



Less Game
Technical instructions for designing templates



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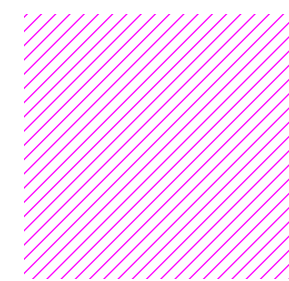
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01

Box Design Instructions

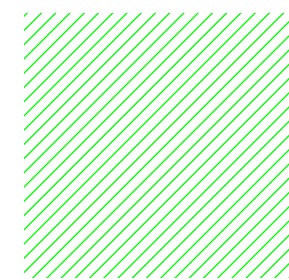
Box cover printable areas (Designing only)

- Printable area is defined by the three colours as shown below.
- It has to include 3mm bleed.
- This area can be used only for custom design, not for branding.
- Graphic can be vector or bitmap



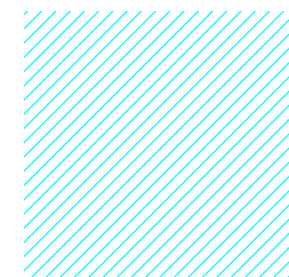
Directly visible printable area

This is your main artboard. The Less logo has to remain in the same position.



Invisible printable area

While this area is hidden, it has to contain graphic elements as an extension of the visible area.

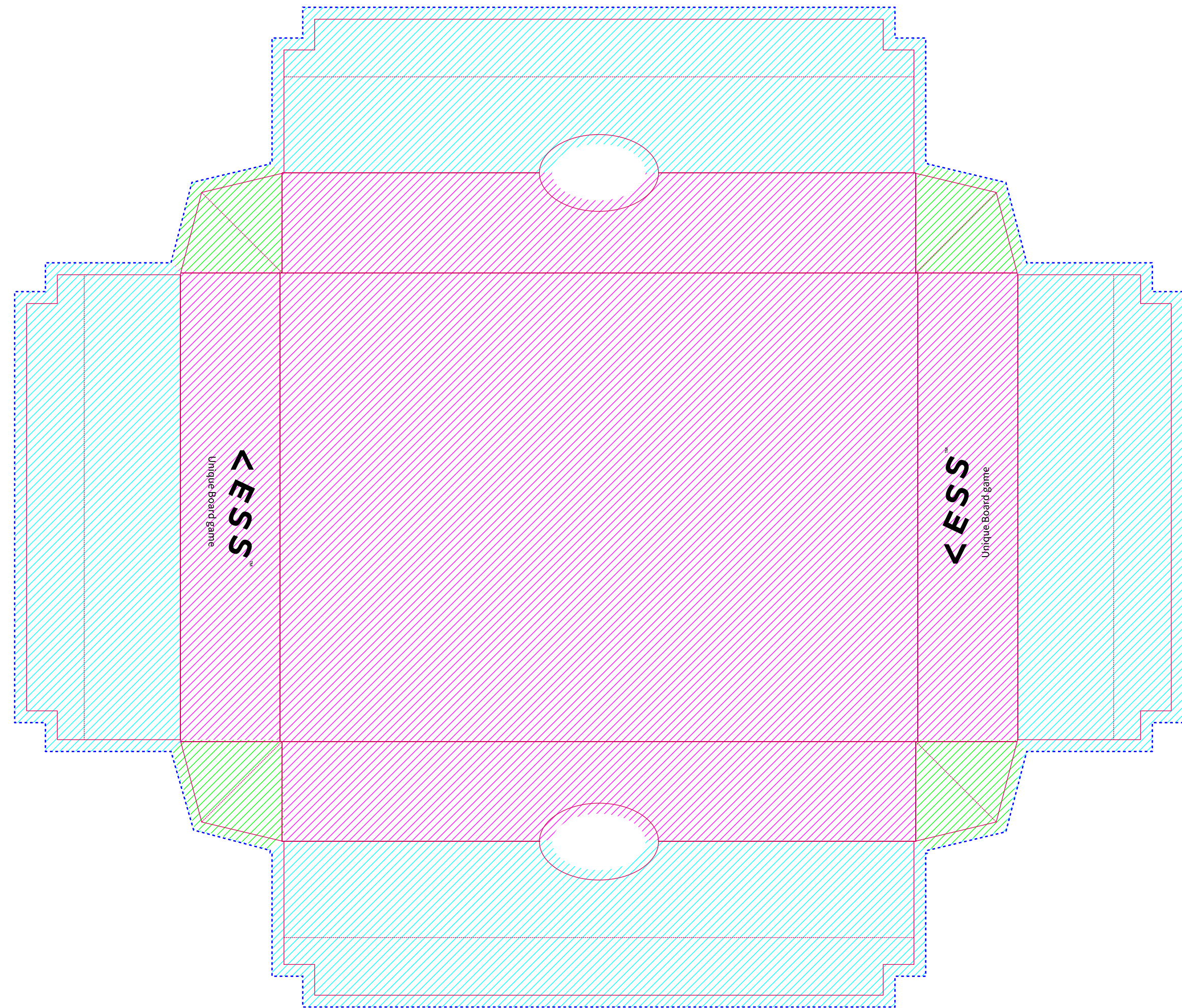


Optional printable area

This area is folded to the other side of the box and it is visible only when box cover is flipped around.

----- Bleed line

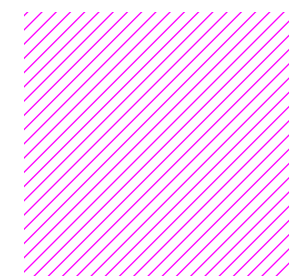
_____ Cut / fold line



Box bottom printable area (Branding only)

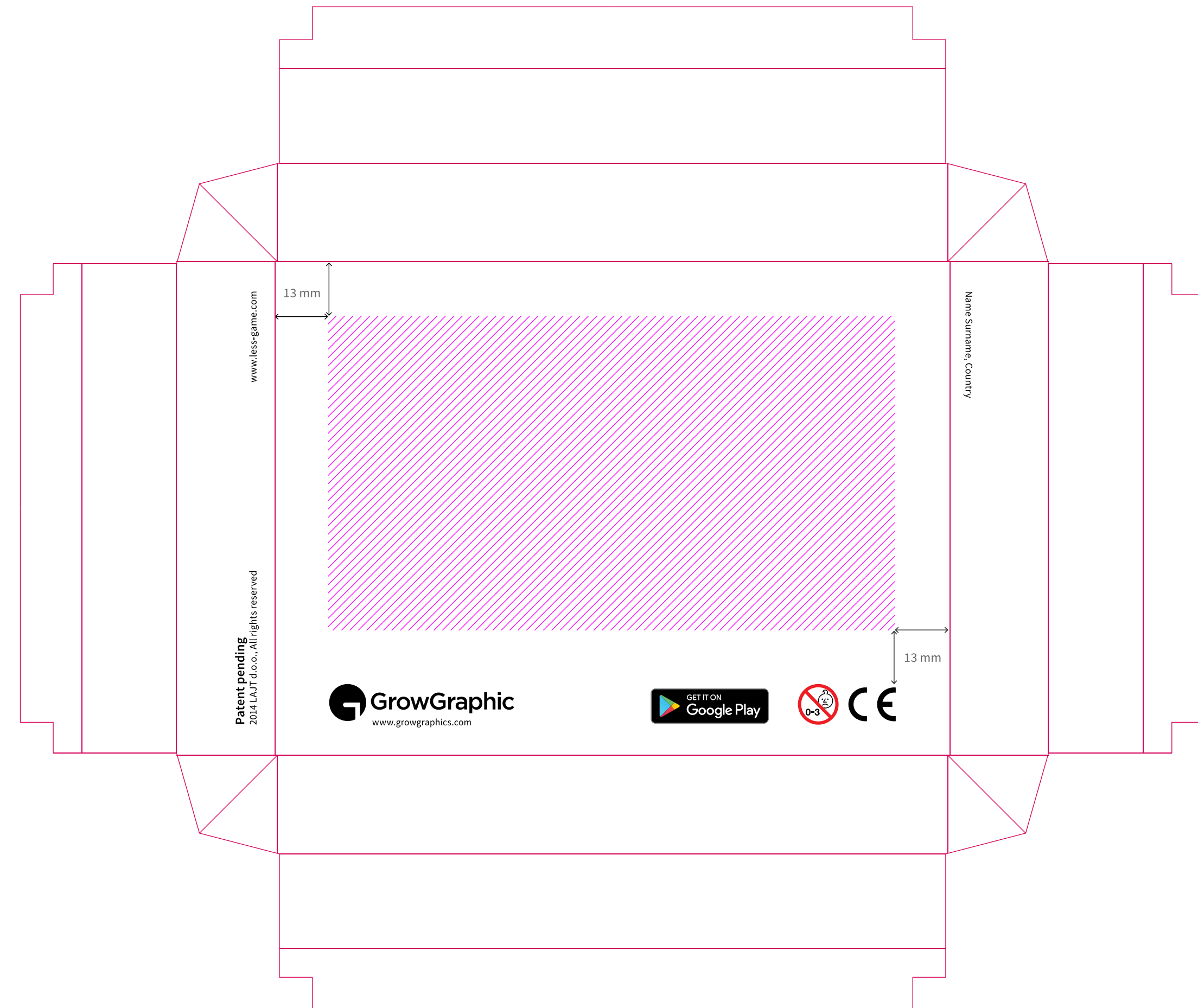
If you are designing for GrowGraphic gallery do not add any graphic to this page! This instructions are only for custom branding design.

