Cartamundi
specs

Since 1765

table of contents

fasttrack

We created this "**Fasttrack**" document to assist you in succesfully preparing your standard promotional card deck and packaging. We give you some lay-out ideas and a few 'dos and don'ts' when creating your card back.

1 Creating the 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 card which will be repeated for all 55 cards in the deck.

- Position all text, logos and images within a safety margin of 3 mm from the card edge.
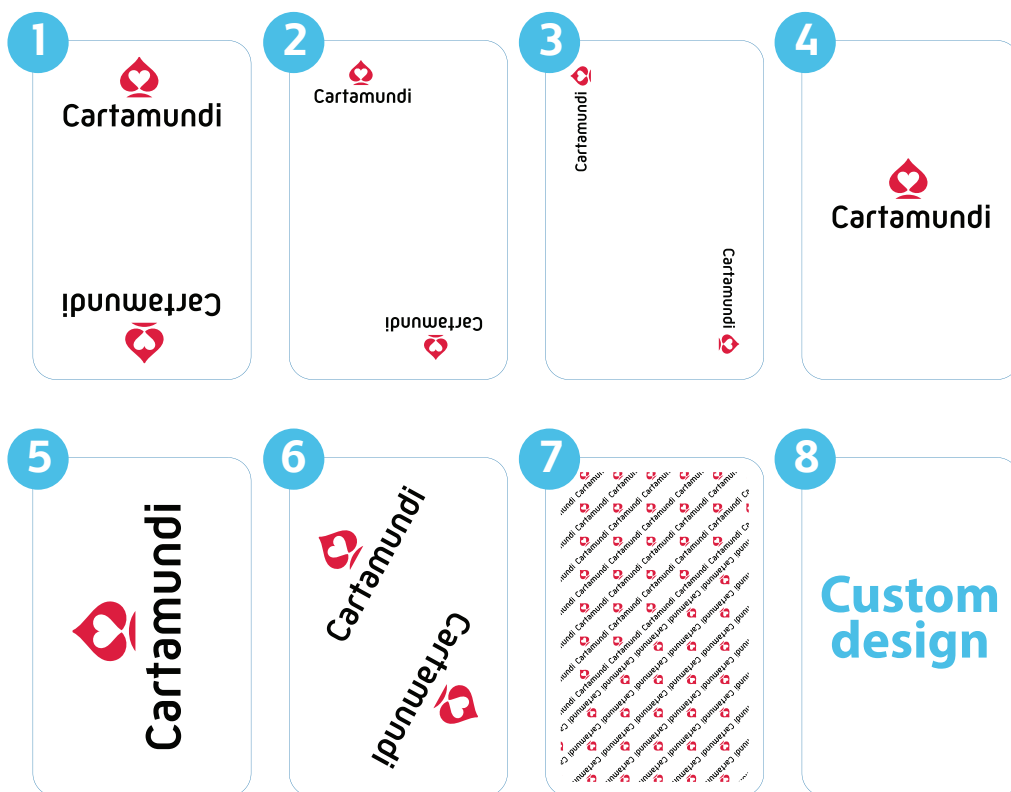

The outer line defines the cut card size

The inner line defines the safety margin of 3 mm
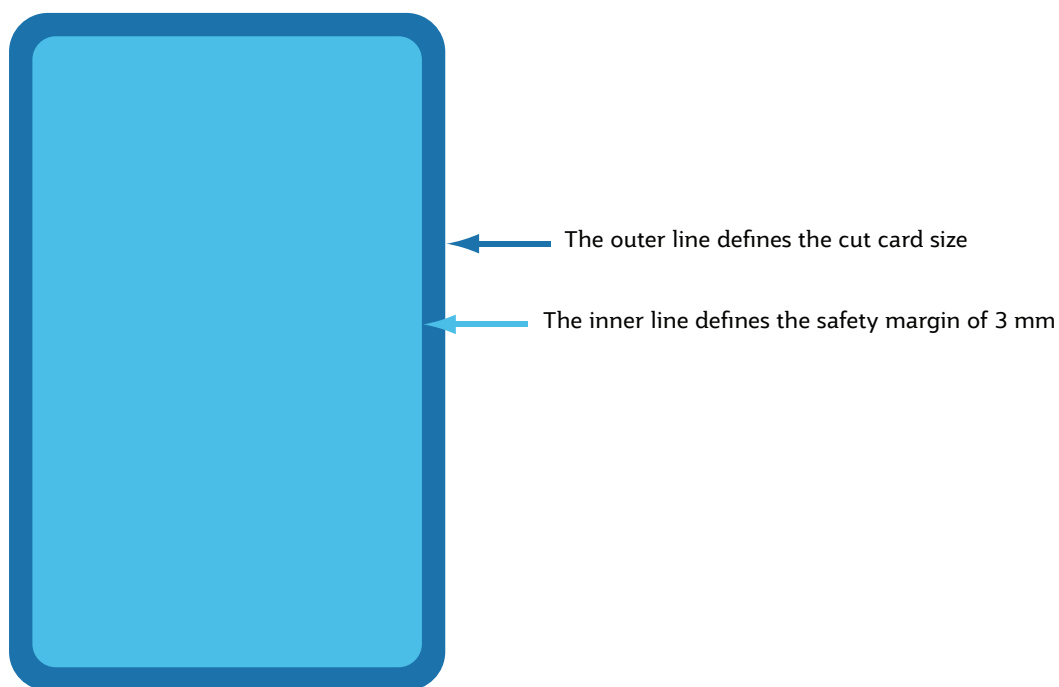
Lay-out examples for the card back

You can make a back side with a 3 mm white border, a 3 mm solid border or no border.

- Choose a lay-out for placing your logo.

