

DELANO

S E R V I C E

SAVE TIME – SAVE MONEY!

Proper file preparation is crucial when submitting files. This guidebook is designed to help you prepare your files for DeLano Service. It is not all encompassing, but answers some of the most frequently asked questions that arise when preparing files for print production.

SOFTWARE:

DeLano Service pre-press department supports the following applications:

- Adobe CS 4.x (Photoshop, Illustrator, InDesign, Acrobat).
Please provide files in native format with all links and fonts supplied.
- Macromedia Freehand MX
- Quark XPress 8.x

GENERAL PRE-PRESS RULES

An abbreviated list of standard pre-press rules that apply to all files submitted include:

Do use a page layout application designed for commercial print output for all multi-page documents, such as rules and cards. We strongly recommend Adobe InDesign or Quark XPress. Do not use Microsoft Word or any other word processing programs - typesetting charges will apply to text provided in a word processing format. Single page documents, such as a box top, bottom, or card box may be submitted in Illustrator.

Do not set type in Photoshop. Photoshop is primarily used for continuous tone image work, not typesetting. Place your Photoshop files into InDesign or Quark and set the type in that page layout program. Any text set in Photoshop will not print with crisp edges.

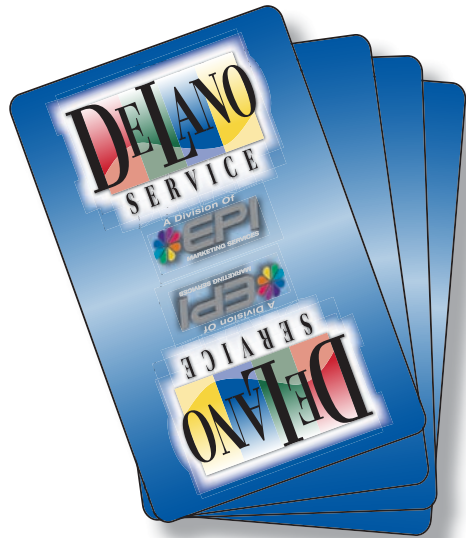
Do not use jpegs, gifs, or picts. These are compressed image formats, not designed for print production. Do use 300 dpi, CMYK for all continuous tone image work.

Submit all files as CMYK. Do not use RGB. If converting from RGB to CMYK, double check the values. Please make sure all black text converts to 100% black.

CPSIA LABELING REQUIREMENT

If your game is being marketed for children 12 years and under, laboratory safety testing will be required at the customer's expense. For more information visit <http://www.cpsc.gov/ABOUT/Cpsia/cpsia.HTML>.

Cards - Terminology

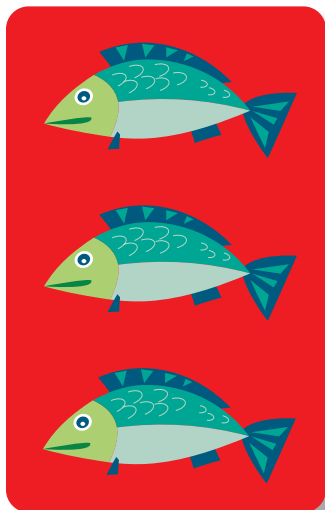


COMMON SIDE (BACK)

This is the side of the card deck that remains the same or “common” throughout the deck. Some card decks have only one common, while others may have multiple commons.

READ SIDE (FRONT)

This is the side of the card deck that changes from card to card.



COMMON BORDER

The color surrounding the border of the card remains constant on all 4 sides of the card. In the example shown (left), the red is the same value on all 4 sides of the card.



UNCOMMON BORDER

The color on the outside edges of the card is not constant, or the colors differ on the edges of the cards (top). In the example (left) the fish actually bleed or extend off the edge of the card.



4 COLOR PROCESS

Four color process printing involves the use of 4 inks, cyan, magenta, yellow, and black (CMYK). Most jobs are built as 4 color process.