- Printable area is defined by the colour as shown below.
- The background colour on this area must be white.
- Elements must be at least 13 mm away from the borders of the bottom page of the rectangle.
- All the existing elements have to stay in the same position
- Graphic can only be in vector



Printable area
Here you can place custom text,
and/or your logo.

— Cut / fold line

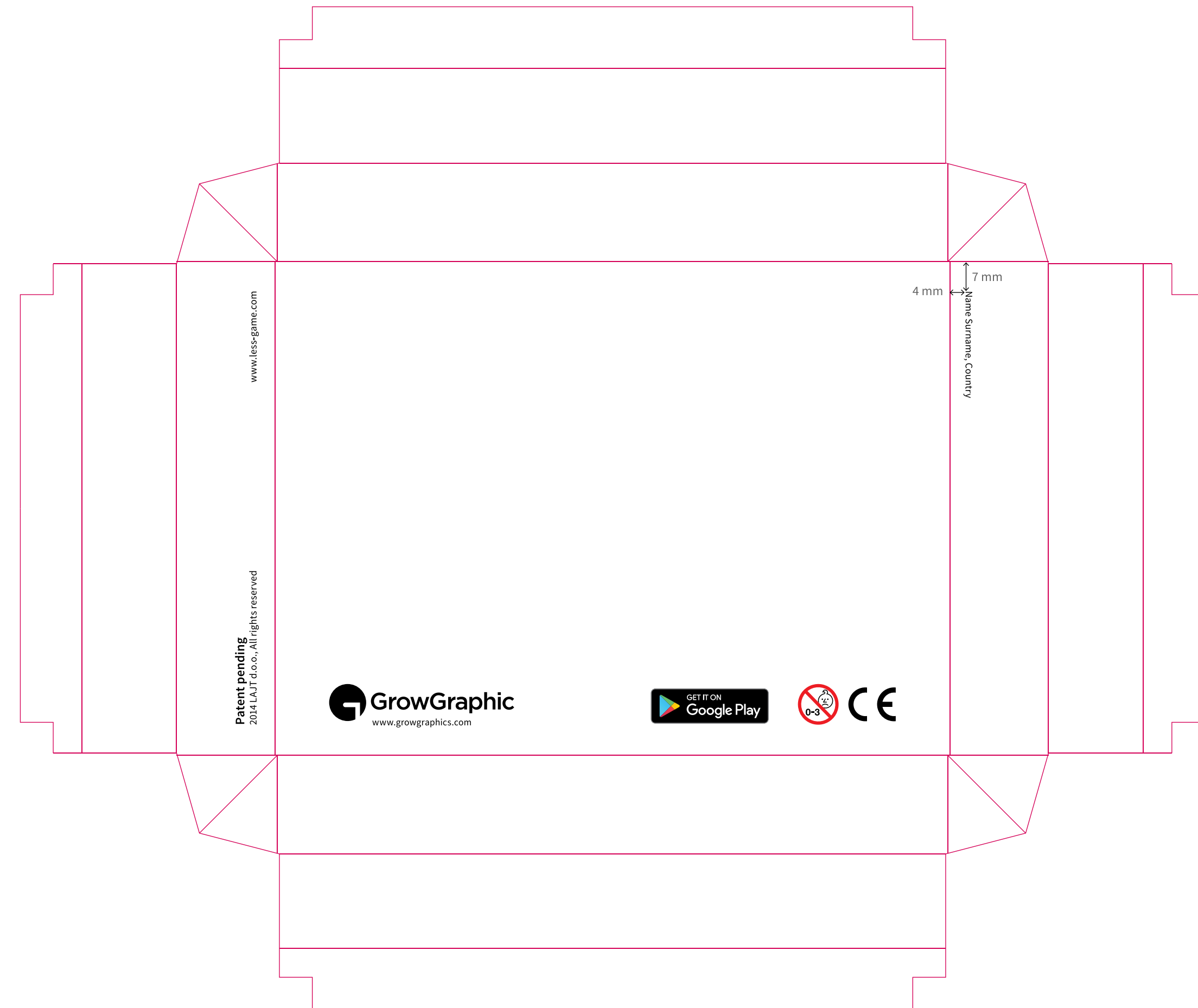


Box bottom printable area

Adding Signature

On the right side rectangle is a place for your signature.

- Signature must contain your Name, Surname and Country.
- The background colour on this area must be white.
- Elements must be exactly 4 mm (left side) and 7mm (top side) away from the box folding borders.
- Signature font is Source Sans Pro Regular (included in “Design Layout folder.)
- Size of signature font is 7 pt.



————— Cut / fold line

Box print export requirements:

- All the graphics must be in CMYK or Pantone colours.
- In case the layout uses strictly defined Pantone colours, please inform us accordingly.
- It is possible to use a maximum of four Pantone colours.
- The minimum resolution of the embedded photos and pictures is 300dpi.
- All the embedded photos must be in CMYK.
- The background colour of the box bottom (also side rectangles) must be white.
- All texts should be in outlines, please remove all fonts from the layout.
- Required export format is PDF [PDF-X4: 2008 Preset].
- Please also send us the contact information of the graphic designer, in case we need to follow up with him/her about specific details.

