





Hello Designers! As you embark on the creation of the graphic files for your project, please ensure that you use the following guidelines. This will result in a much smoother and faster pre-production process.

Schedule a launch date with your Project Manager so that we can ready our prepress team to check your files. This is the day that all your print files will be uploaded. Please upload all your files at the same time.

If you have any questions, feel free to contact our Prepress Department, at [prepress@pandagm.com](mailto:prepress@pandagm.com).

## IMPORTANT

Photoshop is not intended for print and print issues may arise. Please use Adobe InDesign or Illustrator.

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## General Requirements

These are some general rules that apply to all printed components. In order to minimize the time your project spends in the prepress phase, please make sure to follow these guidelines.

**File Format:** Submit all files in PDF form using the color profile "U.S. Sheetfed Uncoated v2"

Ensure that file names indicate the component type (game board, punch board, etc.) and side (front or back). Also, make sure to use the same naming convention for the uploaded files as on your Panda contract so that we know which file corresponds to which component.

For all updates and revisions, please amend the appropriate version number to the file name and delete the old versions. This is to ensure that we are always using the most up to date files.

ie. If you have a file named "rulebook.pdf" that has been updated, the updated file should be named "rulebook\_v2.pdf", and "rulebook.pdf" should be deleted. This needs to be done with each new version.

Create a separate "printer marks" file for **Crop marks, Fold Lines and/or Die-Cutting lines**. Please label these clearly by attaching "PrinterMarks" to the end of your filename (ie. BoxBottom\_PrinterMarks.pdf) The best way to do this is to create them on a separate layer, then save only that layer as a separate pdf file.

Please merge all your layers when saving to PDF to minimize the file size.

**Image Details Colors and Finishes:** All images require a resolution of 300DPI and all color space must be in CMYK. Do not use RGB colors as they are for computer monitor display only and will not print out correctly.

*Example of file names for the game "Boomer":*

- Boomer\_Box\_Top.pdf
- Boomer\_Box\_Bottom.pdf
- Boomer\_Gameboard.pdf
- Boomer\_Punchboard\_Front\_1.pdf
- Boomer\_Punchboard\_Back\_1.pdf
- Boomer\_Punchboard\_Front\_2.pdf
- Boomer\_Punchboard\_Back\_2.pdf
- Boomer\_Cards.pdf

### Updating Files

Upload Revised File: [Boomer\\_Box\\_Top\\_2.pdf](#)

Delete Original File: [Boomer\\_Box\\_Top\\_1.pdf](#)

### Printed Component Specifications

Component	Count	Dimensions
Cardboard 2 Piece Box	1	213 x 134 x 40 mm
Cardboard Tray	1	Custom Fit
Paper Booklet (4pg Rules Booklet)	1	105 x 148mm
Cards (Stipulations & Bonus deck)	108	63 x 88mm (blackjack size - 3.5 x 2.5in)
Punch Board	8	114 x 89mm
Cards A	27	63 x 88mm (blackjack size - 3.5 x 2.5in)

### Uploaded file examples:

- Boomer\_Box\_Top.pdf
- Boomer\_Box\_Bottom.pdf
- Boomer\_Gameboard.pdf
- Boomer\_Punchboard\_Front\_1.pdf
- Boomer\_Punchboard\_Back\_1.pdf
- Boomer\_Punchboard\_Front\_2.pdf
- Boomer\_Punchboard\_Back\_2.pdf
- Boomer\_Cards.pdf

## General Req. (cont.)

If your file contains the color black, avoid using rich blacks as these can lead to color inconsistencies. Where possible, please use pure 100% black (K) especially for text, card backs or other components where color consistency is essential to gameplay. In the CMYK settings, you can achieve pure black with the following color settings: **C: 0% M: 0% Y: 0% K: 100%**

*If there is a chance that your game will be released in multiple languages, it will be much more cost effective if you use pure black on a separate layer for all the text in the game. This way, it is easier for other companies to translate the files (they only need to change the text layer). Also, if using pure black, we only need to change one of the printing plates (instead of changing all 4) for each additional language version. This will reduce the cost of a joint production for all parties.*