1 Cartamundi / Cartamundi

2 Cartamundi / Cartamundi

3 Cartamundi / Cartamundi

4 Cartamundi

5 Cartamundi

6 Cartamundi / Cartamundi
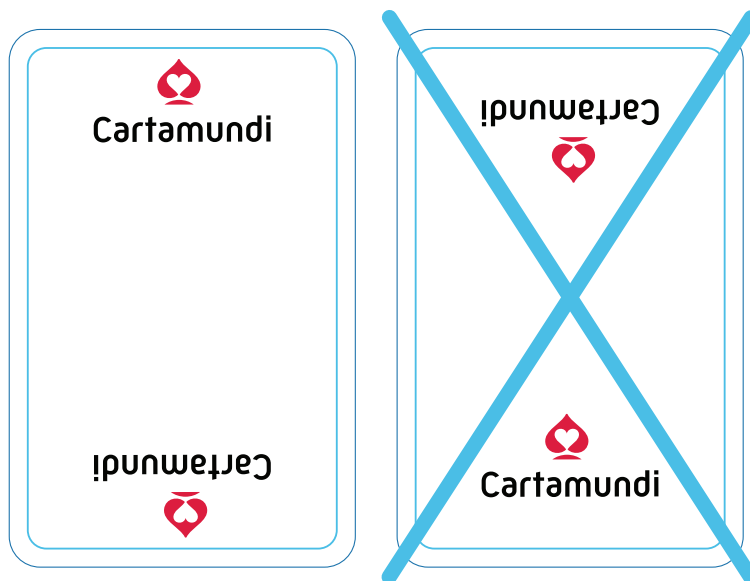
7

8 Custom design

- Caution how to place the logo when you choose to place the logos in the corner.
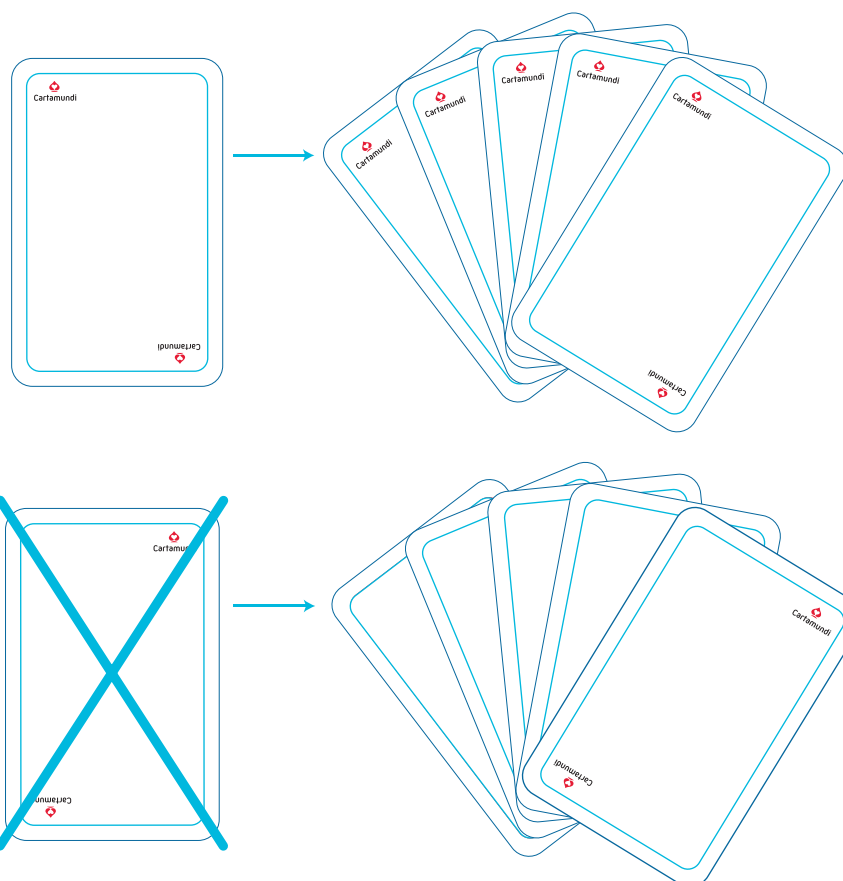
Logo not visible during the game

▪ Caution how to place the logo when you choose to place the logos mirrored horizontal.

logo is not readable during the game, because the logo is upside down. This will affect the visibility or recognition of your company logo.
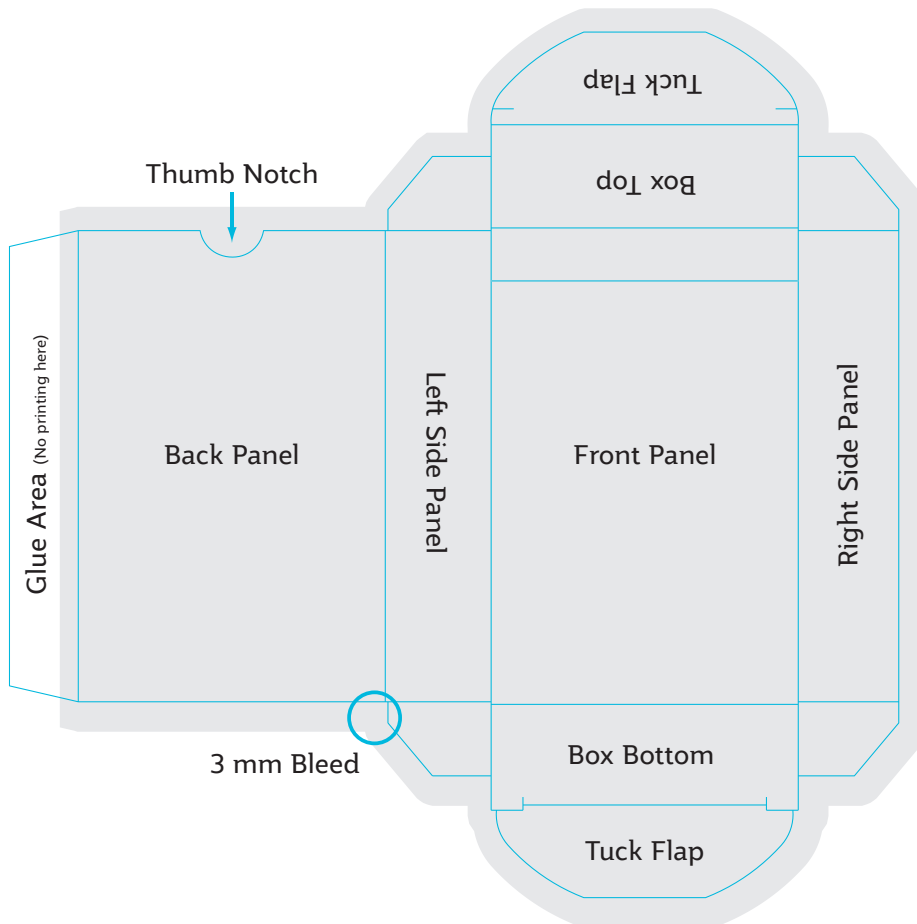
2 Standard Cartamundi front sides

Cartamundi has a wide variety of standard front sides you can choose for your game.

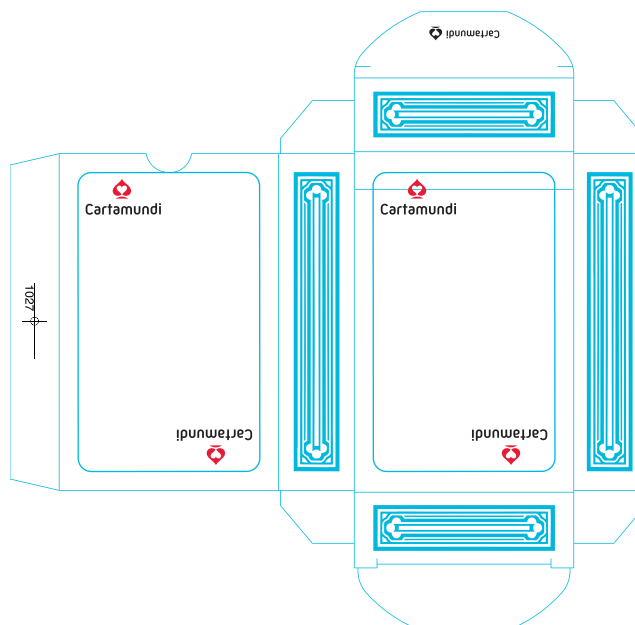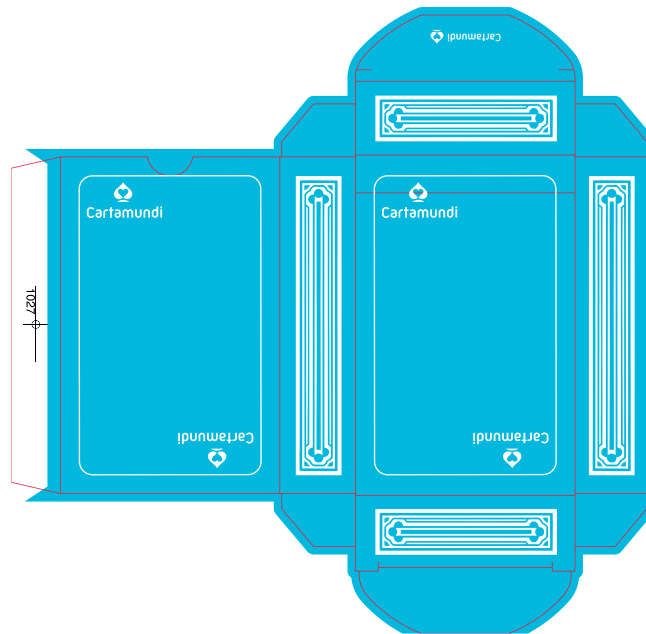▪ Here are a few front side examples. For more options contact Cartamundi.

fasttrack

3 Creating the tuckbox

- **Standard Bridge Tuckbox** (55 cards - 56 x 87 mm).
  Please review the information below regarding important lay-out information.