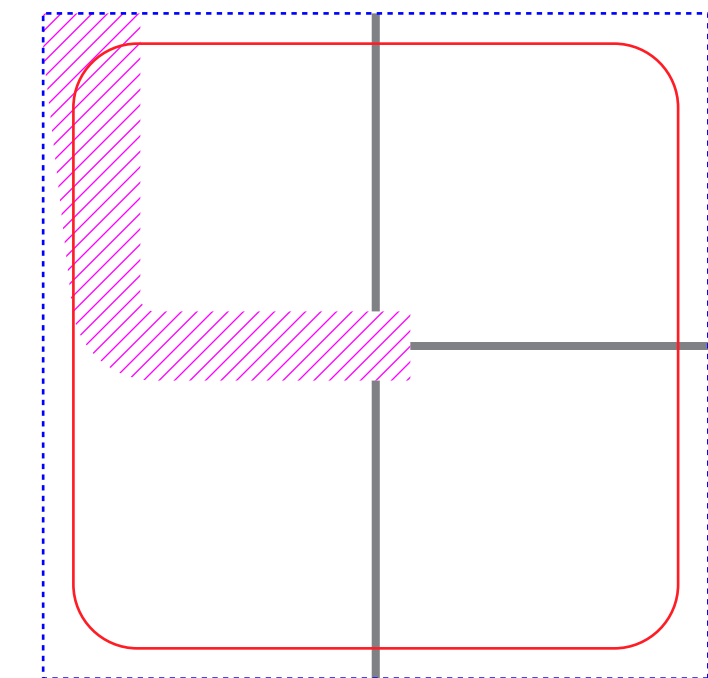
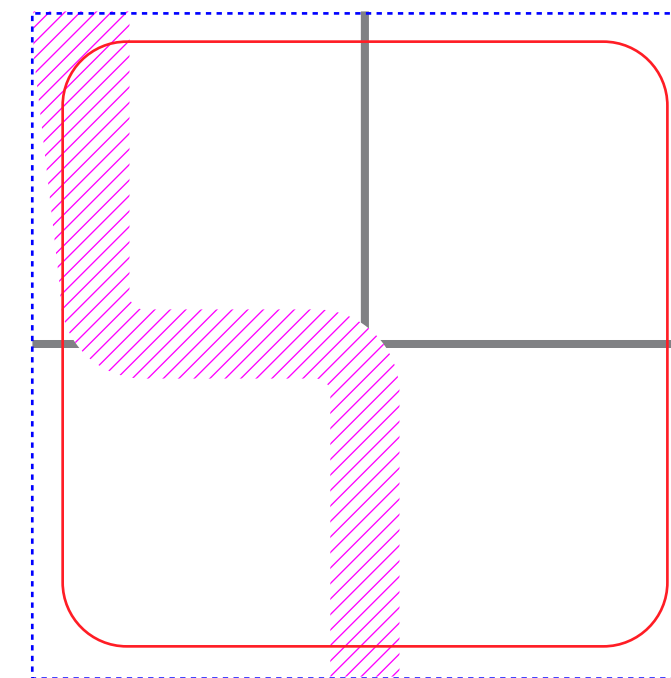
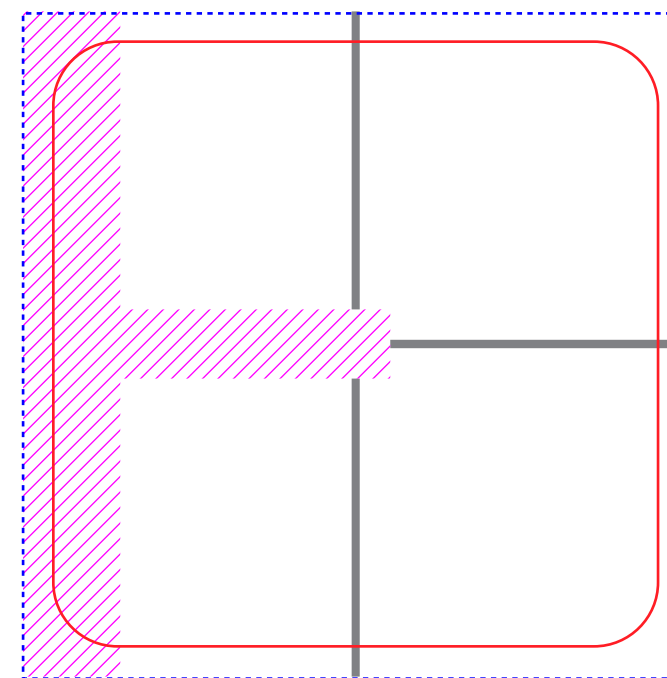
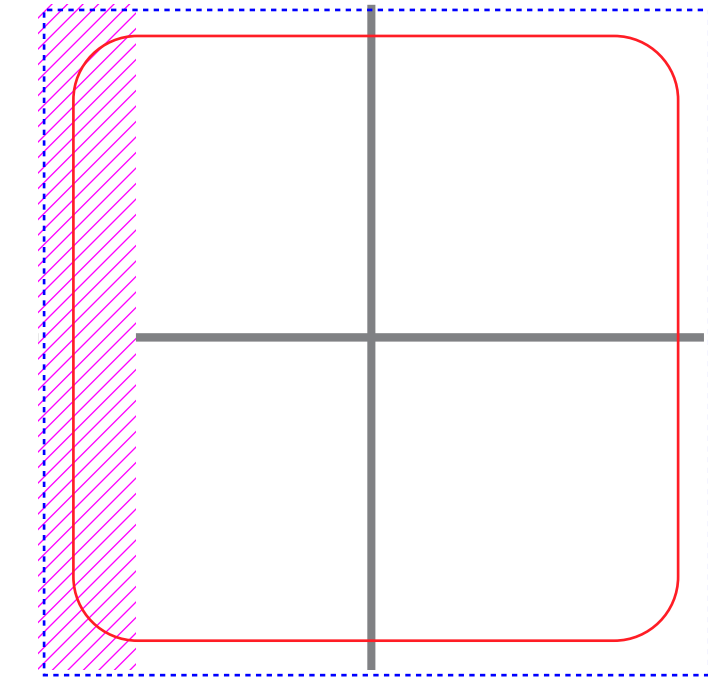
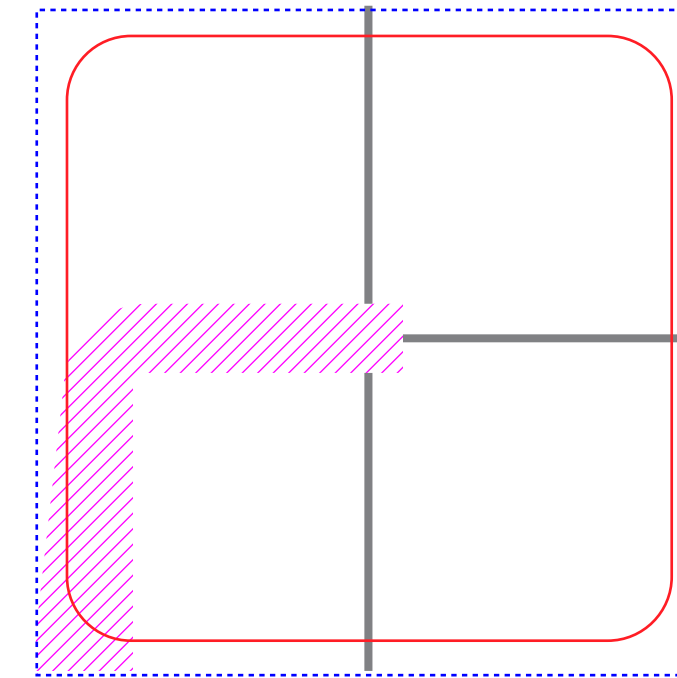
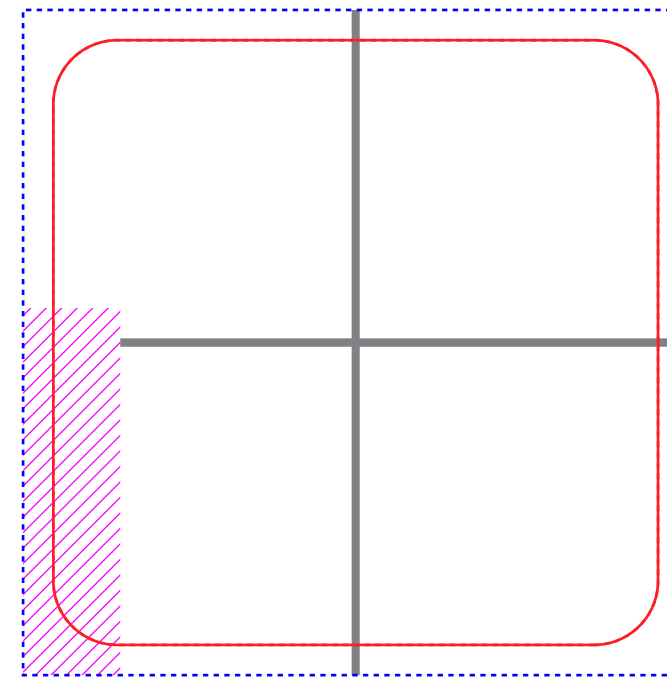
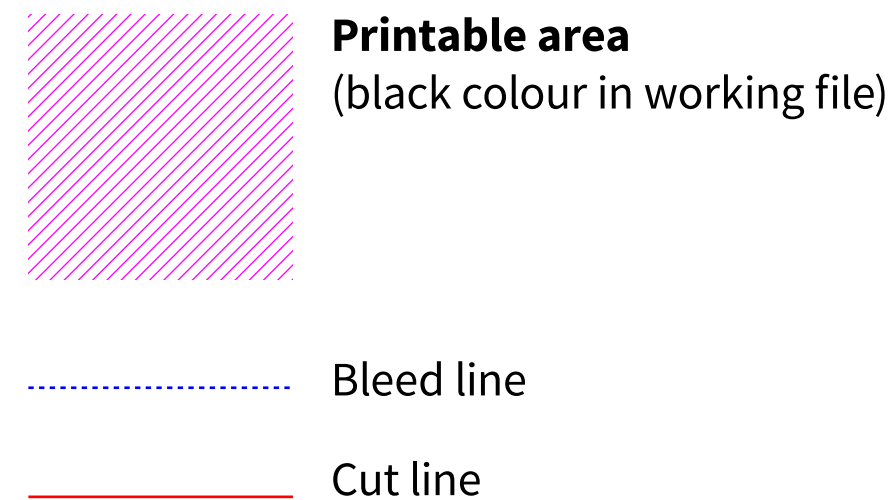
02

Front Board Tiles Instruction

Front board tiles printable areas

Option 1: Only colour customization

- Only the colour in the printable area can be replaced.
- The colour must be in Pantone colour profile.
- Adding text to this area is not allowed.
- Corner curves are not shown in design layout file, take into consideration that the coaster corners will be curved.



Front board tiles print export requirements:

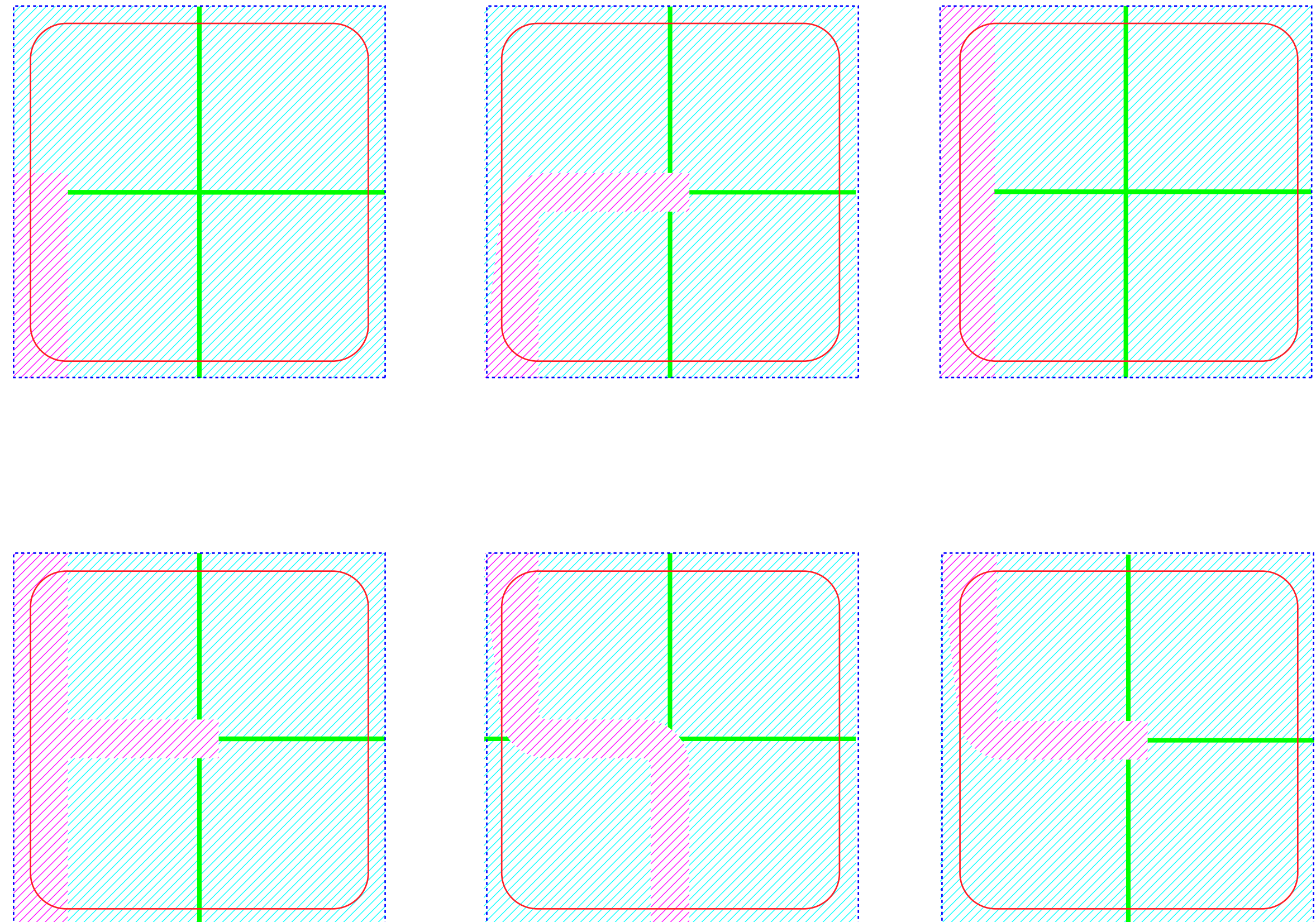
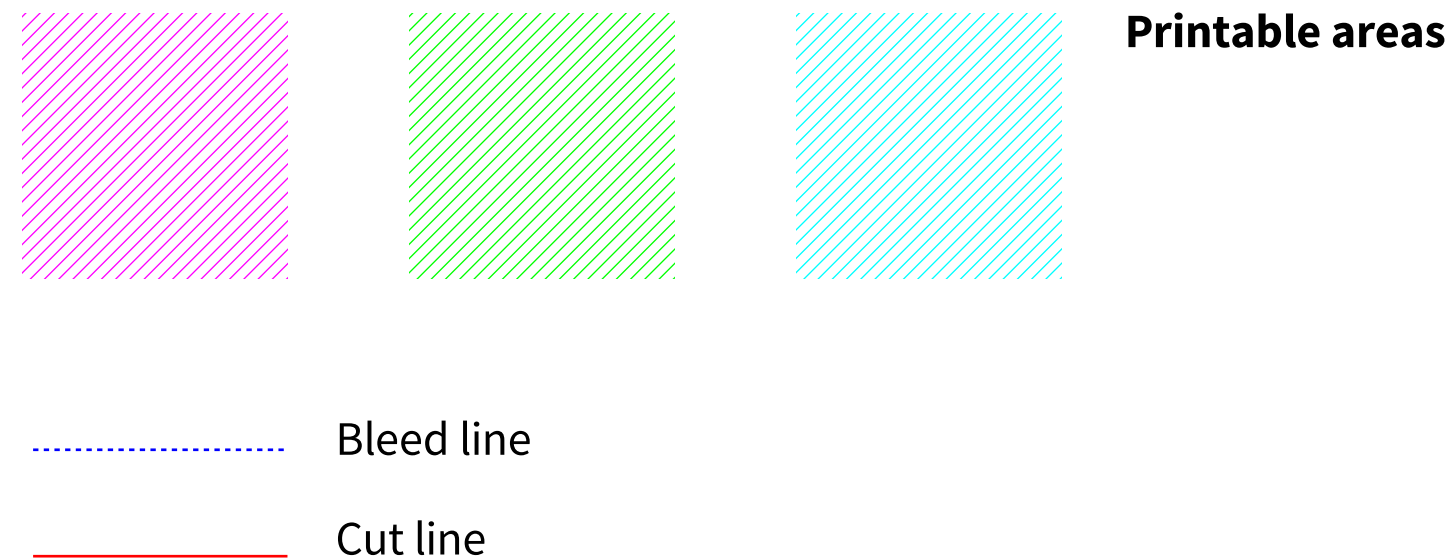
Option 1: Only colour customization

- The customized colour must be in Pantone colour profile.
- Required export format is PDF [PDF-X4: 2008 Preset].
- Trim marks with 3 mm bleed required.
- Please also send us the contact information of the graphic designer, in case we need to follow up with him/her about specific details.

Front board tiles printable areas

Option 2: Full customization

- You can fully customize all the areas shown with three colours.
- These three areas have to be clearly visible in final design.
- Graphic can be vector or bitmap
- Adding text to this areas is not allowed.
- Corner curves are not shown in design layout file, but take into consideration that the coaster corners will be curved.
- See the examples in folder: [Examples/Coasters front full customization](#)



Front board tiles print export requirements:

Option 2: Full customization

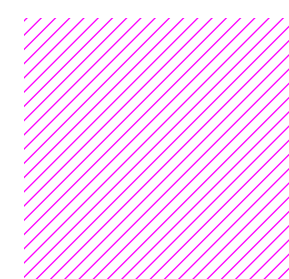
- All the graphics must be in CMYK or Pantone colours.
- In the case, that the layout uses strictly defined Pantone colours, please inform us according to that.
- It is possible to use a maximum of four Pantone colours.
- The minimum resolution of the embedded photos and pictures is 300dpi.
- All the embedded photos must be in CMYK .
- Required export format is PDF [PDF-X4: 2008 Preset].
- Trim marks with 3 mm bleed required.
- Please also send us the contact information of the graphic designer, in case we need to follow up with him/her about specific details.

03

Back Board Tiles Instructions

Back board tiles printable area

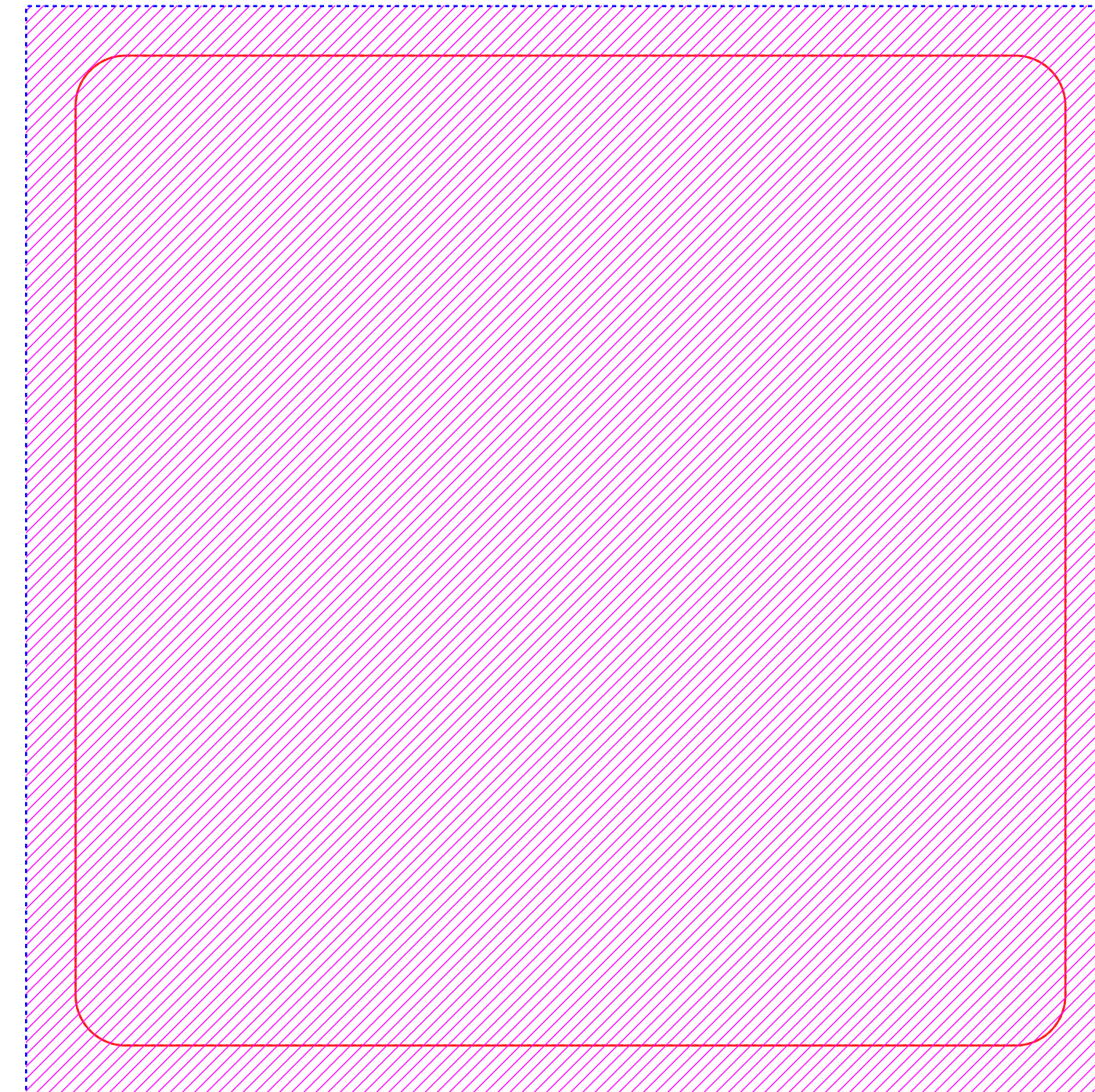
- Fully customize all the area
- Graphic can be vector or bitmap
- Text can be added in printable area
- Final design has to be masked to a printable area
- Corner curves are not shown in design layout file, take into consideration that the coaster corners will be curved.
- See the examples in folder: [Examples](#)



Printable area
(black colour in working file)

..... Bleed line

_____ Cut line



Back board tiles print export requirements:

- All the graphics must be in CMYK or Pantone colours.
- In the case, that the layout uses strictly defined Pantone colours, please inform us according to that.
- It is possible to use a maximum of four Pantone colours.
- The minimum resolution of the embedded photos and pictures is 300dpi.
- All the embedded photos must be in CMYK .
- Required export format is PDF [PDF-X4: 2008 Preset].
- Trim marks with 4 mm bleed required.
- Please also send us the contact information of the graphic designer, in case we need to follow up with him/her about specific details.