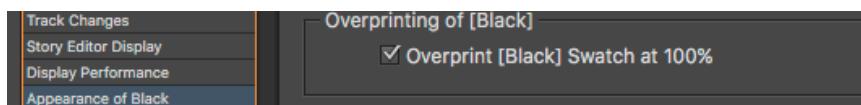
Matte finishing on components will compress the color gamut and have a slight dulling effect. You will lose a little detail on the darker colors. **We recommend increasing the files saturation 10-15% to compensate.**

A glossy finish has the opposite effect of matte and really brings out the saturation of colors. However, if you are like me and like to snack while gaming, dirty fingers will leave prints on a high gloss finish much more so than for matte components.

**Text Convert your fonts into outlines:** This is to ensure that the end product matches your design. We may not have the font that you have chosen to use and if that is the case, then the font will default to a generic one. [\(You can also embed your font to the PDF\)](#)

**Overprint Black**, within in InDesign (Panda's recommended design software) you'll want to ensure you have Overprint Black enabled. This is located in:

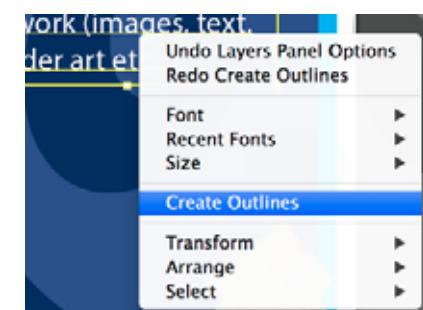
*File > Preferences > Appearance of Black*



### 1K Pure Black

Name		
Process Plates		
Process Cyan	0%	
Process Magenta	0%	
Process Yellow	0%	
Process Black	100%	
Total Area Coverage	100%	

### Dulling Effect from Matte Finish



## Bleed

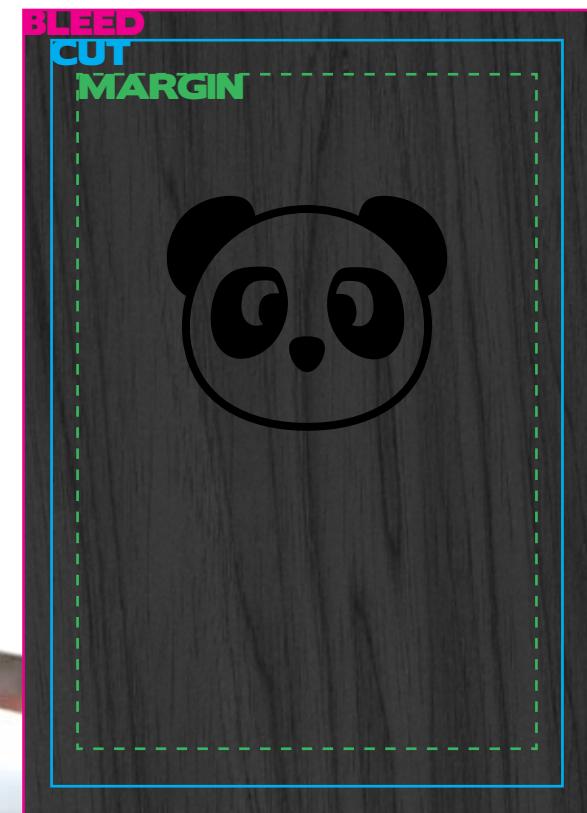
Let's talk about **bleed**. This is by far the most common problem but also one of the easiest to avoid!

Bleed (also known as trim) is a printing term that refers to the artwork that goes beyond the edge of the die-lines for your component. Artwork and background colors are extended into the bleed area. After trimming, the bleed ensures that no unprinted edges appear in the final trimmed document.

**All Files:** Requires at least a **3mm bleed** on each side, with the following exceptions:

**Game Boards & Boxes:** Require 18mm (3mm bleed + 15mm wrap). These 2 components need extra bleed so that it can be wrapped around the edges.

**Punchboards and Sticker Sheets:** Every individual token or sticker will required 3mm of bleed and 3mm margin



## Margin

Margin is the area between the main content of a page and the page edges. Including a margin on your documents mean you won't risk having your words or images unintentionally cut off.