Thumb Notch

Tuck Flap

Box Top

Glue Area (No printing here)

Back Panel

Left Side Panel

Front Panel

Right Side Panel

3 mm Bleed

Box Bottom

Tuck Flap

- Here are a few examples of a common promotional card box.

Cartamundi

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Cartamundi

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4 Templates

All Common templates for cards and tuckboxes are available for download on our website.
www.cartamundi.com

RGB to CMYK

In this section, we'll explain the best way to convert your RGB images to CMYK in **Adobe Photoshop**, using the ISOcoated_v2_300_eci color profile.

1 RGB to CMYK color conversion

- Use the ISOcoated_V2_300_eci.icc color profile to convert RGB images to CMYK.

- This color profile has to be saved in this folder:
  Harddisk > Library > Application Support > Adobe > Color > Profiles

- Open the RGB image in **Adobe Photoshop** and choose: Edit > Convert to Profile...
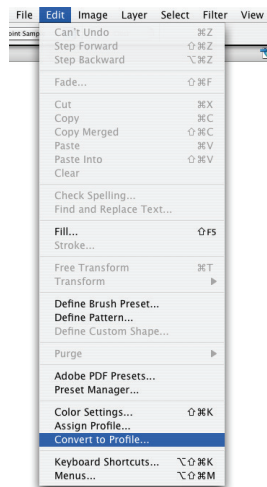
- Select the ISOcoated_v2_300_eci color profile.

- Copy the '**Conversion Options**' from this screenshot.
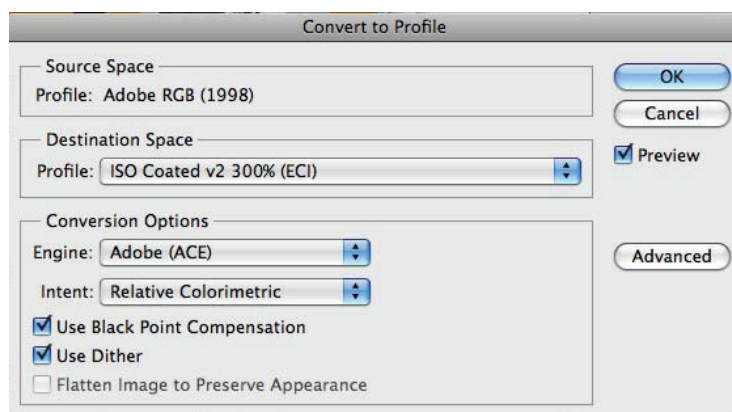
- Save the image as .psd for use in Indesign or as .eps for use in QuarkXpress.

- Do not include the color profile in the CMYK image.
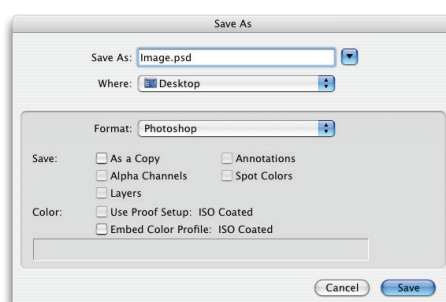
delivering digital graphic material

1 Supported platforms

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

2 Guidelines for creating your lay-out

Our preferred lay-out application is **Adobe Indesign**, QuarkXpress is also supported.

We prefer that you make your lay-out in a typical lay-out application like **Adobe Indesign** and not in Adobe Illustrator or Adobe Photoshop, although this is possible. Images can be prepared in eg Adobe Photoshop and vector drawings can be made with eg Adobe Illustrator. Later text, images and vector drawings are combined in the lay-out application.

Only when you make just one card (eg a premium backside) or packaging you can do this in Adobe Illustrator as well. For more information about premium cards, refer to our "Fast-track" section.

When we refer to other sections or files, than these files can be found in the CM_HelpFiles.zip archive, which is available for download on our website.

Lay-out

- Create a separate lay-out file for front and backside.
- Each card (from front or back side) must be created on a separate page, but all in the same Indesign/QuarkXpress lay-out file. Put the cards in the sequence you want them to appear in the game.
- The page size in Indesign/QuarkXpress has to be the finished card size (eg 63 x 88 mm).
- Add 3 mm bleed, which means, 3 mm extra information on each side of the page/card.
- Text and important elements should be placed at least 2 mm from the card edge.
- There's no need to place a dieline on the cards.
- Maximum ink coverage is 300%.

Finished card size, eg 63 x 88 mm

Add 3 mm bleed, in this case the bleedbox is 69 x 94 mm

Text and important elements placed at 2 mm from the card edge.
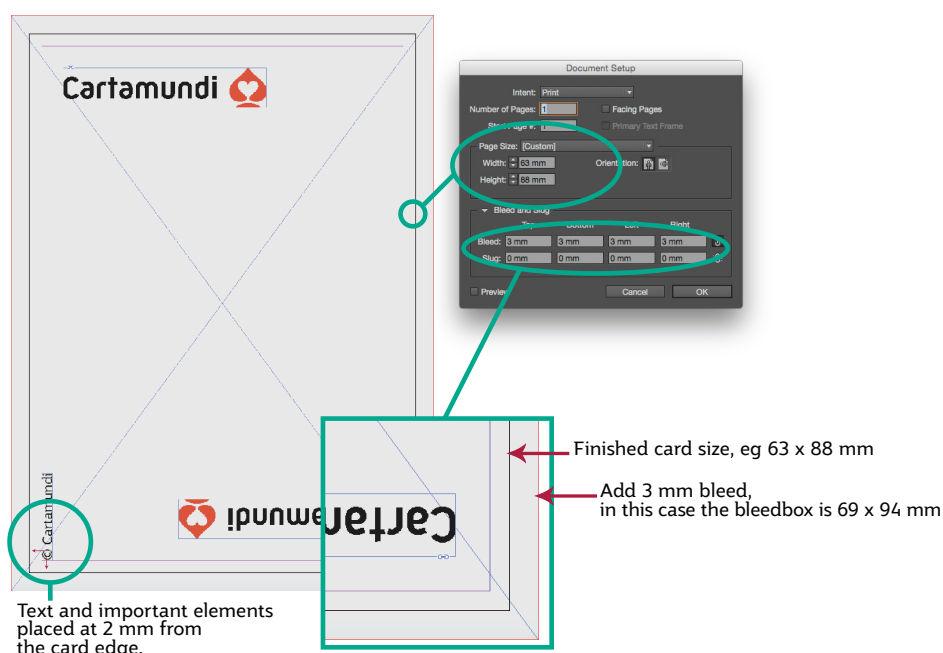
delivering digital graphic material

- If you use Adobe Indesign, place native Photoshop files (.psd) for images and native Illustrator files (.ai) for vector drawings in Indesign. **Never place EPS files. EPS used to be a graphic standard, but in modern workflows it is obsolete and can cause a lot of problems, as it does not support transparancy.**

- When you use QuarkXpress you can use EPS or TIFF files for images and EPS files for vector drawings. **This is the only time you're allowed to use EPS files.**

- Do not scale placed images too much in the lay-out application (maximum 20 to 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).

