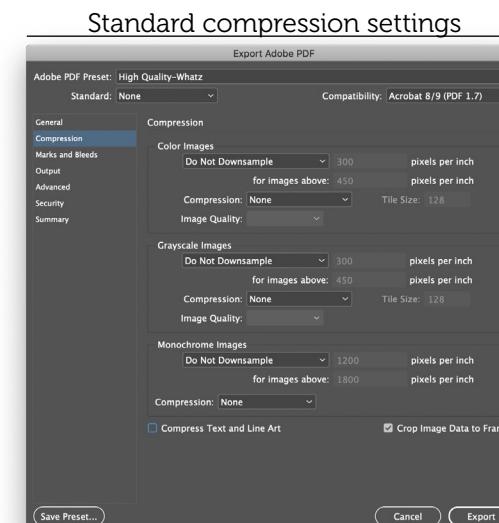
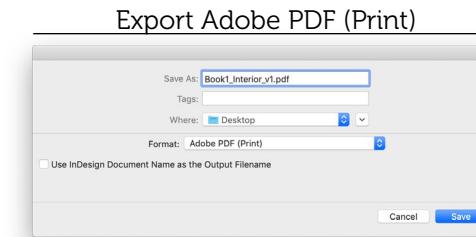
# FILE PREPARATION AND UPLOAD

## EXPORTING PDF FILES

When you are ready to export your PDF files, please see the following pages for screenshots of specific settings. These examples come from Adobe InDesign, though QuarkXpress should allow for similar options.

## SPECIFIC SETTINGS TO LOOK FOR

- The format should be Adobe PDF (Print), never Adobe PDF (Interactive)
- Pages should be set to All, and exported as Pages, not Spreads.
- Compression should be set to Do Not Downsample and None for these options. If your file is too large to upload, you can tweak these settings (see the optional screenshot).
- Files need to have Crop Marks enabled, as well as appropriate bleed (.125 in, 3 mm)
- Color Conversion should be set to Convert to Destination, with the Destination set to U.S. Web Coated (SWOP) v2. This ensures proper color settings for any linked files that did not get properly set prior to layout.
- Do not set any password options under security. Doing so will create significant delays.



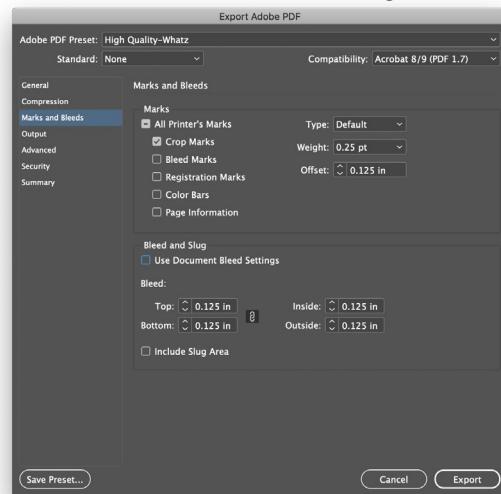
## SETTINGS OF IMPORTANCE

- “Do Not Downsample” for all options
- Compression: None

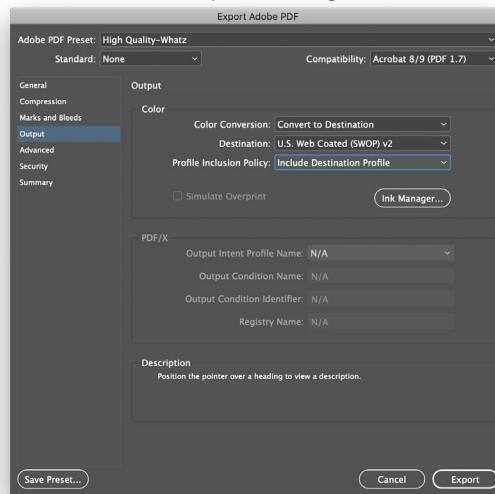


# FILE PREPARATION AND UPLOAD

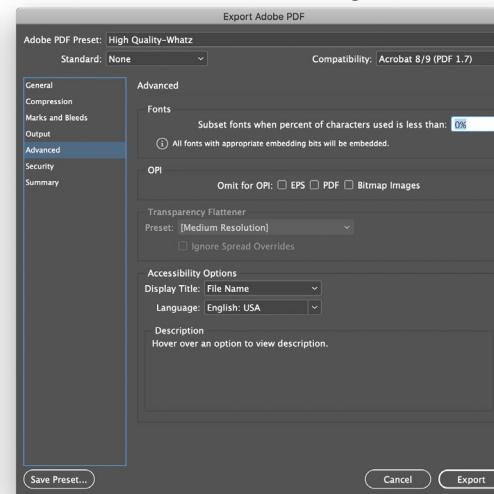
Marks and bleed settings



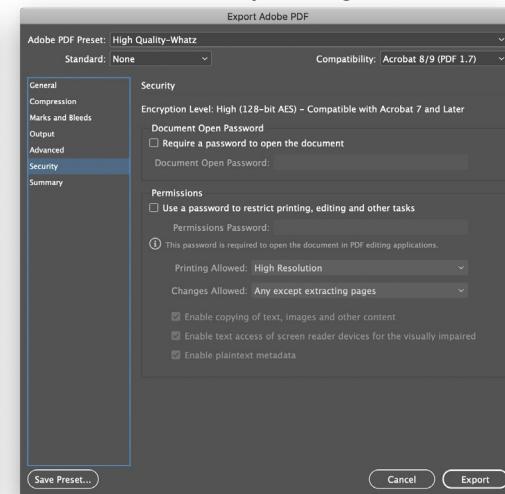
Output settings



Advanced settings



Security settings



## SETTINGS OF IMPORTANCE

- Enable crop marks
- Enable Bleed on all sides (minimum .125" / 3mm)

