CUSTOM DIVISION

The United States Playing Card Company

Playing Card Art, Digital File and Deck Guidelines

Digital Artwork File Guidelines

Platforms
• Macintosh is preferred, PC accepted with limited applications*

Applications Setup
• Applications:
• Recommended – Illustrator, Freehand, QuarkXPress, PhotoShop, PageMaker, InDesign, Artpro
• Not recommended – Any Microsoft applications – i.e. Power Point, Corel Draw, etc.
• Color should be set up to process (CMYK) or spot colors according to final product – We will review artwork
  for printability and our pre-press/printing dept. will make recommendations based upon the artwork submitted.
• PMS colors must be correctly indicated
• Templates will be provided – to show bleeds, safety margins, etc.
• Document size should match the finished trim size and all documents must be consistent in size.
• Please provide bleeds, 1/8 inch
• Art must be linked to a file rather than embedded into the layout page (extra charges may be incurred)

Proofs
• Color proofs must be supplied with the disk, to check content and color, if not provided extra charges
  can be incurred. The United States Playing Card Co. strongly prefer receiving hard copies or Acrobat PDF to
  compare files to output files. Some type of proof assures that your pages display and print the way you intended.
• PMS colors must be correctly indicated.
• Laser prints are acceptable for 1-Color designs.
• Any FPO (For Position Only) art must be indicated on the proofs provided.

PhotoShop
• Maximum Density is 280%
• Preferred formats – TIFF, TIFF LZW, DCS, EPS, RGB, LAB Color
• Non-Preferred formats* - EPS with ASCII encoding, JPEG, GIF, Index Color, Window Meta Files
• Supplied High Resolution should be 300 dpi for continuous tone and 1200 dpi for Bitmap
• Please provide layered versions

Fonts
• Preferred – Adobe Type 1, Screen and Printer Fonts, Bitstream, Open Type Face
• Non-Preferred* – True Type
• All Screen and Printer fonts should be provided to assure accurate typeface reproduction.
• If fonts are outlined in Illustrator corrections cannot be made

Bar Codes
• Should be setup to be 100% black only

Preferred Transfer Media
• CD , DVD and Email - Please keep your email transfers to 10MB or below
• FTP / Print Direct - Please see your Sales representative for uploading procedures, username
  and password information.

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extra charges may be incurred

Playing Card Deck Guidelines

Face Style
• Unless otherwise indicated, U.S. Playing Card utilizes a standard face style for your card design.

Number and Sequence of Cards
• Standard decks include 56 cards (52 playing cards, 2 Jokers and 2 ad/promotional card)
• When artwork is turned over for pre-press, please indicate the proper sequence including ad cards and jokers
• Standard sequence includes 2 jokers (cards "A" & "B"), Spades (Ace - King), Diamonds (Ace - King), Clubs (King - Ace), Hearts (King – Ace), Promo card "C", Promo Card "D" (*see Illustrations on attached pages of packet*)
  ➤ Please contact your Sales Representative with any questions regarding this sequence.

Ad Cards
• A number of options are possible for the ad card(s)
  ➤ Including: advertising cards with telephone numbers and web addresses, calendars, maps, game rules, others
• Both sides of the ad cards are available for custom printing

Provided Films
• U. S. Playing Card Company utilizes a 100% digital workflow including computer-to-plate.

Proofs and Approval Process
• After we have received your digital art files, we will provide a proof that will describe the deck you can expect to receive from U.S. Playing Card Company
• The proof will call out color and will include a Customer Approval Label to be signed by the customer
• Once you approve the proof, please return it to your Sales Representative as soon as possible so we can enter your order and begin the production process
  ➤ On-line proof approvals are available, please coordinate with your sales contact.
• All jobs will run to USPC Standard Sheetfed and Web press densities or your specific densities that you desire.

