

WHO ARE WE?

Grafik ID harnesses the graphic design in the service of board games.

As specialists in the field, we design visuals that **grab** attention, **enhance** immersion, and **showcase** every game mechanic.

Boards, cards, boxes, complete visual worlds, we know how to turn an idea into a product that is **clear**, **appealing**, and **ready for publishing**.

*Team up with
a studio that
understands both
game design and
market dynamics.*

grafik **iD**





HOW CAN WE HELP?

Packaging

We design packaging that **grabs attention**, tells a story, and **makes people want to buy**.



Crowdfunding Campaigns

We create the **key visuals** for your crowdfunding campaigns: project pages, reward banners, and promotional elements to **maximize clarity and impact**.

Art Direction

We provide **consistent art direction**, from the overall concept to coordinating illustrators and 3D sculptors, to shape a **strong and cohesive visual universe**.



Publishing

We handle layout for rulebooks, combining clarity, typographic hierarchy, and graphic consistency to ensure a **smooth and engaging reading experience**.

Ergonomics

We design all game components to **serve the player experience**: readability, ease of use, and flow.

Communication Assets

We enhance your image across all platforms with **powerful print and digital materials**: flyers, point-of-sale displays, booth designs, banners, and social media content.





WHAT ARE OUR VALUES?



By your side at every stage.

From the first idea to print-ready files, **we support each project step by step.**

Thanks to our board game expertise, **we provide practical advice, anticipate technical and creative needs, and maintain visual consistency** from start to finish.

Every graphic decision is driven by **our commitment to quality and deep industry knowledge.**



Reliable files, no surprises.

We ensure everything works **flawlessly**, down to the smallest detail.

Our mastery of technical requirements and professional standards guarantees **flawless files**, ready for production.

Every element is carefully checked to ensure the final result meets **expectations and stays true to the project's intent.**



Client satisfaction is our compass.

We favor clear, responsive, and **efficient communication.**

Active listening, availability, and collaboration are at the heart of our approach, allowing us to **meet your needs precisely**, and even exceed them.

Our priority: building lasting relationships based on trust, quality, and shared success.



WHAT HAVE WE ALREADY CREATED? 🍷

PACKAGING



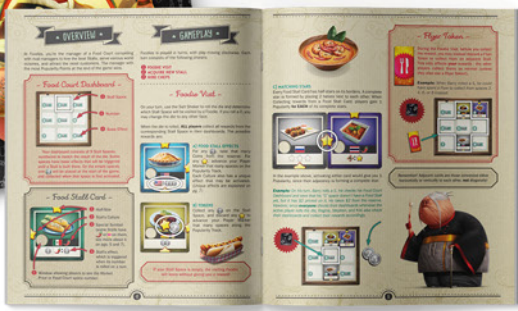


WHAT HAVE WE ALREADY CREATED?

PUBLISHING



ARTBOOK



BOOKLET



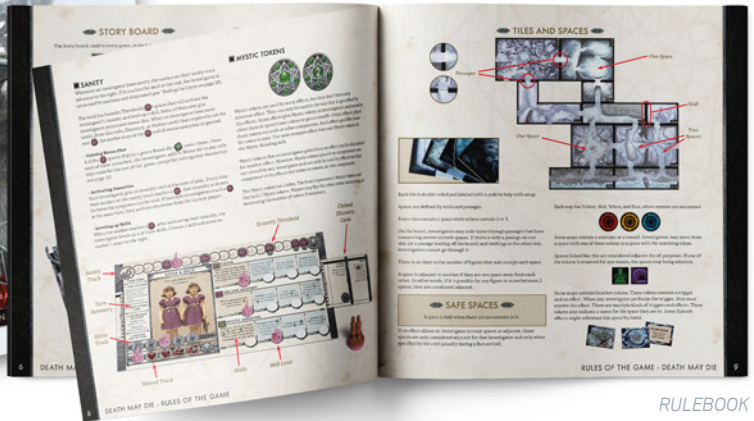
RULEBOOK



RULEBOOK



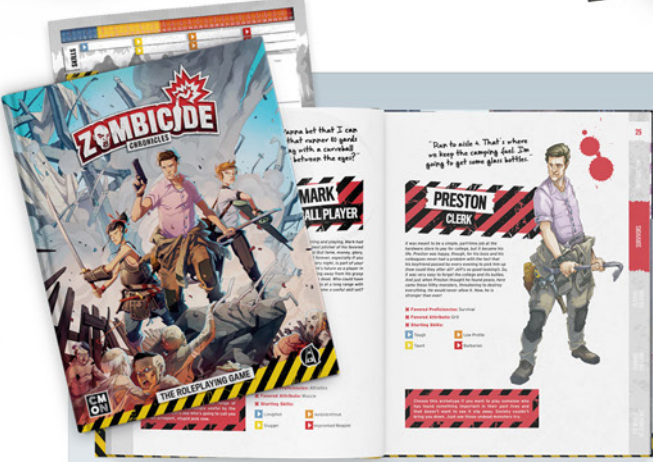
RULEBOOK



RULEBOOK



ARTBOOK



GAME BOOK



WHAT HAVE WE ALREADY CREATED?

GAME COMPONENTS



PLAYER DASHBOARDS



CARDS



CARDS



PLAYER DASHBOARDS

INJECTION-MOLDED DASHBOARDS



DICE AND BRANDED ITEMS



WHAT HAVE WE ALREADY CREATED?