**All Files:** a minimum margin of at least 3mm is required on all printed components.



## Cardboard 2 Piece Box

You only get one chance to make a first impression and, with tabletop games, the first impression starts with the box! On top of that, a sturdy box will hold and protect your glorious components.

**All box files:** must have 18mm of bleed: 3mm of standard bleed plus 15mm of wrap that goes around to the inside of the box to create a clean, smooth edge.

**Box bottom adjustment:** In order for the box top to fit properly over the box bottom, the box bottom panel needs to be slightly smaller than the box top (the box sides remain the same). The required adjustment is dictated by the thickness of your box material.

*For a box material of the following thickness:*

**2.5mm** reduce box bottom dimensions by 4mm on each side.

**2mm** reduce box bottom dimensions by 3.5mm on each side.

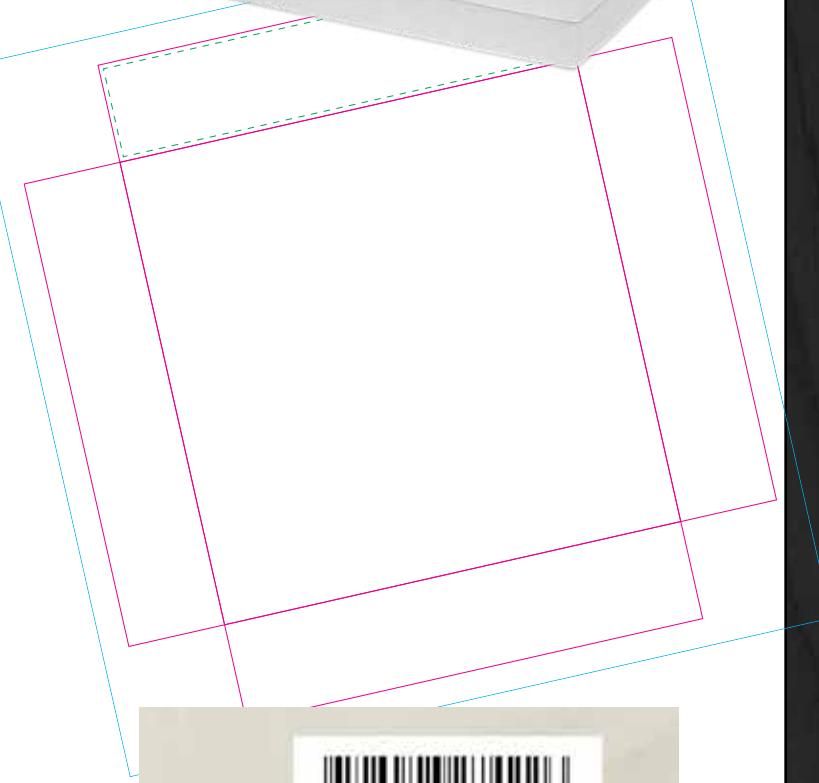
**1.5mm** reduce box bottom dimensions by 3mm on each side.

**1mm** reduce box bottom dimensions by 2.5mm on each side.

*For example: If you are using a 2mm thick material and your box size is 200 x 200 x 43mm, then your box bottom size would be 193 x 193 x 43mm (3.5mm smaller on all 4 sides of the bottom panel).*

**Templates:** Box templates for some standard sizes are downloadable from our website. Please login first and visit <http://pandagm.com/templates/>. These templates contain all the necessary die-lines, bleed lines, and margins. If your game requires a custom sized box, please let us know and we can create a custom template for you!

**Retail Markings:** When submitting your box file(s) please ensure that all required markings, symbols and UPC codes are on the box bottom. Markings will include (but are not limited to) CE, Made in China, Choke Hazard, Importer Company name, detailed address, etc.



## Cardboard 2 Piece Box

**UPC Code:** Ensure that your UPC code is 1K pure black (**C:0% M:0% Y:0% K:100%**).

**Panda Lot Number:** Lastly, be sure to also leave room to the right of your UPC so we can add in the required 'Lot Number' to the box bottom image. Lot Numbers are a precautionary measure to assist customs in the rare case of recalls.