Images
The images that are placed in your lay-out application, can be prepared in eg
Adobe Photoshop.

- Images can be placed as **.psd, .tiff or .eps (only in QuarkXpress) file. Do not use JPG 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 the lay-out application. Always place CMYK images, but **don't embed color profiles** in the CMYK images. For more information about converting RGB images to CMYK images refer to our "RGB to CMYK" section.

- Try to place all your text in the lay-out application and not inside the image, because this restricts the quality of the product.

- Although it is possible, **don't use Photoshop as a lay-out application**. This results in extra prepress work and costs.

Vector drawings
Vector drawings can be made with eg 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.

- For use in Adobe Indesign, save your files as .ai. For use in QuarkXpress, save your files as **.eps**.

Packaging

The lay-out for packaging can be made in Indesign/QuarkXpress or Illustrator

- Before you start making the lay-out for packaging, **contact Cartamundi to ask for the proper dieline for your boxes.**

- Don't put text to close to a folding line. Preserve a distance of 3 mm.

- If you place a barcode on the bottom of the box, make sure that it is not in a hidden or glue area.

- Make sure that no dieline is placed, in cmyk colors, inside the background image of the box. If you do so, we can't remove it because the dieline knocks out the image.
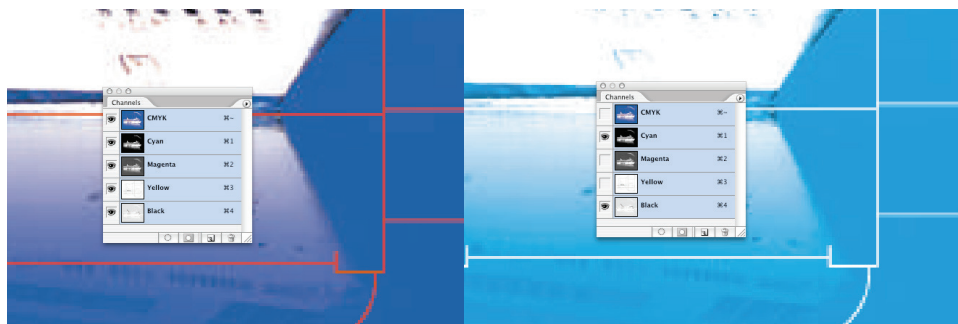
- Place the dieline in your lay-out application in a separate layer. Put it in a spot color, call it 'die', and set it to 'overprint'.

- Add 5 mm bleed.

Add 5 mm bleed
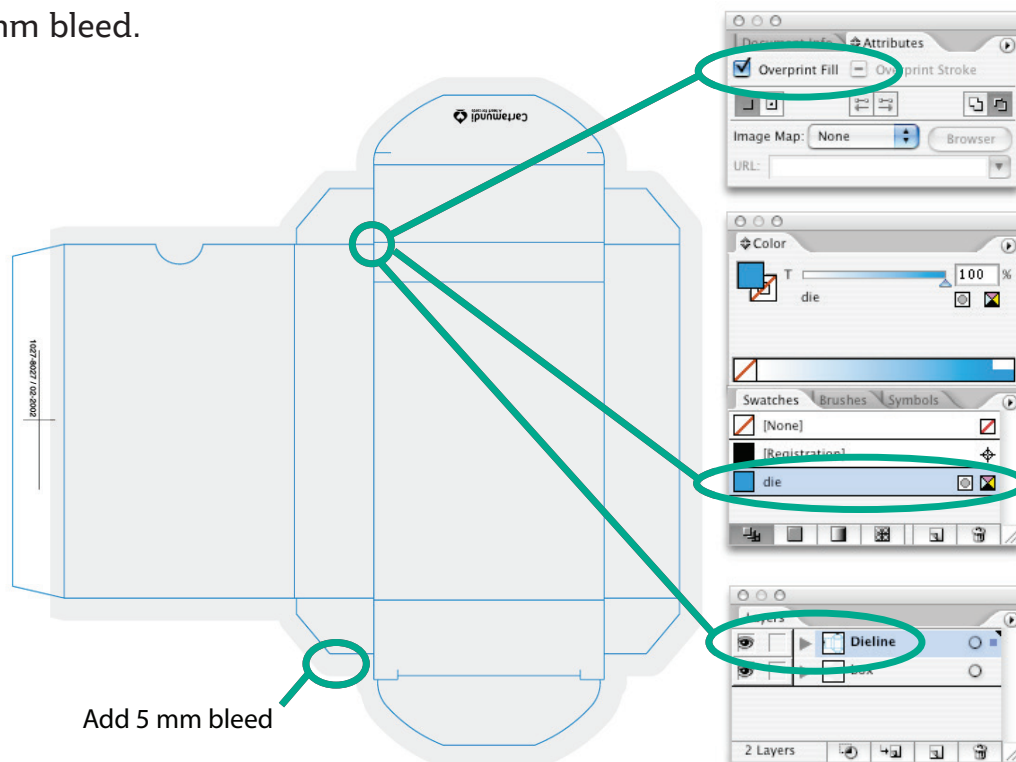
Flowwrap

For more information regarding the creation of flowwraps please contact Cartamundi.

3 Collectable trading card games

Summary of some issues for collectables

- All cards should be in one Indesign/Quark lay-out file with all the cards in numerical sequence. Cartamundi prepress will distribute the cards over the different forms, according to your lay-out schemes.

- If opaque white ink (OPW) is used, the OPW color should be included in the Indesign/ QuarkXpress file. Name this spot color OPW. Do not make a separate file for the OPW. For images, you can put the OPW elements in a 5th spot color channel. Name this channel also OPW.

- When the same game will be made in different languages, you don't have to make a separate file for each language. Just put each language in a separate layer. Name the layer after the language.
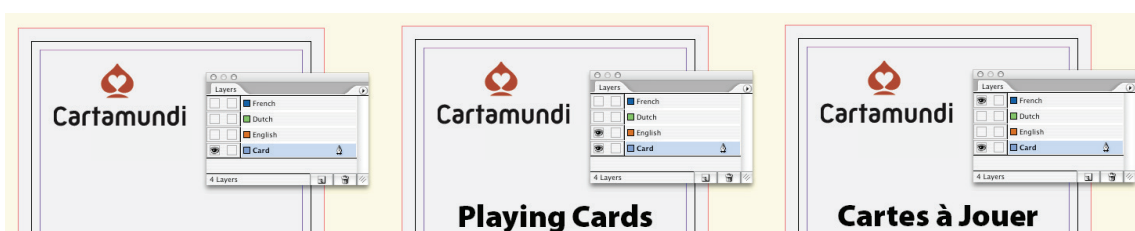
- Hotstamping (Foilstamp): all elements for hotstamping should be vectorized and set to 'overprint'. Minimum weight for hotstamp elements is 1,4 pt (0,5 mm). Caution, it's very hard to register small hotstamp elements with the rest of the lay-out. Try to place hot stamp elements as 'free' elements that don't have to match exactly with the cmyk elements.

- Generally, trading card games are large projects, therefore we propose to send us a test file of a few cards before you make the lay-out for the whole project. In this way we can help you to deliver the material to us in the best way possible for both parties, to save prepress time and costs.