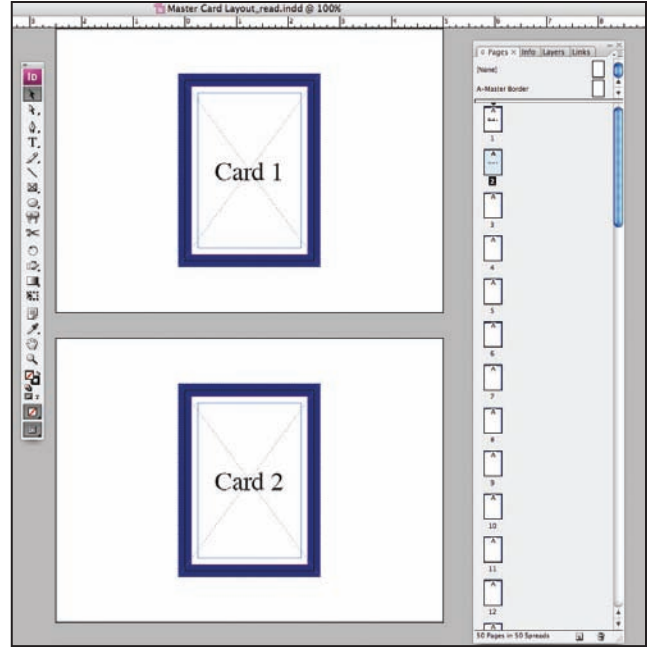
SPOT COLORS

Spot colors are special inks that are formulated to represent very specific colors. When building a document using spot colors, please provide the PMS numbers for all colors used.

Preparing the Card Files

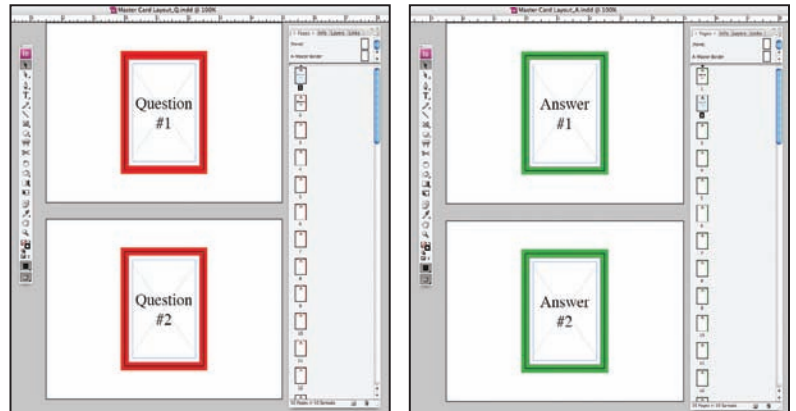
CREATING THE DOCUMENT

Build the document using a page layout program designed for combining bitmaps and vector graphics with text. The example (right) represents the read side of a 50 page card document created using InDesign. The border is placed on the master page, to ensure that it will be the same size and in the same position on all cards. Text is set on each individual page. If vector or raster art is used, it should be placed in the page layout program. *DO NOT* gang many cards up on a single sheet or page.



Whether a common border or uncommon border, allow at least 1/8" bleed, if the artwork requires bleed. The example shows a 2-1/2 x 3-1/2 card, with a common border. The border extends 1/8" beyond the final trim of the card. 'Live' copy should be within 3/32" from the final trim, however, we would prefer it to be 1/8" in.

When only one common is required, the common document only needs to include one page. The read document will contain all the cards of the deck. If the cards do not include a common back, such as a Question and Answer deck of cards, prepare one document for side 1, and one document for side 2 (see example, right).



WHAT CARD IS CARD NUMBER ONE?