04

Design Preview Instructions

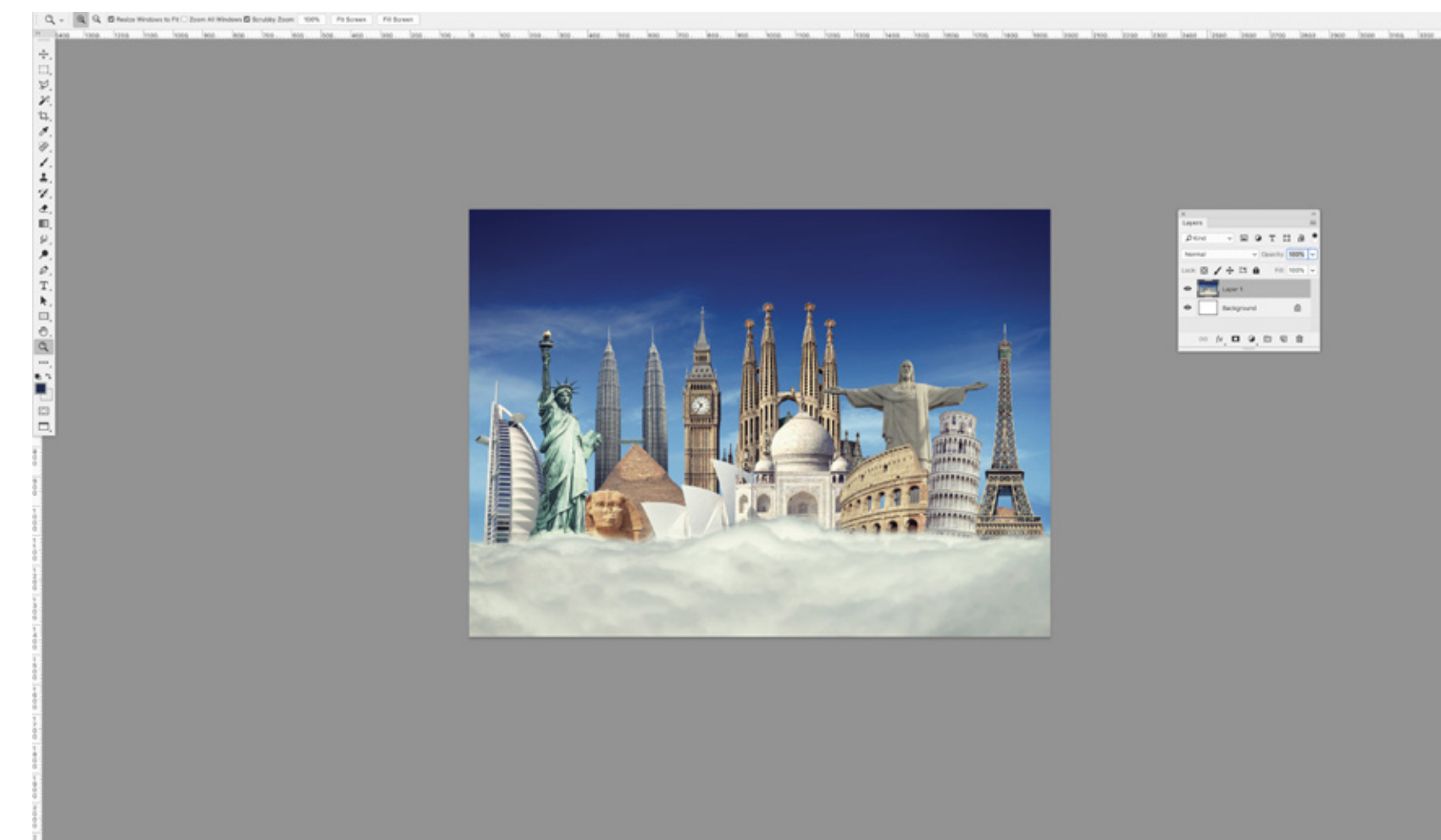
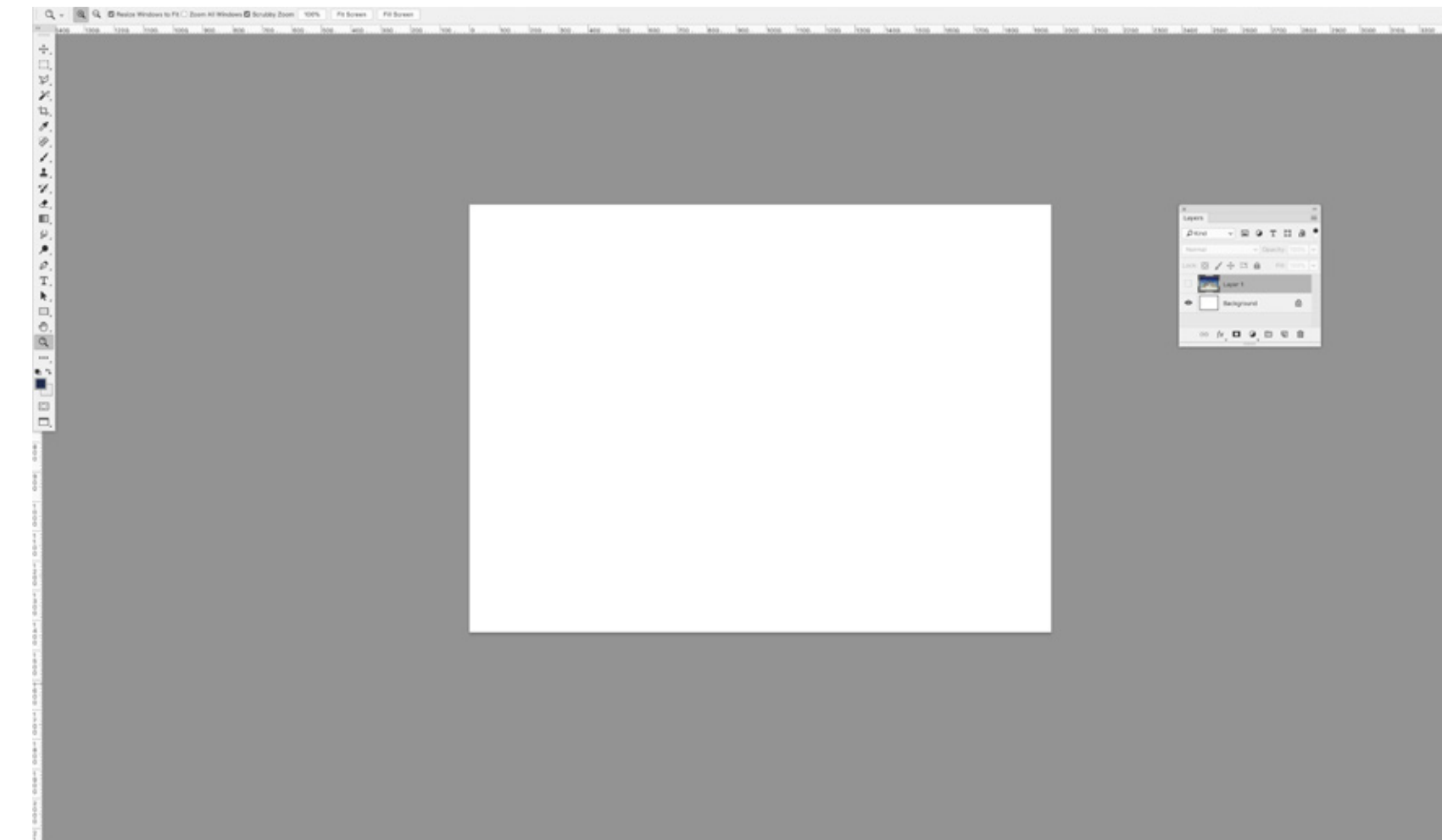
Step 1

Export your final design as JPG (300 dpi).



