

# Layouts of cards, memos and puzzles



Spielkartenfabrik Altenburg GmbH  
Leipziger Straße 7 · 04600 Altenburg/Germany  
Tel.: 0 34 47/582-0 · Fax: 0 34 47/582-109  
info@spielkarten.com · www.assaltenburger.de

## General information

- Please send us PDF data created with our guidelines for PDF Export (**take a look at our PDF „PDF Export, data check, data transfer“**)
- Preferred platform for native files: Mac OS X. We can also work with Windows data but it's not recommended because changes in the further processing in Mac systems can occur problems.
- Preferred layout software: Adobe InDesign
- Images can be edited in Adobe Photoshop and vector graphics can be edited with Adobe Illustrator.
- Later combine texts, images and vector graphics in your layout software.
- **PDF-files exported from Corel or MS Office can not be used.**

## Layouts of cards

- Always create a layout file for all fronts and one layout file for all backs of your game.
- Each card must be placed on a separate page (e.g. a document with 33 pages for a 33-cards-game). The order of the pages in the layout corresponds to the order of the cards.
- The page size must be the same as the card size (e.g. 59 x 91 mm).
- There must be a 3 mm cutting/bleed margin around the card.

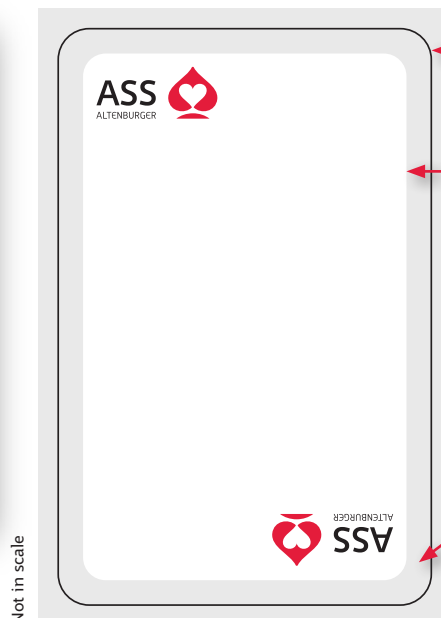
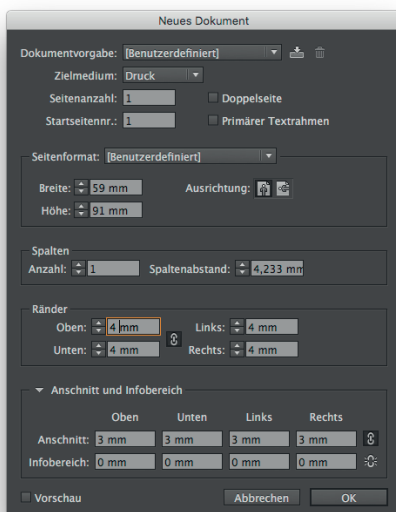
## Attention! Labeling of toys!

Label your product **clearly to see at the outside** concerning the European guidelines for labeling toys with a **CE label, manufacturer information** (address), **product identification number** and if necessary with **warning symbols**.

For more information visit  
[www.assaltenburger.de](http://www.assaltenburger.de) >> **Qualität**  
or ask our customer service.



## Standard card set-up (Example: 59 x 91 mm)



Not in scale

1/4

### File to be delivered:

Final card format: 59 x 91 mm  
+ 3 mm bleed = 65 x 97 mm

### Designable area:

51 x 83 mm (4 mm border)  
This area can be designed individually and is smaller than the card size because each card should have a 4 mm, white or colored, uniform border on all sides

Corner of the designable area = 3 mm. Corner of the card = 5 mm



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## Design of corner signs

Like shown right we recommend to create four corner signs. So for all players the playability is guaranteed, no matter how the cards are being held.

## Attention:

- **Don't create die lines** for cards.
- Please create black elements and texts in **100% pure Black** and not in CMYK.
- To get a deeper Black (i.e. backgrounds and margin of cards) it is possible to set the colour to 100% Black and 40% Cyan.
- The maximum ink coverage should not exceed **300%**.
- The minimal thickness of positive lines should be 0,25 pt, of negative lines 0,5pt.



If you create coloured edges you need to consider the type of further processing:

### a) Postpress with direct cut and corner punching

### b) Postpress processing with full punching

### a) Postpress with direct cut and corner punching

The cards are positioned side to side on the printing sheet. So if there are different colours on the edges the card design appears on the neighbour card. Please use homogeneous edges in every card that will be positioned on the printing sheet.

## Possibilities:

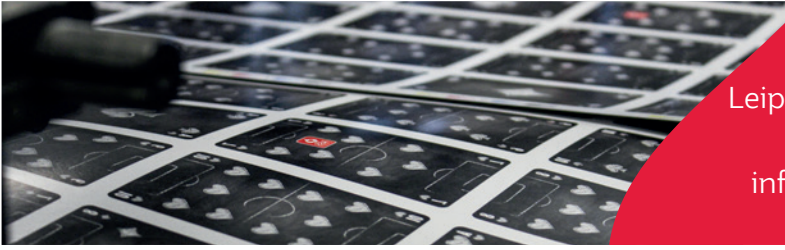
- 1 All cards get homogeneous white edges with min. 3 mm thickness.
- 2 All cards have the same one coloured background.
- 3 or a gradient with same colour values (Please check that you create on the opposite sides the same colours).
- 4 All cards have continuous patterns (PDF „Create Continuous design“).



### b) Postpress with full punching

In this method the cards are placed on the printing sheet in short distance with gutter to each other and will be punched in whole. So it's possible to create cards with different designed edges. Colour or type of pattern doesn't matter.

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## Layouts of memos

Refer us. When producing memos there are two options:

- 1 No die line template exists:** Set up your files using our formentioned advices.
- 2 A die line template exists:** You get a die line template (PDF). Create your memo game by placing this template into your layout software

Make sure that there is a border of at least 4 mm on all sides (e.g. with a card of 65 x 65 mm your design area is 57 x 57 mm)

## Layouts of puzzles

Refer us, if your puzzle (format ...) needs a die line template

**Yes ...** place this template into your layout software to create your game.

**No ...** Make sure that the size of your document is the same size as the puzzle. Please create the layout with a bleed of at least 5 mm on every side.

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## Image properties

- Image resolution: min. **300 dpi**
- Image resolution **line graphics** (bitmaps): min. **1200 dpi**
- Color mode: **CMYK (never RGB!)**
  - » Information regarding conversion can be found in the PDF „Convert RGB to CMYK“.
- Optimal file format: .tif (please do not compress, if necessary LZW)
- Ink coverage: **max. 300 %**
- Do not embed color profiles

## Vector properties

- Vector graphics can be created in InDesign or Illustrator.
- Text must be vectorized.
- To place vector graphics later in InDesign, save them as .ai- or .pdf files.

## Fonts

- Do not use a font smaller than 6 pt.
- Set up black text using 100% pure black and set the attributes to „**Overprint**“.
- To obtain the highest possible quality please insert the **entire text in layout software not in Photoshop**.
- **Please vectorize fonts** (especially free fonts and extraordinary fonts) before you export your PDF files (Adobe Indesign/Illustrator > Menu „Type“ / \*Create outlines“). So we can guarantee better that texts are displayed in the correct way.