## Cardboard Tray

If your game requires a cardboard tray to hold your components in place we will handle the design and construction to make sure that everything fits properly.

**Unprinted:** These are usually white and will not require a design file from your end.

**Printed:** Your project manager will provide you with a proper template to design your artwork. All you need to do is ask! Make sure to keep text away from fold lines and follow the standard bleeds and margins of 3mm.



## Retail & Safety Markings

### Recommended Age Label:



All games will need a recommended Age Label.

Games listed as 13+ in the US and 14+ in Europe will *not* be subjected to the same customs regulations as games intended for children. We recommend using 14+ (instead of 13+) in the event that you plan to import any of your products into the EU. There is no standard label or font for the recommended age. If your game is clearly designed or marketing towards children, customs may deem your age label inappropriate and require safety testing anyways.

### Age Warning Label for Small Children:



All games with small parts need the following Age Warning Label for small children (aged 0 - 36 months). **The minimum size for this warning label is 10mm diameter.** The colors and proportions of the label must not be adjusted. The following text should be included next to the label:

*"Warning! Not Suitable for children under 36 months. Small parts - Choking hazard"*

### CE Marking:



In order to pass through EU customs, your game will need a CE marking on the box. The CE marking is a declaration that the product passes all essential safety requirements, in accordance with EU testing standards.

The CE marking needs to be a minimum of 10mm in width and height and the proportions may not be altered in any way.

*Note: By putting the CE mark on your box, you will only need to produce a test report if requested by EU customs. Most shipments pass through EU customs without being asked to provide the CE certificate and most publishers opt to not pay for testing unless they are forced to by customs. However, if you would like to mitigate the chance of a customs delay and associated fees, having a CE test done in advance is recommended.*

### Made in China:

As the product is being produced in Shenzhen, China, "Made in China" is required to be printed near the UPC/bar code in order to pass through US or EU customs.

### UPC Code (Bar Code):

Most retail products require a UPC / Barcode for scanning and inventory purposes. We recommend having one put on your box. Please ensure the UPC code is in Pure Black (C: 0%, Y: 0%, M: 0%, K: 100%).

## Retail & Safety Markings (cont.)

### Company Address:

Your company's name and address should be put on the box in order to fully pass safety testing.

### Playing Time and Number of players:



While not mandatory, most games include a label for the playing time per game, as well as the number of players.

### Manufacturing Lot Code:

 Panda will automatically include a manufacturing lot code which is required by customs in the event of a product recall. The Panda lot code includes a small Panda logo for easy reference.

## Game Board

The game board is the centerpiece of the tabletop gaming experience. Though laying out a flat board may seem simple, it can be troublesome if the margins and bleeds are not set properly.

**Bleed:** As with the game box, the board requires 18mm of total bleed that wrap around the edges. This covers and protects the edge of the game board which in turn lengthens its life.

**Double sided:** If you are designing a double-sided game board, the back side needs to be 3mm smaller on all 4 sides than the front. This is because the back sheet is mounted on top of the wrapped edges from the front of the game board. Don't forget the standard 3mm bleed!

*For Example: If your game board is 200x400mm then the trimmed size for the back would be 194x394mm. Including bleed, the final file size would be 200x400mm.*

**Sizing:** Should you have high ambitions for a giant game board, please note that the current maximum size for Panda manufactured game boards are 700x1000mm. For playing surfaces larger than 700x1000mm you could consider using 2 game boards placed side by side.



Example of Choke warning, CE marking, and Panda lot number placement.



Game Board Template



Game Board Artwork



Final Game Board

## Cardboard Mats

If your game requires a cardboard mat, making it square or rectangle with no rounded corners will be the most cost efficient. Special shapes will require a die-cut mould which incurs more cost.

*\*Please note that cardboard mats do not have wrapped edges.*

**The Reverse Punchboard:** You can create mats that have shapes punched out of them to hold special components (ie. Scoville)

## Cardboard Screens

Sometimes we need to hide our goods from the enemy...this is where a cardboard screen may come in handy!