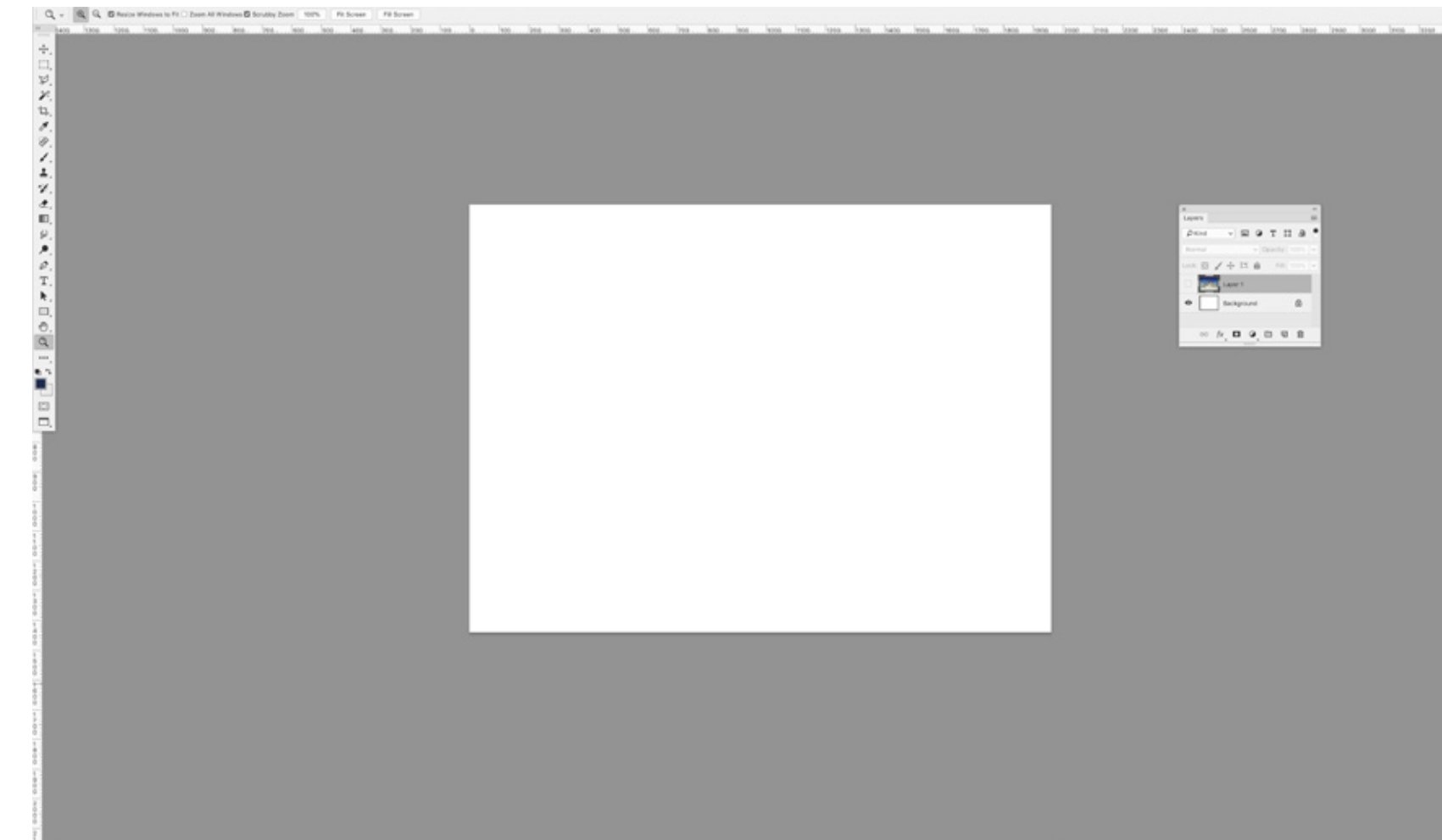
Step 2

1. Open file: LessMockup Front.psd in Photoshop
2. Place exported jpg file
3. Reposition placed file so only front side is visible
4. Export as LessMockup Front.jpg file to folder “links”



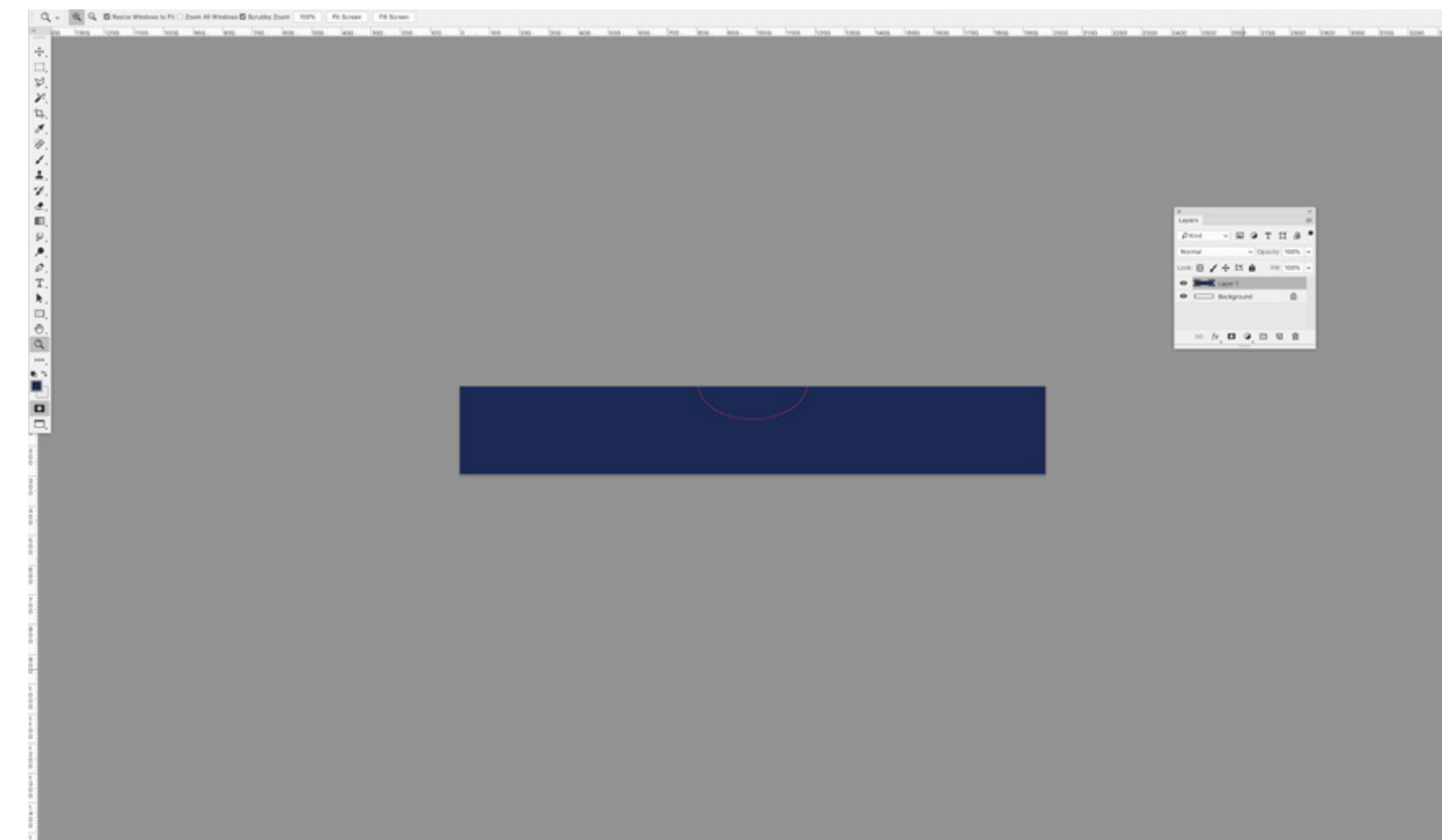
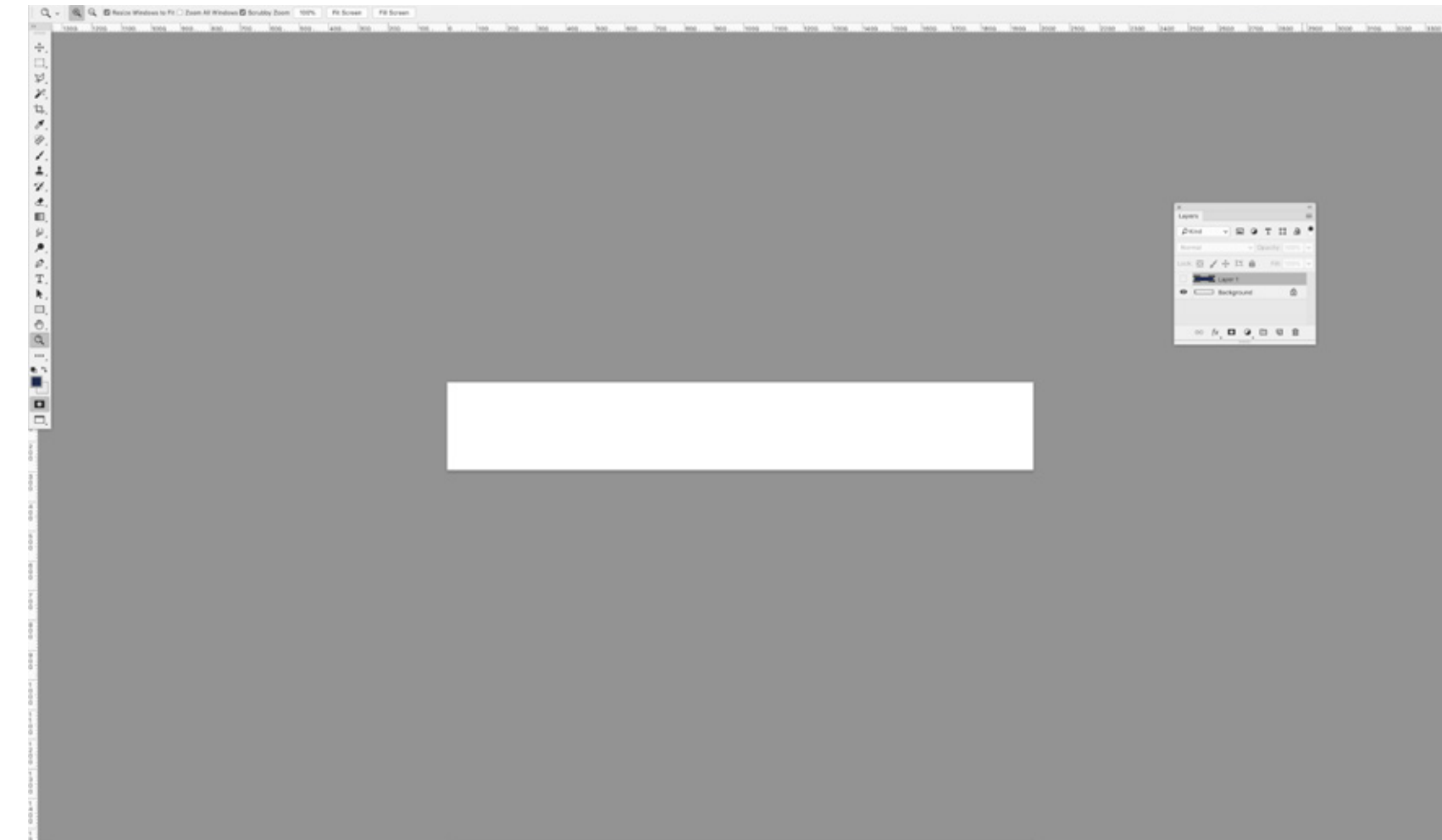
Step 3