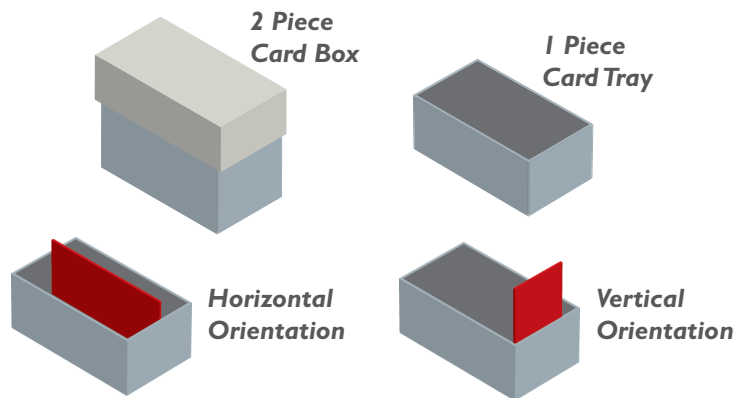
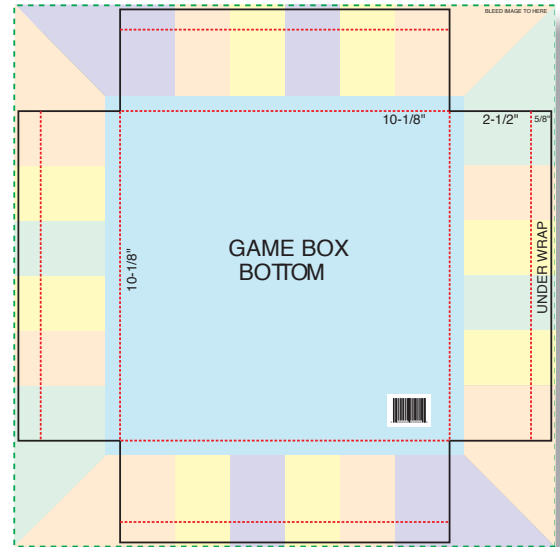
The first page in the card document is the bottom card when the common side of the deck is facing up and the top card when the read side is facing up.

Set-Up Boxes and Boards

2 PIECE BOX

DeLano Service refers to the size of boxes by the inside dimensions of the box bottom. We will send you eps files of the die lines for the box top and bottom in order for you to prepare your artwork to size. Please extend your bleed to the dotted lines at the edge of the die line. The illustration here represents a 10-1/8 x 10-1/8 x 2-1/2 box with full coverage of light blue on the box bottom, extending up the sides by 1/2 inch. Note, all artwork extends into the underwrap to 1/8" beyond final trim, as well as into the corner glue flaps. Please keep the die line on a separate layer of your art file.

CPSIA lot tracking is recommended to be placed on the box if the game is being marketed for children 12 years and under. For more information visit <http://www.cpsc.gov/ABOUT/Cpsia/cpsia.HTML>