**Die-line:** The main difference between a cardboard screen and a cardboard mat is really just a couple of fold lines. Please indicate where the fold lines are with a dotted line.

## Punchboards

The versatile punchboard can be used for a multitude of components including: tokens, player mats, player screens, point tracker, puzzle pieces, spinner dials...even a treasure chest! (Merchants and Marauders)

**Bleed and Margin:** Each individual punch out (token) on the punchboards should have 3mm of bleed outside the die-lines and 3mm of margin between the die-line and any non-background art including text and border lines. The entire board also requires 3mm bleed and 3mm margin. That means there should be 6mm (3mm board margin + 3mm token bleed) between the die-line for the entire board, and any token die-lines.

*\*Remember to save your die-lines as a separate file so that they do not get printed!*

**Sizing:** The largest size we can make for a 1-sided punchboard is 420mm X 285mm. For a 2-side punchboard, the maximum size is 420mm X 570mm.

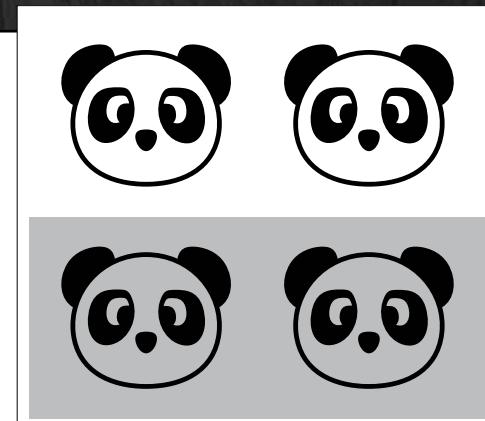
**Token Sizing:** The smallest token size is 8mm X 8mm and the smallest edge in any unique shape must be at least 3mm long.

**Corners:** We recommend that your punchboard tokens have rounded corners. Square corners will show wear more quickly, and that makes gamers grumpy.

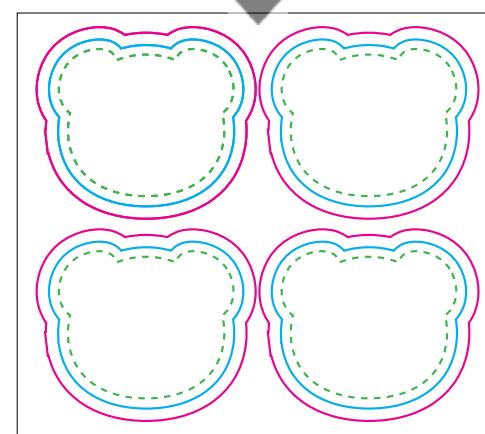
*\*note: due to the physics of the punching process, the front side of the tokens will have a slightly rounded edge.*

**Multiple Punchboards:** When designing punchboards, it's best to think about efficiency. Because there is an added cost for each die-cut mould, you will want to lay out your punchboard in such a way that the same die-cut template can be used for all punchboards.

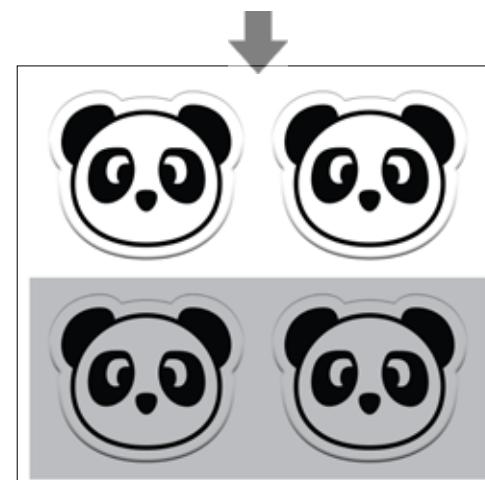
**Label and number your punchboards.** This is particularly important if you have multiple punchboards with the same die-line and similar art so that they don't get mixed up during the production process.