• Proof Revisions
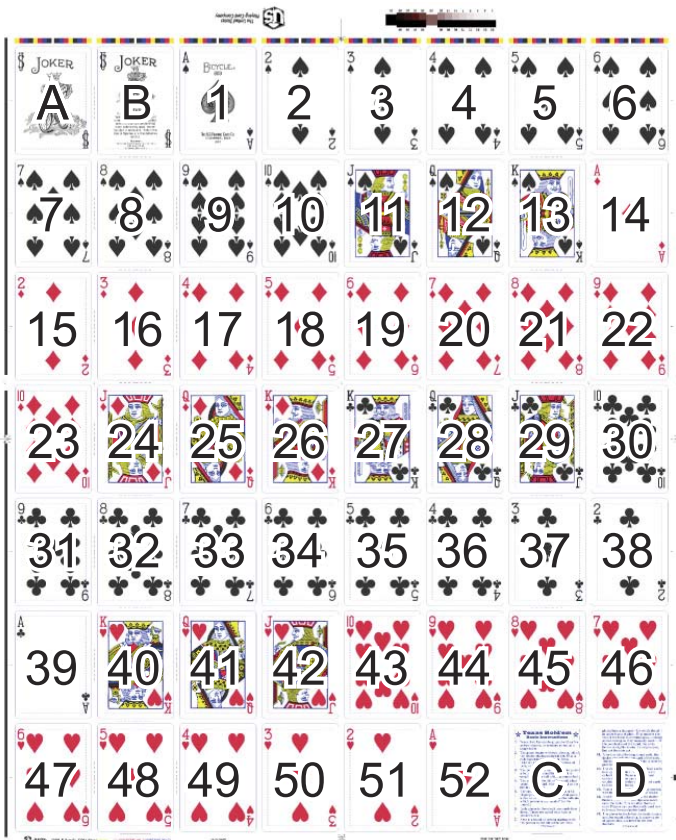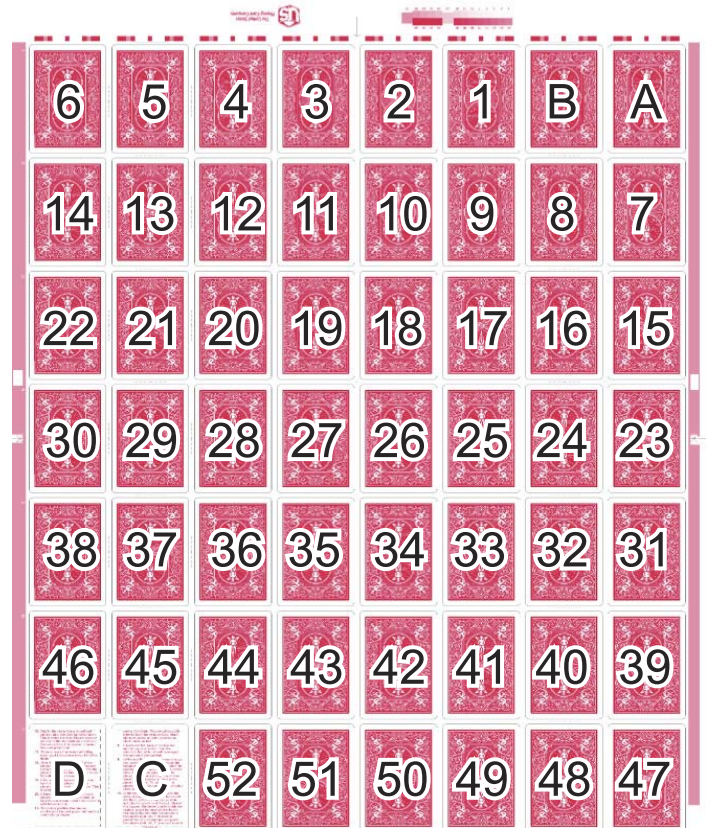Proof revisions will be at the expense of the customer

Illustrations of USPC Terminology

Faces / Backs Layout • A, B, 1, C, D Positions

Face Style Layout

A	B	1	2	3	4	5	6
7	8	9	10	11	12	13	14
15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38
39	40	41	42	43	44	45	46
47	48	49	50	51	52	C	D

Back Style Layout

6	5	4	3	2	1	B	A
14	13	12	11	10	9	8	7
22	21	20	19	18	17	16	15
30	29	28	27	26	25	24	23
38	37	36	35	34	33	32	31
46	45	44	43	42	41	40	39
D	C	52	51	50	49	48	47