4 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.

- You can send us multi-page pdf files. You don't have to make a single-page pdf file for each individual card, but be aware to have all pages in the right sequence.

- Our workflow supports transparancy, so we prefer pdf 1.6 files or higher. Pdf 1.3 files can cause problems when transparancy is used.

- In our "Creating pdf-files" section we explain how to create pdf-files from each application.

delivering digital graphic material

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 lay-out files. **We need this material in case of unexpected corrections or technical problems with the pdf file.**

- To collect all this native material, you can use the '**Package...**' tool in Indesign or the '**Collect for output...**' in QuarkXpress. In this way all used fonts, images and lay-out files are collected in a separate folder.

- Attention, fonts used in files that are placed in the lay-out application are not exported in this way, don't forget to include these fonts as well. Even better is to vectorize fonts that are used in placed files. Please check this carefully before sending the material.

- Even if the text is vectorized, don't forget to deliver us the used fonts. This in case of unexpected text corrections.

Hard copy proofs

Please provide current hard copy (laser/inkjet) proofs of the cards and packaging for content reference. In case you submit the material by FTP or email, you can send us a low resolution pdf file.

File names

- It is not allowed to use unfamiliar symbols, such as /, \, *, I, <, >, ô, ë, [or], to name the delivered files. This includes the naming of your pdf files, lay-out files and the files you place in your lay-out as well.

- If you want to divide names, the best sign you can use is the 'underscore' (_).

- Keep filenames short but clear.

5 File transfer

Removable media or electronic transmission

- CD Rom
- DVD single/dual layer
- Email
- FTP (contact us for more information)
- When you submit your material by FTP or email, make a .zip/.sit/.sitx archive of your files, including fonts, before sending. All this to avoid file corruption.
- In case of FTP transmission, try to make the archive smaller than 100 MB. If necessary, make several archives.

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 lay-out files, you can always send us a test file that we can try out and, if necessary, give you some advice.

creating pdf-files

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

1 Adobe Indesign

A pdf file can be exported directly from Indesign. **There's no need to create a postscript file first.**

We made a Cartamundi PDF preset for Indesign available. The file is called: CM_2010.
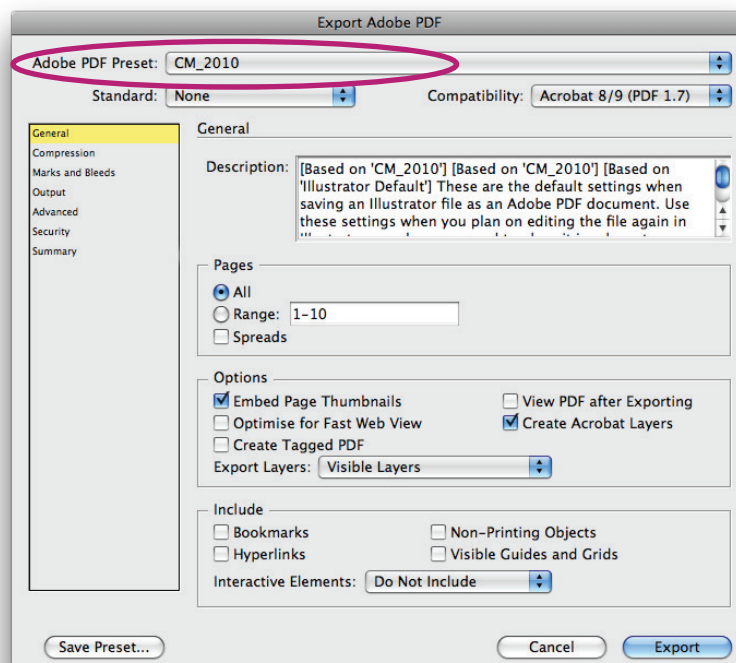
This file has to be saved in this folder:
Harddisk > Library > Application Support > Adobe PDF > Settings

You can access this file in the '**Export Adobe PDF**' window.

▪ Choose: File > Export...
▪ Select '**Adobe PDF**' at the '**Format**' drop down menu.
▪ Choose a place to save your file and click the '**Save**' button.
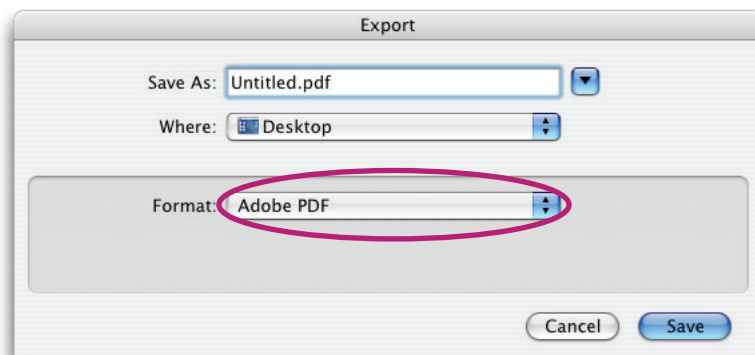
Select the **Cartamundi PDF preset** or take over the settings of the next six screenshots.