Punchboard Artwork



Punchboard DieLines



Punchboard Final

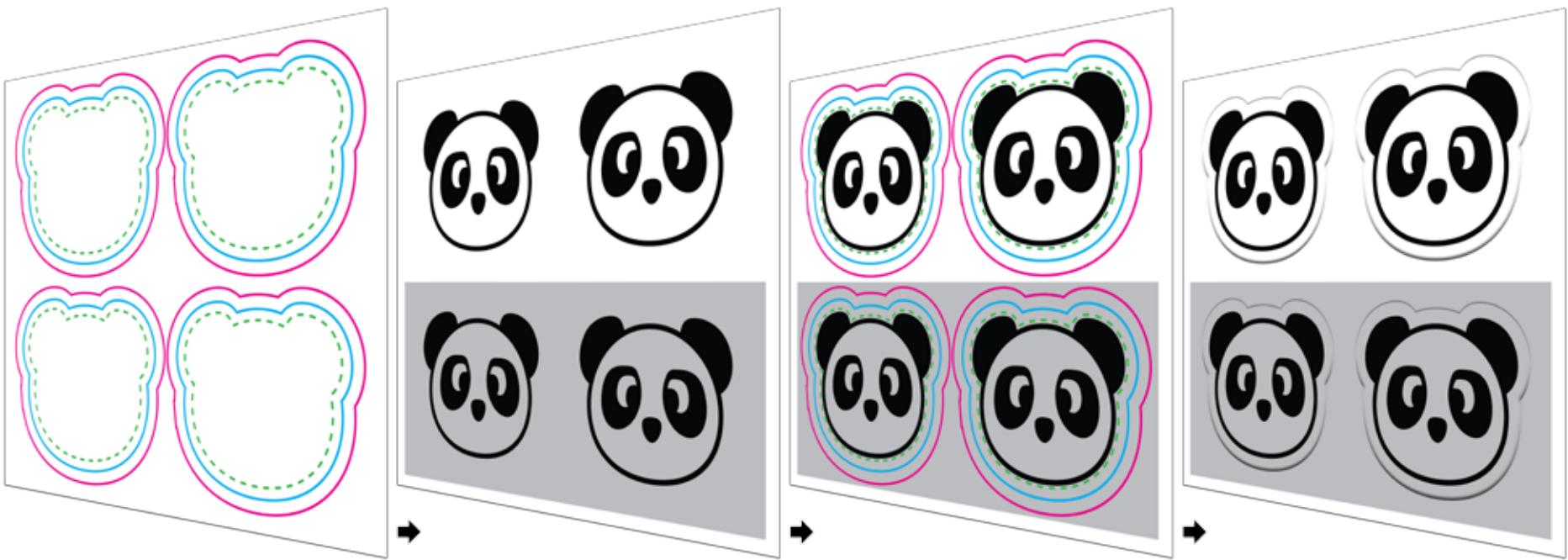
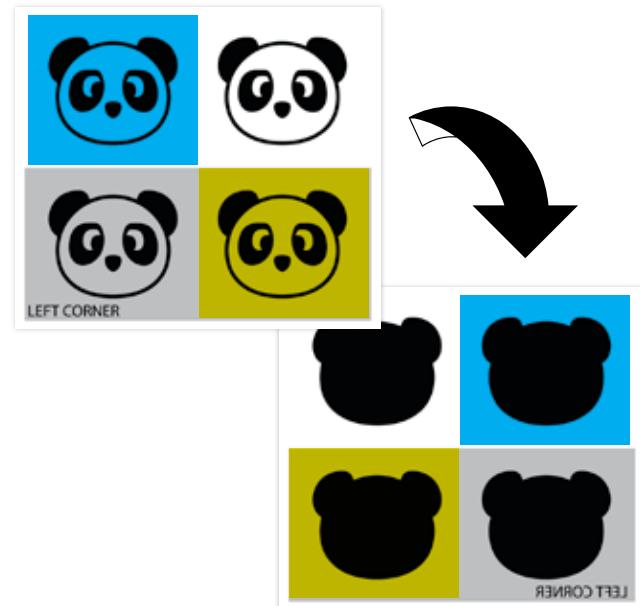
## Punchboards

**Back Side Layout:** Make sure that the back sheet of the punchboard is a mirror image of the front of the punchboard. For instance, if the punchboard has two tokens, A & B, the layout from left to right would look like:

Token-A (front) and Token-B (front)  
Token-B (back) and Token-A (back)

**Shared die-line:** If you're running out of space on your punchboard, some tokens could share a die-line. Straight edge triangles, rectangles, and hexagons work best for this. However, there are some restrictions with this method:

1. Each punch-out must have at least one edge that touches the main board.
2. Since there is no space for bleed, the art on the connected punch-outs must bleed onto each other.