## SETTINGS OF IMPORTANCE

- Color Conversion: Convert to Destination
- Destination: U.S. Web Coated (SWOP) v2

## SETTINGS OF IMPORTANCE

- Subset fonts: 0%

## SETTINGS OF IMPORTANCE

- Do not enable password protection for any option

# FILE PREPARATION AND UPLOAD

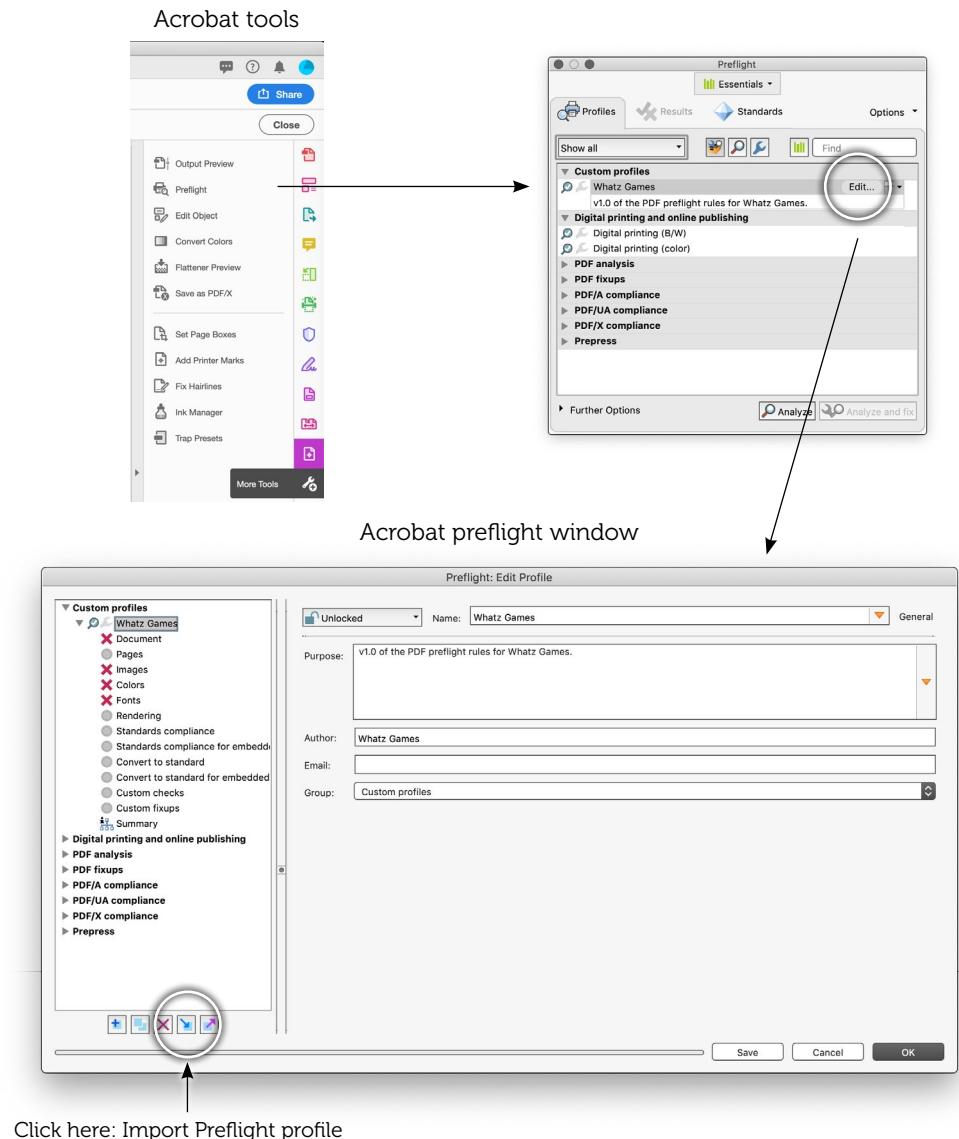
## PREFLIGHT OUTPUT PDF FILES

Similar to the process of using preflight with your layout program, you can also preflight your PDFs before sending them to us. We offer a profile for this as well that you can load into Acrobat.

To get started in Acrobat, add the Print Production tool to your set of tools (typically on the right-hand side of the window). To do this, click on More Tools at the bottom of the list, and then in the search window type in print. Once there, you are presented with a host of options that are related to print production. Click on Preflight.

Under the custom profiles area of the preflight window, you can choose to edit the current preflight settings. This opens a new window, and at the bottom-left of this window you can import the Acrobat preflight profile supplied by us. Once that's loaded and you click OK, you can now use those settings to Analyze the currently opened PDF file.

Preflight Layout



# FILE PREPARATION AND UPLOAD



## UPLOADING FILES

Due to certain websites and other file-transfer systems being blocked in China, it is best to use our FTP server when working with us.

FTP (File Transfer Protocol) is a common means of transferring files through the internet. While you may be able to connect through some web browsers and operating systems, it is best to use a dedicated FTP application on a desktop computer. There are many free and low-cost options, such as FileZilla (Mac and PC), Free FTP (PC only), and Transmit (Mac only). You can find information on how to use these applications on YouTube or through Google.

Please contact your account manager to receive your personalized login and password information for the Whatz Games FTP server.