creating pdf-files
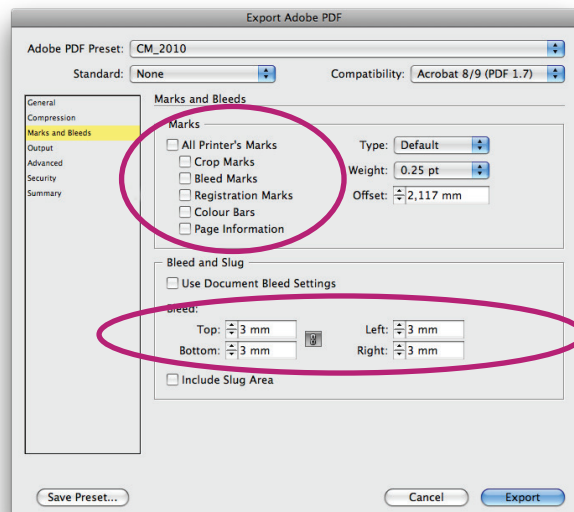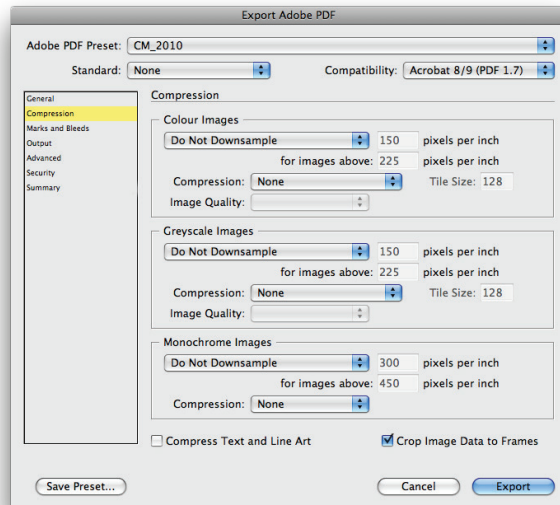
▪ No Marks
▪ 3 mm Bleed
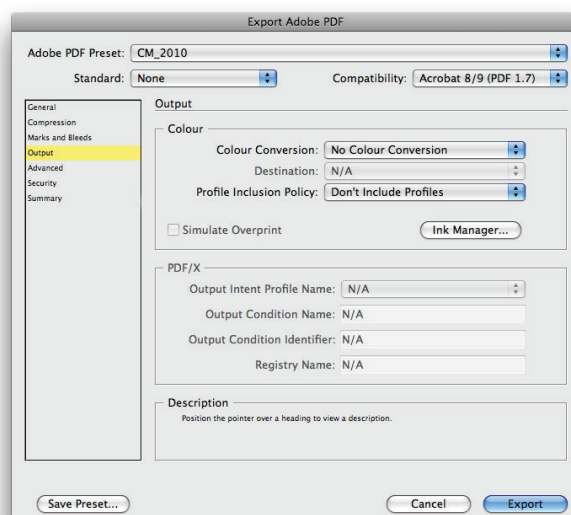
creating pdf-files
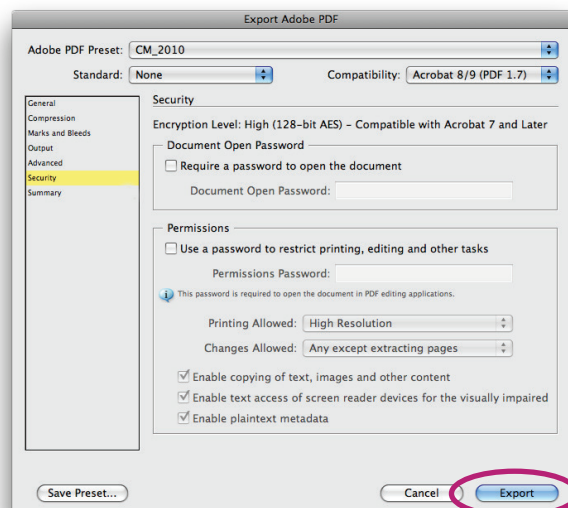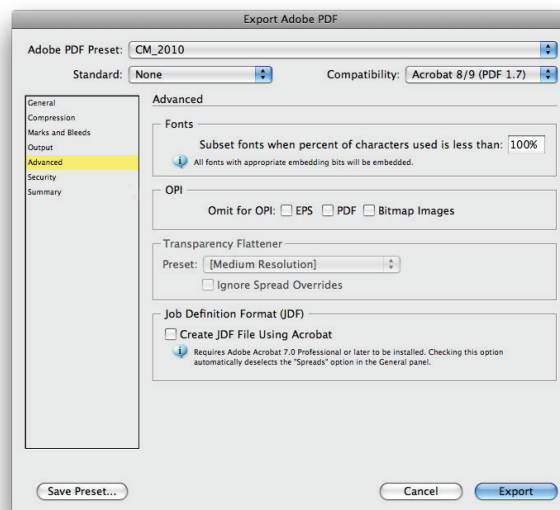
▪ Click the 'Export' button, the pdf-file is saved.
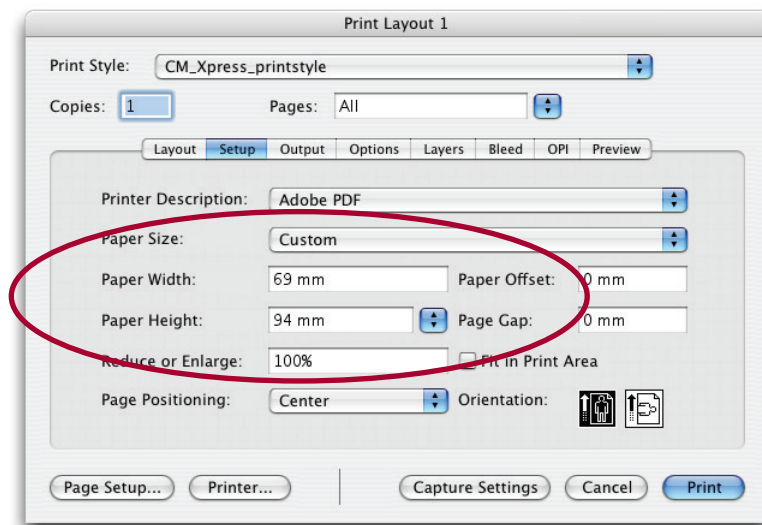
creating pdf-files

2 QuarkXpress

When you want to make a pdf file from a QuarkXpress file, you can create it easily by **exporting with the right settings.**

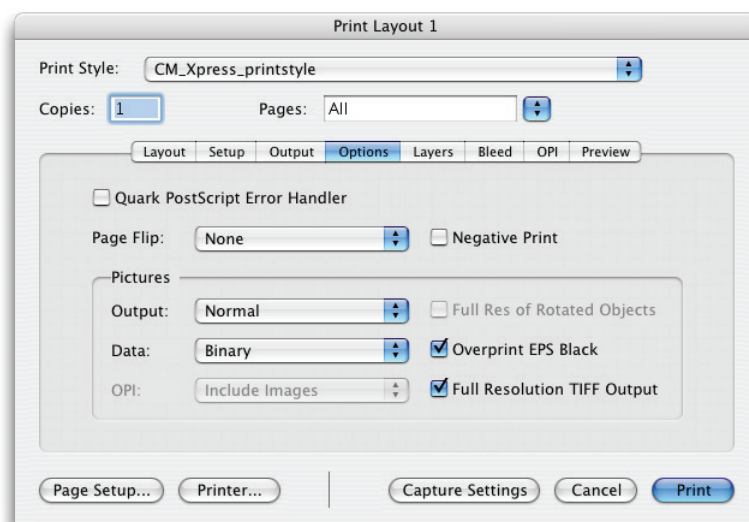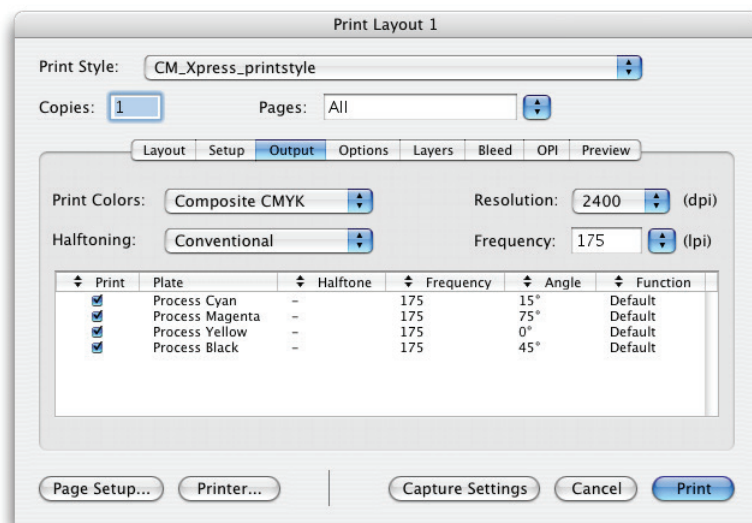We made a print style available for use in QuarkXpress: QXpressPDF 2010.

▪ First, load the **printstyle** "QXpressPDF 2010" first in QuarkXpress.
  Choose: Edit > Print Styles...