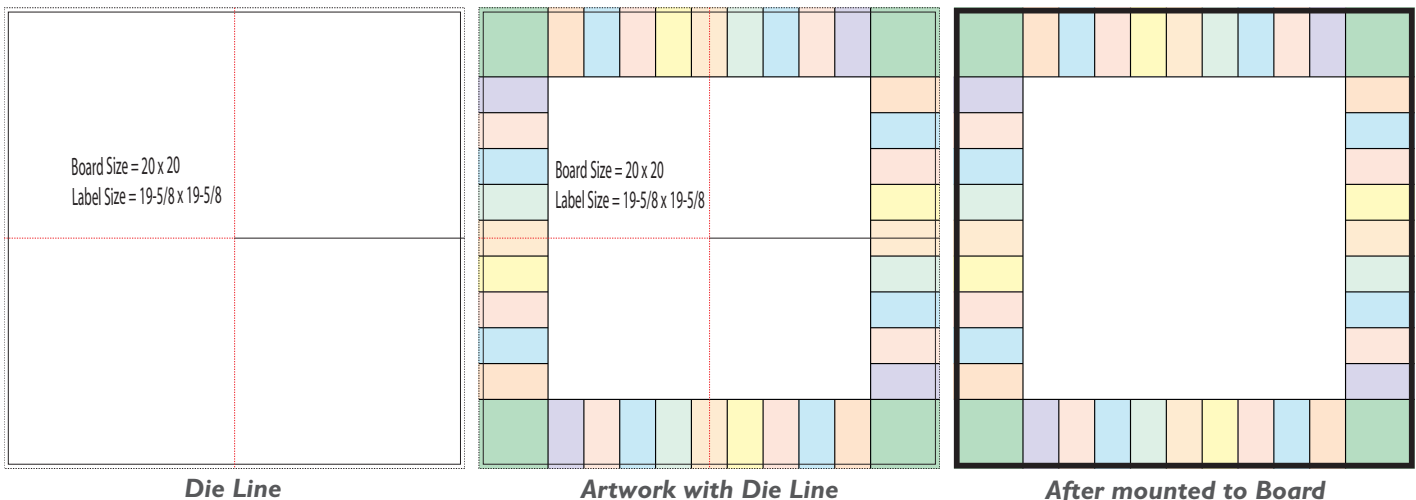
CARD BOX OR CARD TRAY

Your game may include a card box or card tray. A card box has a top and a bottom, whereas, a card tray only consists of a bottom. DeLano Service will provide die lines if you desire to have printing on the card box or tray. Please inform your Account Manager as to whether you wish the cards to be horizontal or vertical in the box or tray.

GAME BOARDS

The die line you will receive for the game board will show both the size of the board, and the trim size of the label. The label is trimmed 3/8" smaller than the game board and mounted to the board. When preparing the files, please keep the die line on a separate layer above the artwork. Bleed the artwork to the final size of the board.

CPSIA lot tracking is recommended to be placed on the board if the game is being marketed for children 12 years and under. For more information visit <http://www.cpsc.gov/ABOUT/Cpsia/cpsia.HTML>

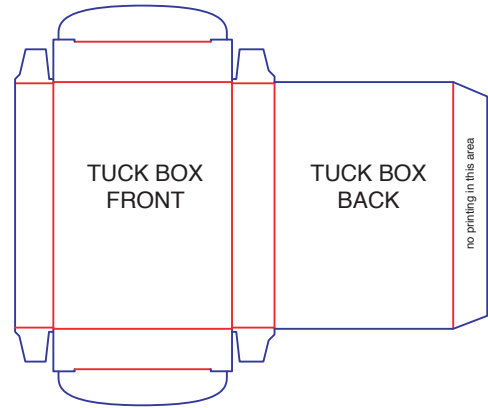
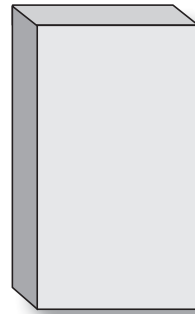




Tuck Boxes

TUCK TOP, TUCK BOTTOM (STRAIGHT TUCK BOX)

This box has a tuck top and bottom. It is only glued on the side flap. DeLano Service will provide a die line for the preparation of your files.



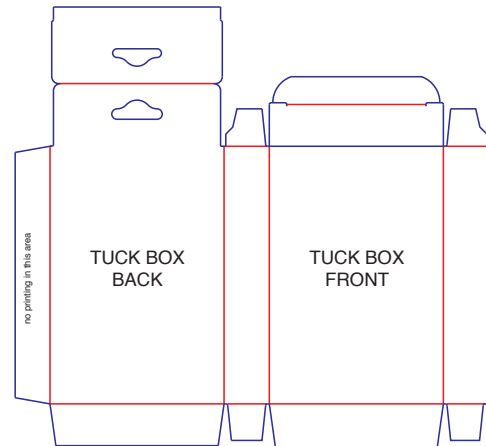
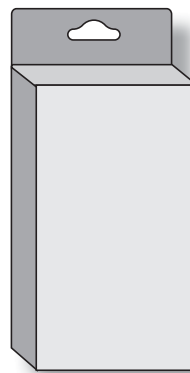
AVOID COSTLY MISTAKES . . .

FOLLOW THESE GUIDELINES . . .

- Use CMYK, not RGB.
- Prepare files using software we support.
- Make sure to add bleed.
- Do not use RGB black for text or images.
- Set type in a vector program, not in Photoshop or a word processing program.
- Keep die lines on a separate layer.
- Include all links and fonts.
- Check with DeLano Service for card sizes and corner radius. You may be able to save the cost of new dies.
- Any questions? Please ask us, we are here to help you!

GLUE BOTTOM HANG PANEL

This box has a glued bottom flap and glued side flap as well as a hang panel. DeLano Service will provide a die line for the preparation of your files.