1. Open file: LessMockup Back.psd in Photoshop
2. Place exported jpg file
3. Reposition placed file so only back side is visible
4. Export as LessMockup back.jpg file to folder “links”



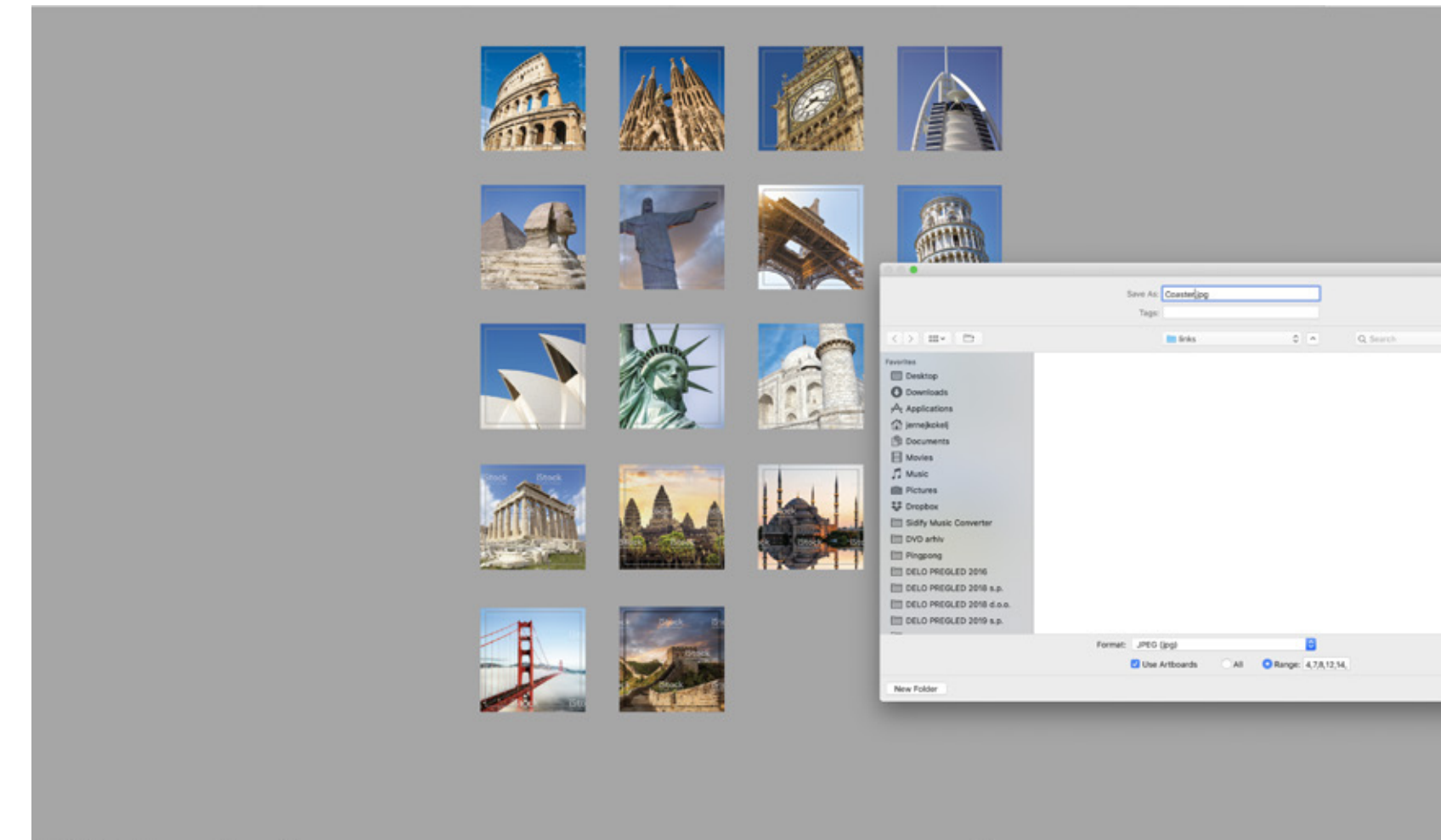
Step 4

1. Open file: LessMockup_Top side.psd in Photoshop
2. Place exported jpg file
3. Reposition placed file so only back side is visible
4. Export as LessMockup_Top side.jpg file to folder “links”



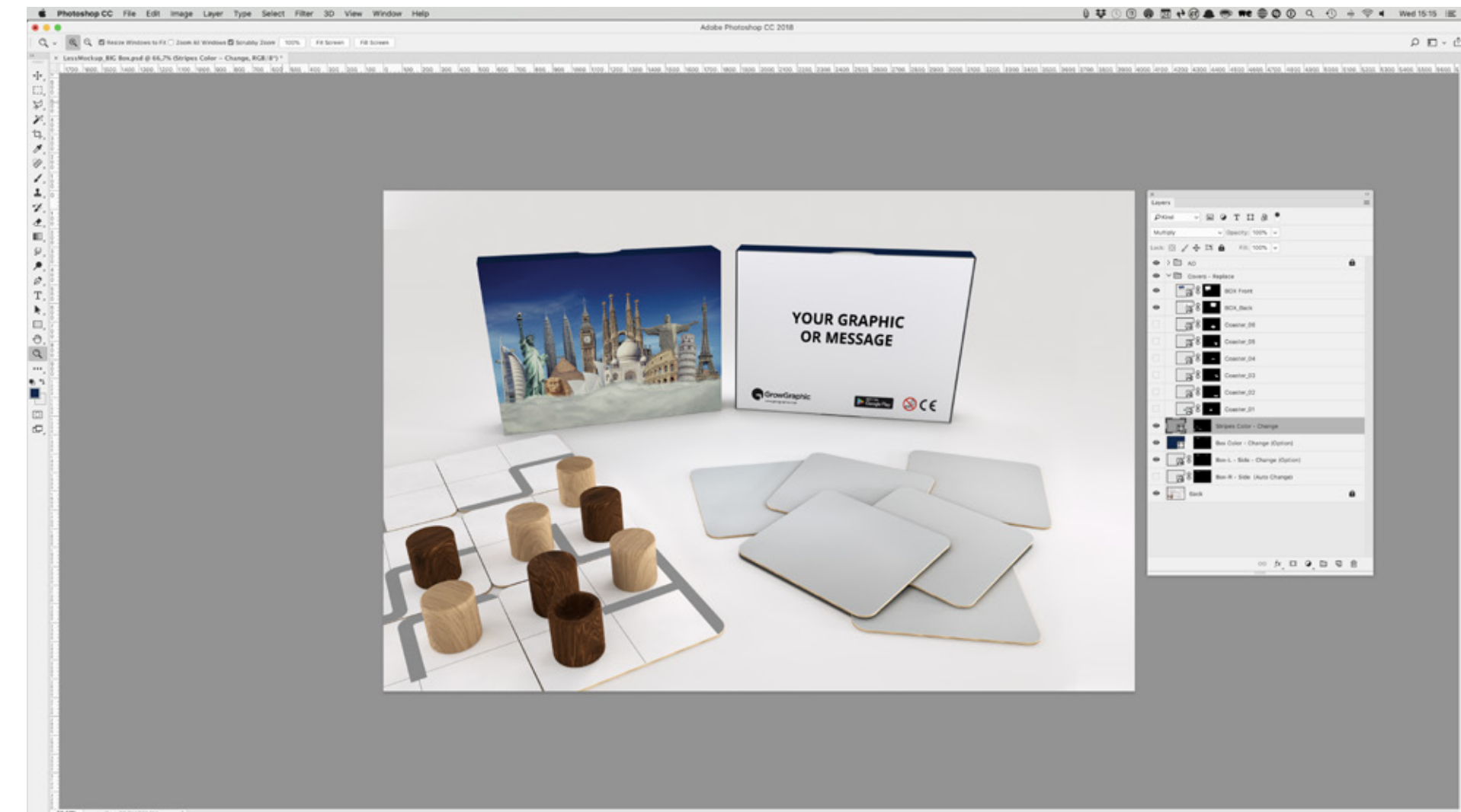
Step 5

1. Open file: Less Board tiles 76 mm x 76 mm + 3 mm bleed back.ai in Illustrator
2. Export as jpg
4. Name file “Board tile”
5. Check “Use Artboards”
4. Export to folder “Design preview/links”