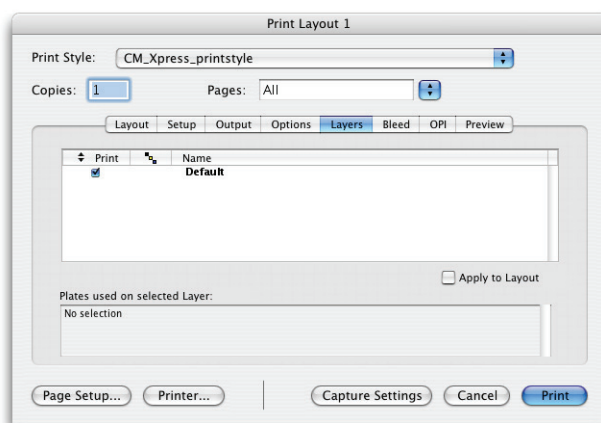▪ Choose 'Import', select the 'QXpressPDF 2010' file and click the 'Save' button.
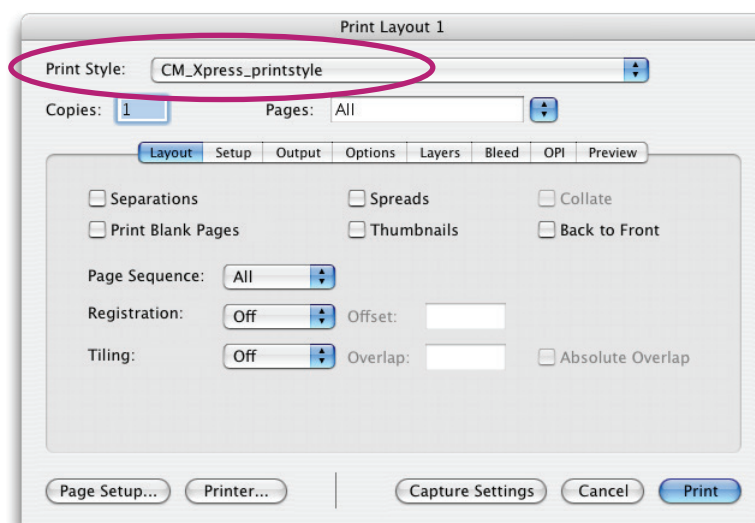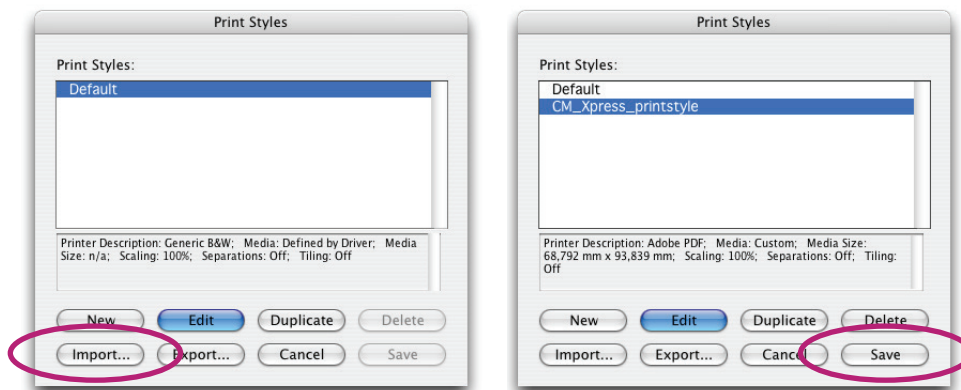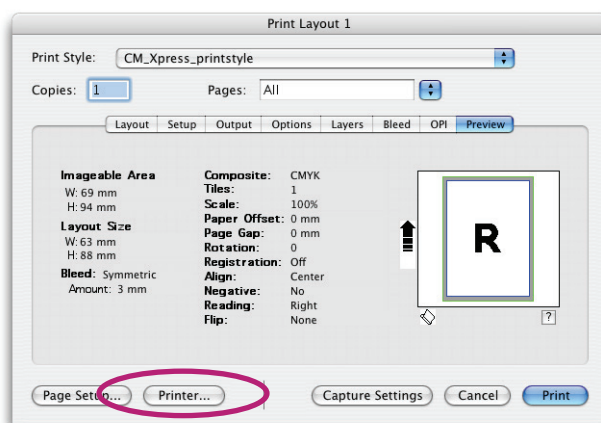
creating pdf-files

Adjust the page size to the finished card size + 6 mm:
eg cardsize 63 x 88 mm, page size becomes (+ 6 mm) 69 x 94 mm.
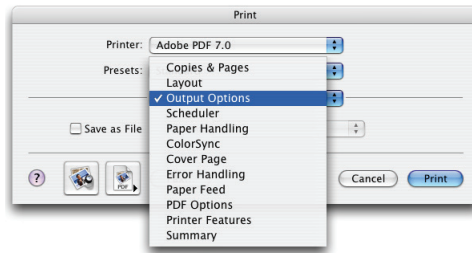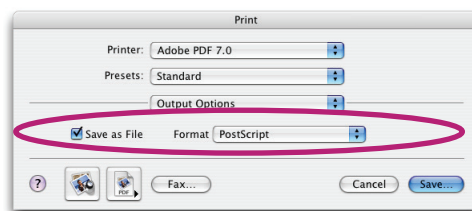
creating pdf-files
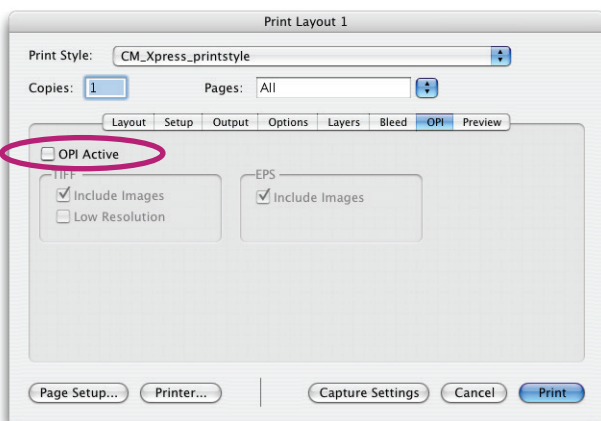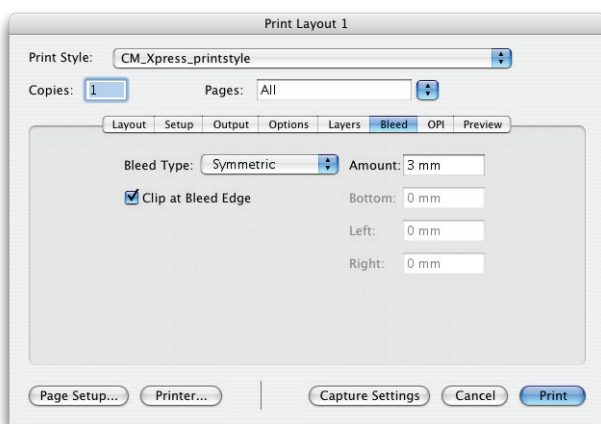
- Uncheck the 'OPI' checkbox


- Choose: Printer...

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creating pdf-files

- Choose '**Printer**' and select '**Output Options**'

- Turn the '**Save as File**' checkbox on and choose '**Postscript**' as '**Format**'.