## Paper Booklet

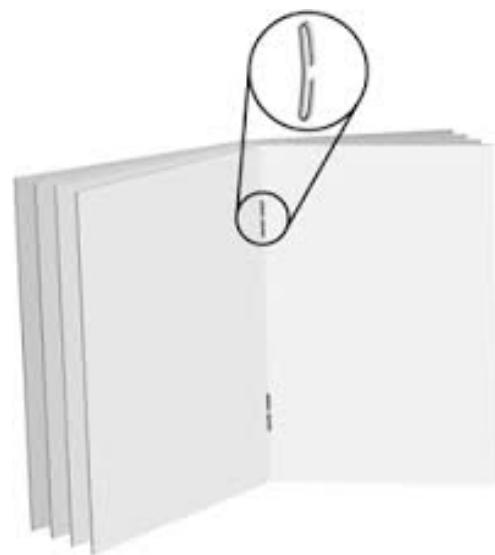
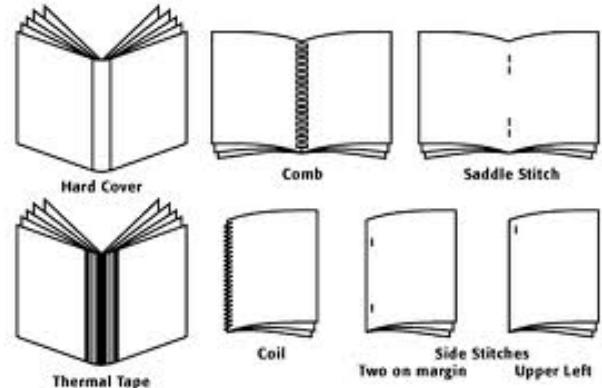
Otherwise known as the rulebook, these are usually saddle stitched (that's fancy terms for "bound with staples").

**Bleed & Margins:** All booklets up to 32 pages require the standard 3mm of bleed and 3mm of margin. For 32-64 pages in length, please increase the margin to 6mm. For rulebooks over 64 pages, please inquire about different binding methods and templates.

**Number of Pages:** An important note to keep in mind when laying out your booklet is that the pages should be in multiples of 4 (with the exception of single sheet rules which can be single or double sided).

**File Format:** Please submit these as multi-page PDFs with only 1 page of the booklet on each page of the PDF. Do not use 2 page spreads. We will layout the booklet for print with the proper pagination for you.

**Numbering:** If you are following the standard format of page numbers appearing on the outer bottom corner of the page, make sure that they are on the correct side of the sheet.



## Paper Sheets

These are simply one page of print and can be single or double sided.

**Folds:** Sheets can be folded to fit if they are too large for your box. Typical folds include 1/2, 1/3 (pamphlet style), and 1/4 folds. Please indicate folds with dotted lines on a separate printer marks file.

## Cards

So you have cards in your game? Very cool!

**Bleed and Margin:** Cards follow a simple 3/3 rule. No matter the card dimension, each card requires 3mm of margin and 3mm of bleed.

**File Format:** Submit each card type (with its unique card back) as a multipage PDF with the card back as the last page of the file.

*Example: Deck A has 54 cards, therefore the PDF for Deck will be 55 pages in length, with page 55 being the card back for the preceding 54 cards.*

**Color:** If you are making cards that require high color consistency on the card backs, then you should avoid using screen and halftone screen designs. In addition to that, if you are adding color borders to your card design, Panda recommends using white borders as colored borders could eventually wear out and expose the white card stock underneath.