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UPCs & ISBNs

When supplying a UPC or ISBN, please provide a vector file. If a raster file is provided, we will regenerate the code here in a vector format. DeLano Service can also generate the file for the code, if provided the digits for the code.

Rules

Rules for My Game

t y p e a d f i k l a j g i d a l d e e a g n a k i n a k e j k i b h f i d o
 p n e k e g a k j k l a j k l a s f o e p t t r e e k a j t h e o p a n g t a
 t g a k l a d j d a e e k i g j a j

a k i g j o p b n i k b f j e l h t e h k a h k i j a k u g a u g m a d m g d
 f i g d k l a p e j k t e k e t t e a l a p c v n a f g k k
 f a l j d k i g k h a n o u b n v k d a s h g a l e u
 p p n a k h g h a j h g o p e e n i g u a a e u p g l j a j g t a

a k i k e j k u p o u
 g d a h p e h n m g f a u d p i e a w i k t m g a k j d d f a d
 a f j e k i r k e k j a j g j h a g h k a u p d a
 f i a b a a a e j k a a d f a d a k l a d f a j a p e e j k i k i j k j k j i j e
 a j k e j k i j a e j k a j k t a j a e j k i n k i

a k i j d i j e j k i t a p o a e e i n t u j e b o j p d f f a j e k a n i k e a l o p
 i c h a t e h t k a k p e j k j k j k j k j a k d h g a k e u p a h k d j a t
 d p a l o p o u e e h u j h g h k i e h t e h k t h e a h k e j h a k h e k
 l e j a k a j h e j a k t a t h e j

SINGLE SHEETS

This consists of a single sheet, printed either 1 side or both. This may be placed into your game flat, or folded, depending on the size of your box and the size of the rules sheet. The example on the left shows a single, 1 color, rules sheet, 8-1/2 x 11”.

Rules for My Game

t y p e a d f i k l a j g i d a l d e e a g n a k i n a k e j k i b h f i d o
 p n e k e g a k j k l a j k l a s f o e p t t r e e k a j t h e o p a n g t a
 t g a k l a d j d a e e k i g j a j

a k i g j o p b n i k b f j e l h t e h k a h k i j a k u g a u g m a d m g d
 f i g d k l a p e j k t e k e t t e a l a p c v n a f g k k
 f a l j d k i g k h a n o u b n v k d a s h g a l e u
 p p n a k h g h a j h g o p e e n i g u a a e u p g l j a j g t a

a k i k e j k u p o u
 g d a h p e h n m g f a u d p i e a w i k t m g a k j d d f a d
 a f j e k i r k e k j a j g j h a g h k a u p d a
 f i a b a a a e j k a a d f a d a k l a d f a j a p e e j k i k i j k j k j i j e
 a j k e j k i j a e j k a j k t a j a e j k i n k i

a k i j d i j e j k i t a p o a e e i n t u j e b o j p d f f a j e k a n i k e a l o p
 i c h a t e h t k a k p e j k j k j k j k j a k d h g a k e u p a h k d j a t
 d p a l o p o u e e h u j h g h k i e h t e h k t h e a h k e j h a k h e k
 l e j a k a j h e j a k t a t h e j

BOOKLETS

A booklet consists of a series of pages, generally bound together at the spine with staples (saddle stitched). The size of a booklet is determined by one finished page size. The example on the left shows an 8 page booklet, self cover, and the finished size is 8-1/2 x 11”. All booklets must consist of an amount of pages that are divisible by 4, i.e., 4 pager, 8 pager, 12 pager, 16 pager, etc. A booklet may either be self cover, or may have a cover printed on different stock.

CPSIA lot tracking is recommended to be placed on the rules if the game is being marketed for children 12 years and under. For more information visit <http://www.cpsia.gov/ABOUT/Cpsia/cpsia.HTML>

Shippers

PRINTED SHIPPERS

If you wish to have printing on your shippers, please keep the text within a 5” area or smaller. Your DeLano Service Account Manager will advise you in terms of your particular shipper size. Typical information on the shipper includes: **Game Name, Quantity, Company Name**. Please provide the file as 100% black, screen tints do not reproduce well on corrugated, nor does small text.



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