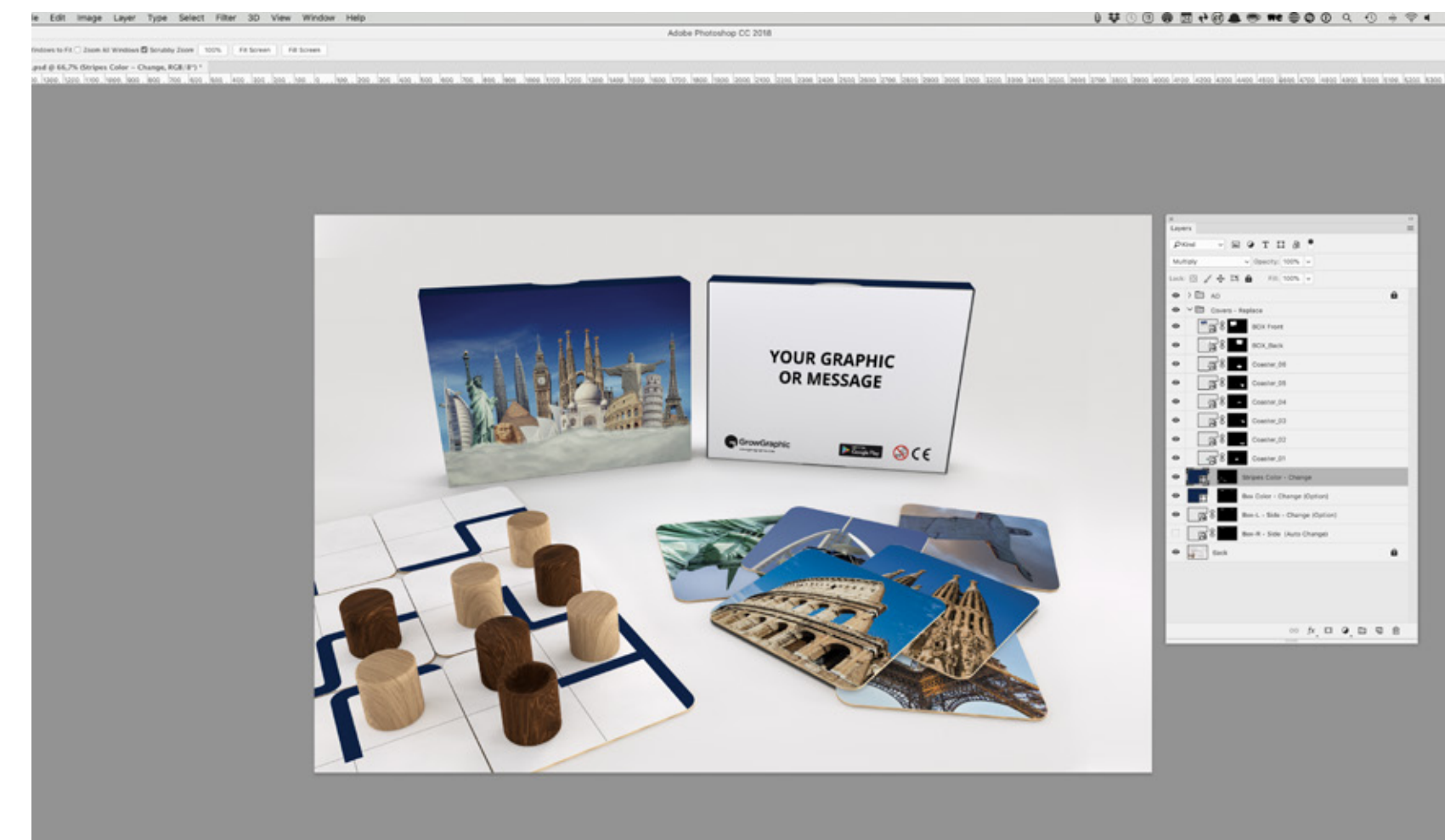
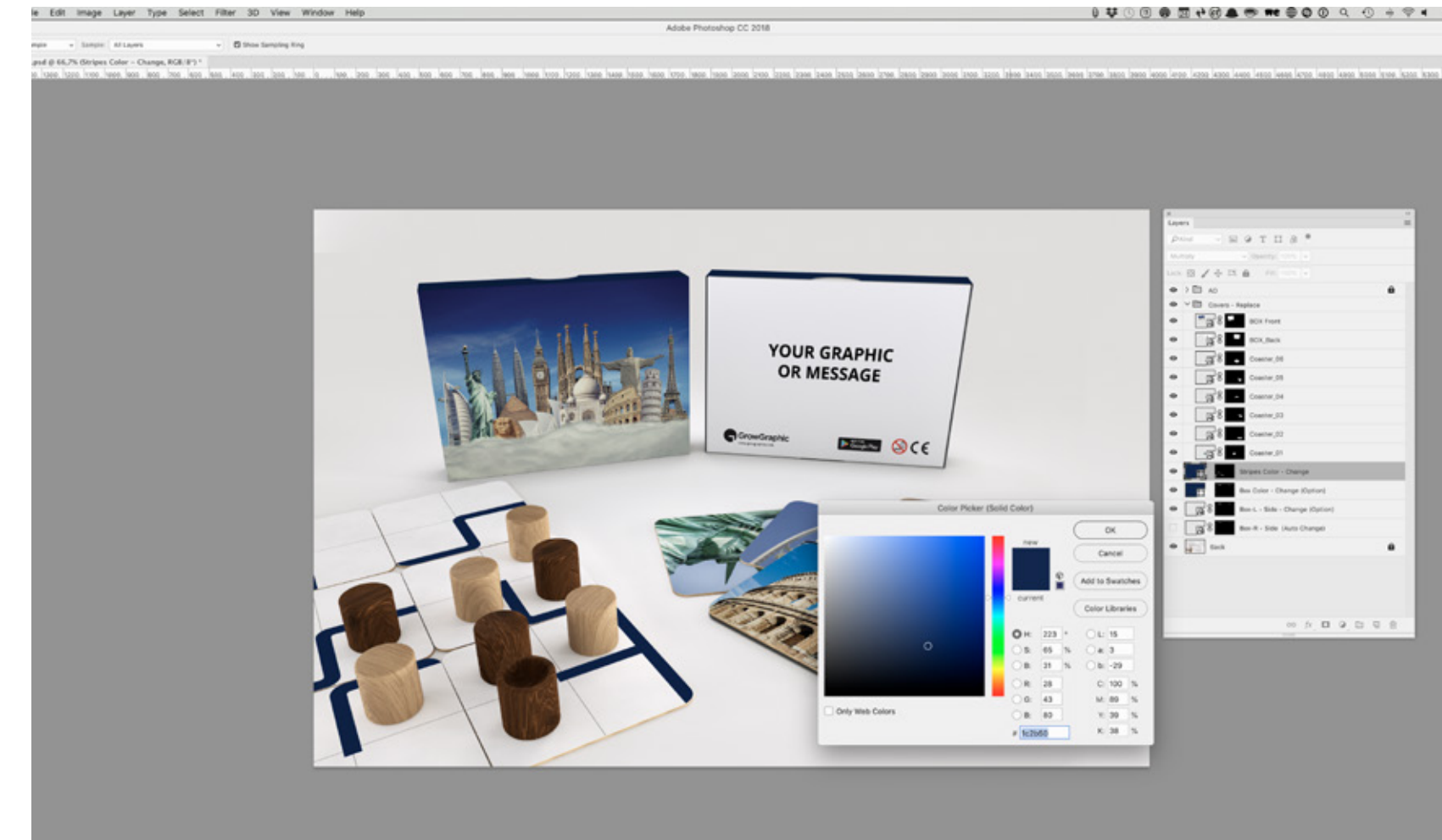
Step 6

1. Open file: LessMockup_BIG Box.psd in Photoshop
2. Double click Layer “BOX Front”
3. Replace graphic with LessMockup Front.jpg
4. Save
5. Double click Layer “BOX Back”
6. Replace graphic with LessMockup Back.jpg
7. Save
- 8_1. Double click Layer “Box Color - Change (Option)”
- 9_1. Pick a color with eyedropper tool or define colour value (CMYK or Pantone)
or
- 8_2. Double click Layer “Box-L - Side - Change (Option)”
- 9_2. Replace graphic with LessMockup_Top side.jpg
10. Save



Step 7

1. Double click Layer “Stripes Color - Change”
2. Pick a color with eyedropper tool or define colour value (CMYK or Pantone)
3. Choose favorite six Board tile designs
4. Double click Layer “Board tile_01”
5. Replace graphic with (example) [Board tile-01.jpg](#)
6. Save
7. Repeat steps 4-6 for the rest of your favourite six board tiles
8. Save final file as jpg



Step 8

1. Open Less Board Tiles preview.pdf file in "Design preview folder"
2. Replace links with files in "Design preview folder/links" folder
3. Save file as PDF