If you prefer a black card back (or border), use **C:40% M:0% Y:0% K:100%** for a rich, consistent black. Card backs and borders should avoid using grey, brown, purples and other highly pigmented colors as they are hard to achieve consistency. If those colors are necessary, they should be in a PMS pantone.

**NOTE:** If the cards in a game's deck or a player's hand needs to be kept secret, please ensure that the colors on the edge of the cards are the same.

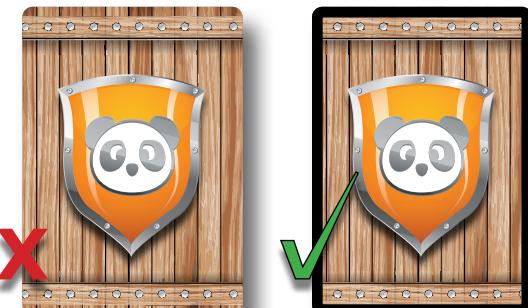
**Panda's standard card sizes are:**

44 x 67mm	84 / sheet	57 x 87mm	60 / sheet
58 x 89mm	54 / sheet	59 x 88mm	54 / sheet
59 x 91mm	45 / sheet	63 x 88mm	54 / sheet
70 x 110mm	32 / sheet		

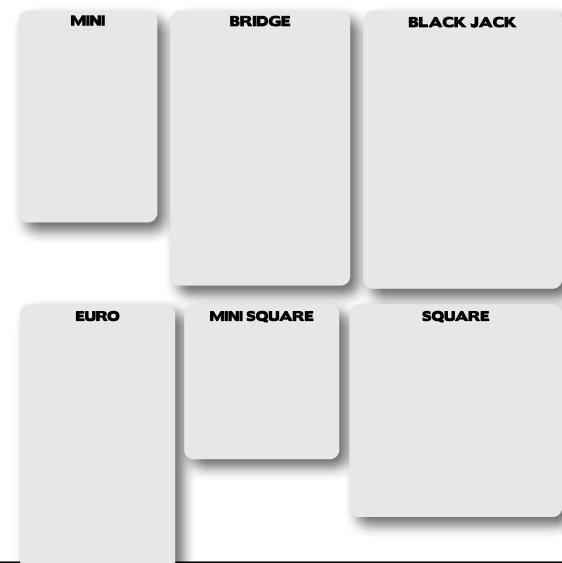
We also have square cards in the following sizes:

51 x 51mm	110 / sheet
70 x 70mm	56 / sheet

**MARGIN**  
**BLEED**



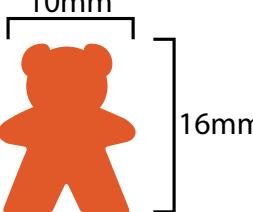
*Please note that our die-cutting machines have a drift tolerance of +/- 1mm, and as a result cards may be die-cut slightly off centre by 1mm. It's best to avoid intricate designs near the edges of the card, as this will make it more obvious if the die-cutting is off by 1mm and may result in "marked cards".*



## Wooden Components

Wooden components should be designed as if there were a flat icon, using PMS colors. Like the image below, please make sure to clearly label the component with the appropriate dimensions and color codes.

**Silkscreen Printing:** If you are printing in multiple colors on a wooden component, please be aware that screen printing is limited to a minimum of 1mm of thickness. Also, please limit the printing to 2 colors max as each color is layered on separately. The more colors you have, the more there will be a chance of the image being offset.

Component Name & Type	Front View	Side View	Pantone Colors	# per Game Copy	
Panda Meeple Wood	 10mm 16mm	 8mm	 Pantone 7579 C	3 Units	
Panda Token Plastic	 40 mm	 8 mm	 Pantone Cool Grey 5	 Pantone Black 6 C INK	2 Units

## Sticker Sheets

In terms of layout, these are designed in the same way as punchboards. If a template is required, panda can provide one for simple shapes such as square and circles.

## Special Effects

To be extra fancy we can add special printing effects such as Spot UV and Foil Stamping.

**File Format:** similar to die-lines, please send us a separate vectorized pdf with the special effect areas indicated in black. The rest of the file should be either white or transparent.