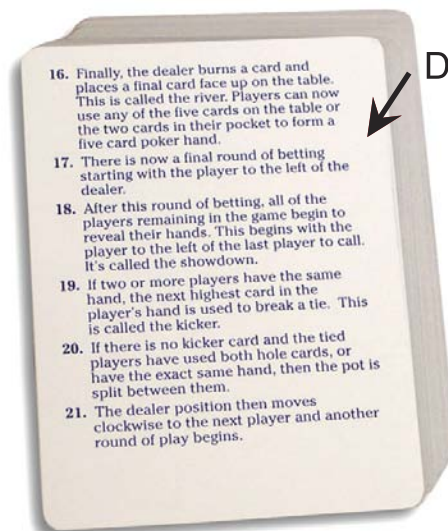# Illustrations of USPC Terminology

Sample Deck Showing Positions in a Finished Deck
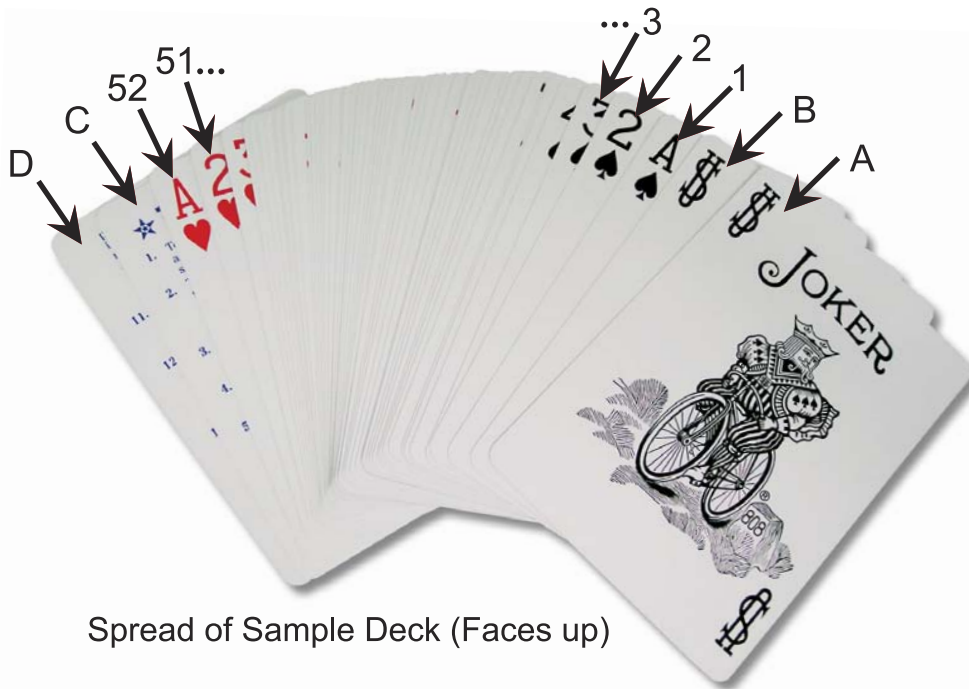
Spread of Sample Deck (Faces up)
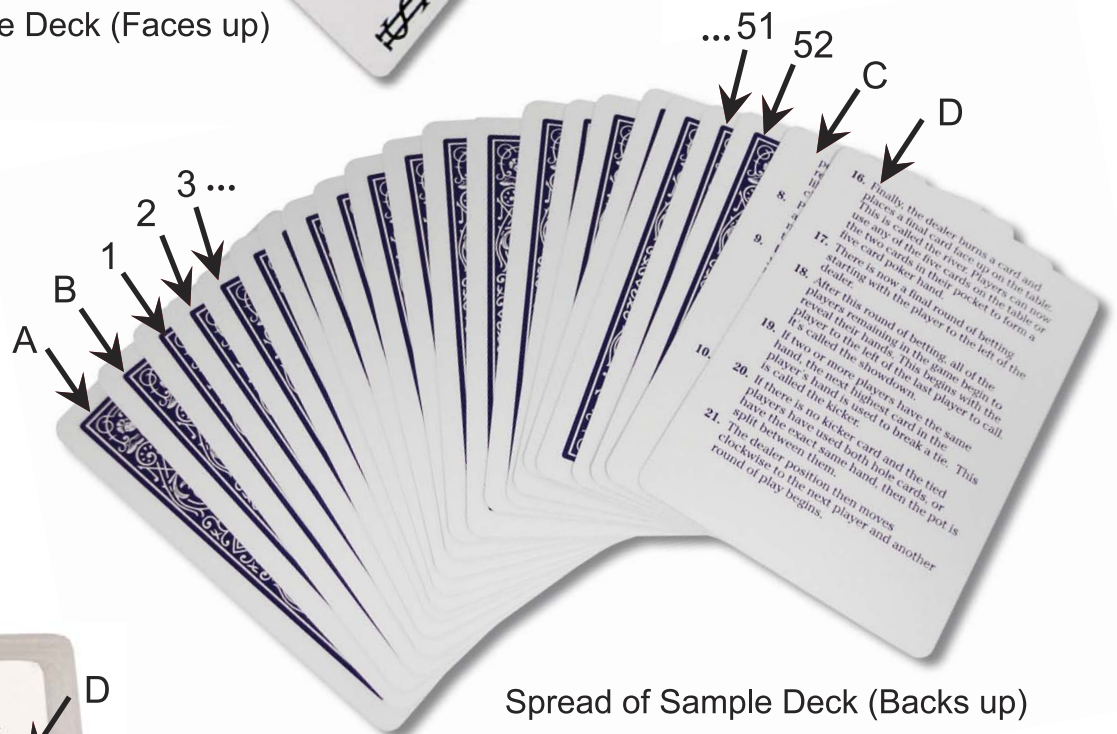
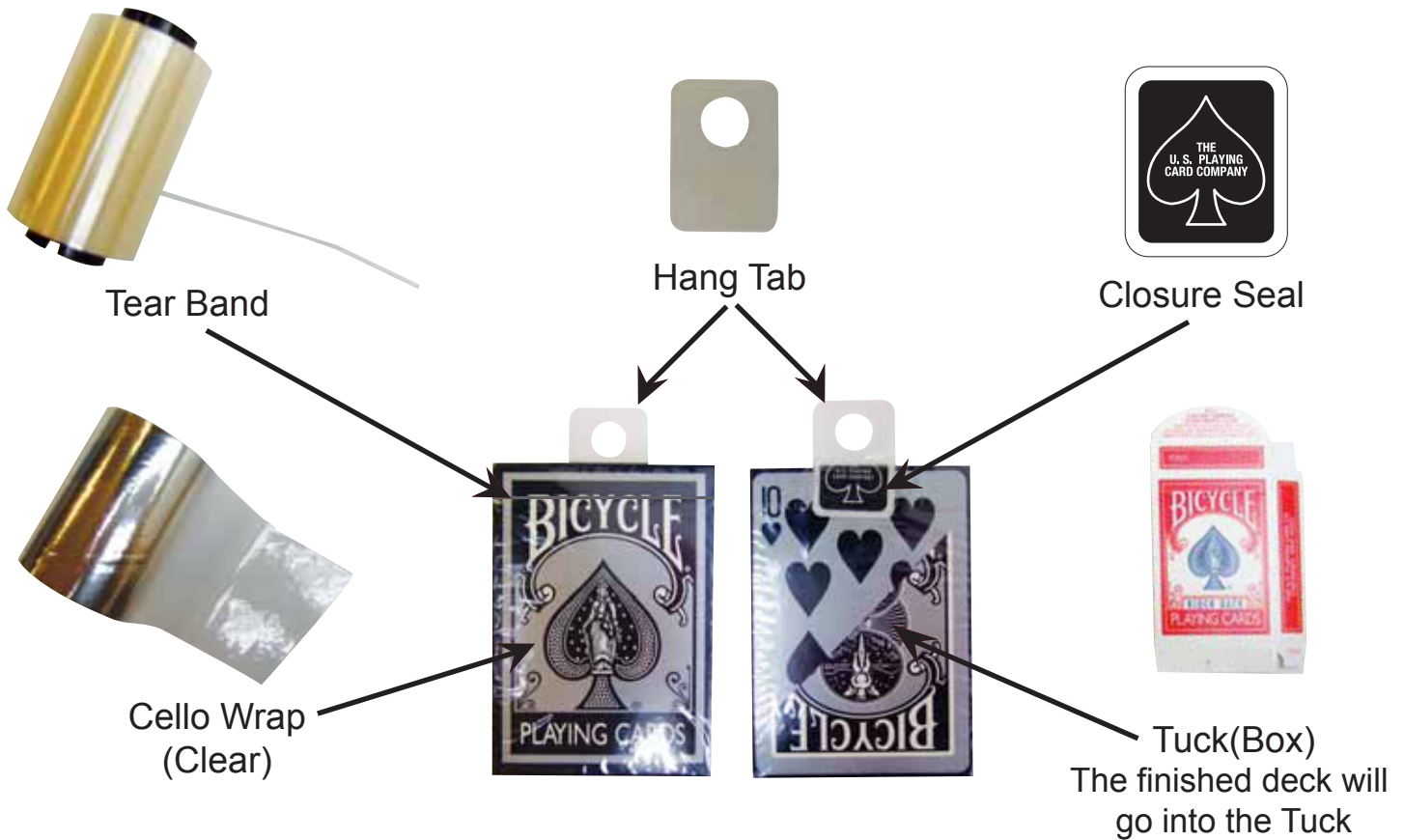Spread of Sample Deck (Backs up)

Deck of Cards

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Illustrations of USPC Pack-Out Terminology

Finished Example of Cards in a Finished Tuck

Tear Band

Hang Tab

Closure Seal

Cello Wrap (Clear)

Tuck(Box)
The finished deck will go into the Tuck

Carton Terminology Examples

Inner Carton
Finished decks in tucks will be placed into the Inner carton

Outer Carton
The Inner carton with finished decks will be placed into the Outer carton

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