- Choose '**Save**' and than click '**Print**' in the print dialog box. The postscript file is saved.
- The next step is to distill this postscript file with the 'CM_Xpress_PSfiles' presets in **Acrobat Distiller**.
- Open **Adobe Acrobat Distiller** and select the 'CM_Xpress_PSfiles' presets. Than, drag and drop the postscript file on the distiller window. The pdf is saved in the same folder as the postscript file.
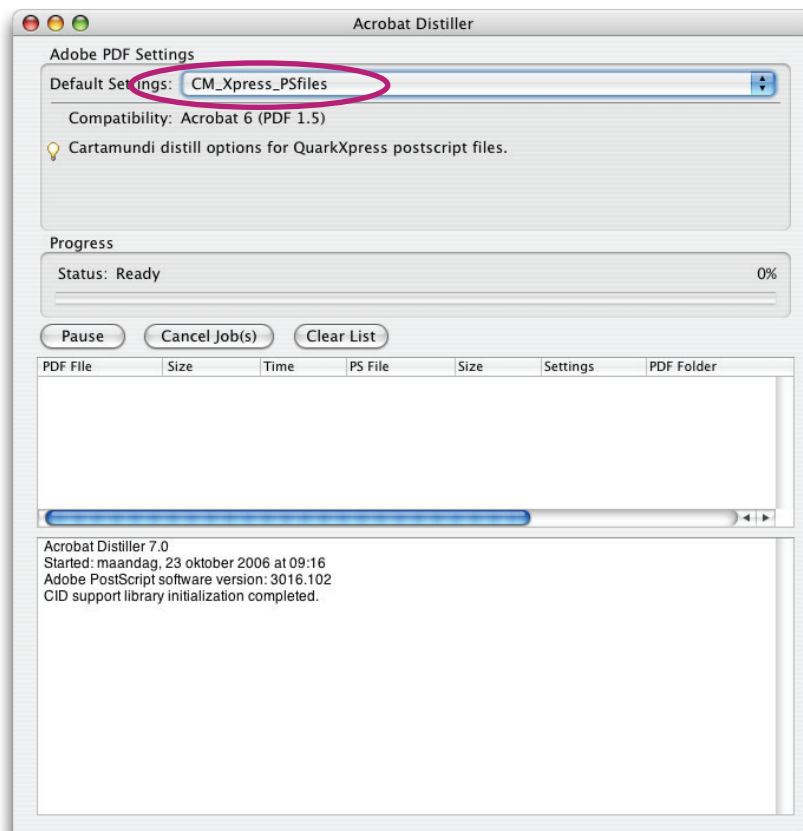
3 Adobe Illustrator

A pdf file can be exported directly from illustrator. **There's no need to create a postscript file first.**

The same PDF preset file as for Adobe Indesign can be used here: CM_AdobeCS2_pdfExport.joboptions

This file has to be saved in this folder:
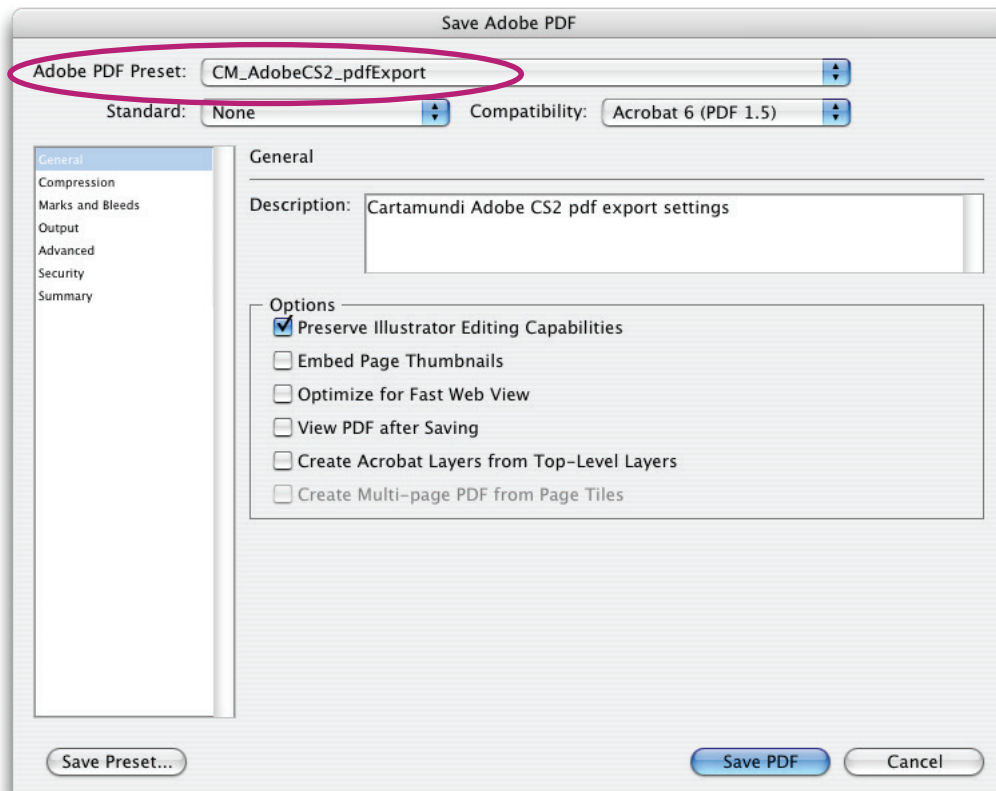Harddisk > Library > Application Support > Adobe PDF > Settings

You can access this file in the '**Save Adobe PDF**' window.

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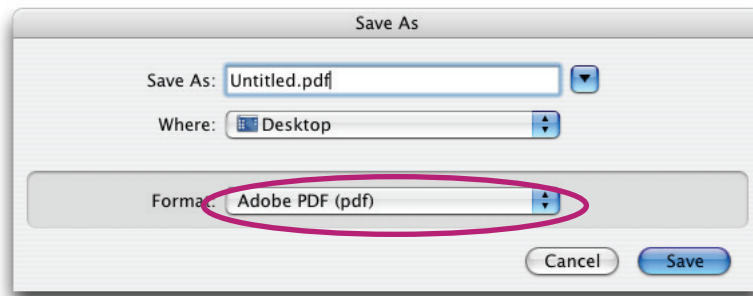
▪ Select the **Cartamundi PDF preset**.

▪ Turn the '**Preserve Illustrator Editing Capabilities**' checkbox on.
▪ Click on the '**Save PDF**' button.

3 Checking the pdf-file

After making the pdf, the file has to be checked carefully, because this is the file that will be used for printing. With the right settings, you can view the file on screen with the result of all used overprints and transparancy settings. So, you'll see the file on screen as it will be printed.
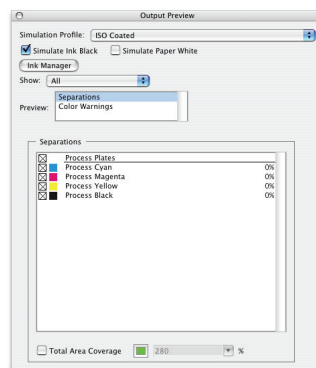
You can check the file in **Adobe Acrobat Pro** or in **Adobe Reader** 7.

Acrobat Pro

- When using Acrobat Pro for checking the pdf file, make sure the '**Overprint Preview**' is checked on and '**Use Local Fonts**' is checked off.
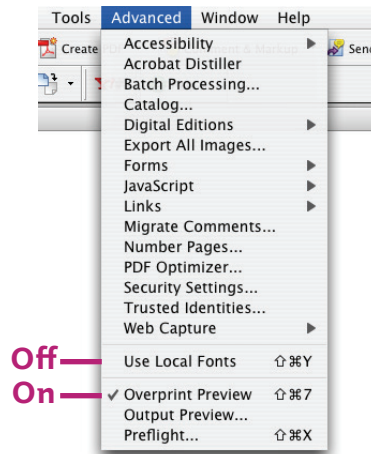
- When the '**Output Preview**' is checked on, all colors can be viewed seperately.

- When you make hard copy proofs of the pdf file, make sure '**Simulate Overprinting**' is checked on in the '**Advanced Print Setup**'.