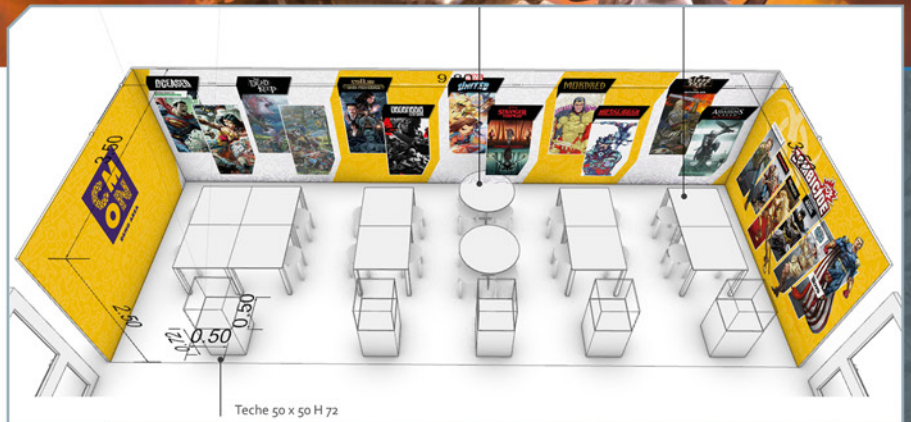
LOGOS





WHAT HAVE WE ALREADY CREATED?

CROWDFUNDING & BOOTHS



WHAT HAVE WE ALREADY CREATED?

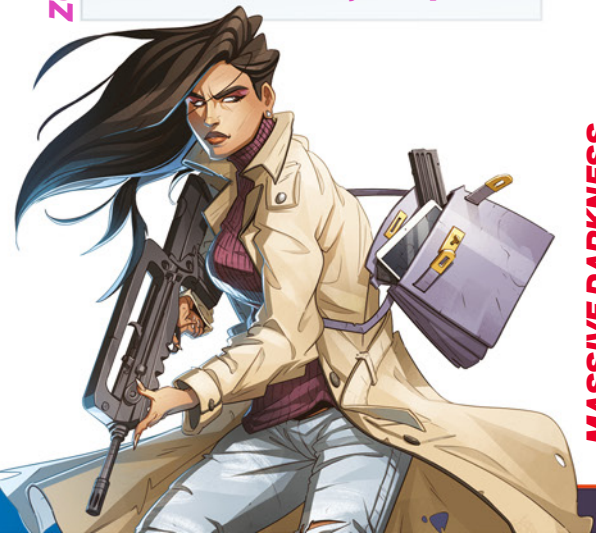
OUR MOST SUCCESSFUL ACHIEVEMENTS

ZOMBICIDE



Season 1	781 K\$
Season 2.0	3,4 M\$
Black Plague	4 M\$
Green Horde	5 M\$
White Death	3,8 M\$
Western	3,3 M\$
Invader	3,3 M\$

Total ≈ 23,6 M\$



MARVEL ZOMBIES



Marvel Zombies 9 M\$

MASSIVE DARKNESS



Original	3,5 M\$
Hellscape	3,8 M\$
Dungeons of Shadowreach	3,5 M\$

Total ≈ 10,8 M\$

DC & MARVEL UNITED



Marvel United	2,8 M\$
X-Men	6 M\$
Multiverse	4,8 M\$
DC United	4,4 M\$

Total ≈ 18 M\$

DEATH MAY DIE



Seasons 1 & 2	2,4 M\$
Seasons 3 & 4	3,4 M\$
Seasons 5 & 6	3,9 M\$

Total ≈ 9,7 M\$



LEGENDARY TRILOGY



Ankh 3,3 M\$

Total ≈ 8,4 M\$



Rising Sun 4,2 M\$



Blood Rage 905 K\$

WHO ARE WE?



Mathieu

*Creative Lead
& Founder*

With **27 years of experience** in graphic design, Mathieu began in agencies before joining the board game industry in 2004, working with publishers like *Rackham*, *Dust Studio*, and *CMON*.

He founded **Grafik ID** to bring together a team of professionals who share the same **high standards** and to offer **true graphic design expertise tailored to board games**.

From 2019 to 2025, he led the art and graphic team at *CMON*, managing nearly 20 collaborators across 5 countries.

His goal: to enhance the game experience through design that is **immersive, intuitive, and easily adaptable for publishers**.



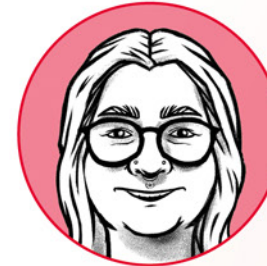
Marc

Graphic Designer

For the **past 12 years**, Marc has brought a **demanding, detail-oriented approach** to the world of games. He carefully reviews every element before delivery to ensure each file is clean, final, and **up to the highest standards**. His technical skill, sharp eye, and precision make him **a key link in the graphic production chain**.

Also a comic artist, he excels in designing tokens and icons, one of his specialties.

He fully embodies **the art of solid, reliable craftsmanship** where nothing is left to chance.



Louise

Graphic Designer

A graphic designer for **12 years** and a passionate roleplayer, Louise is a true layout wizard. She excels at turning complex rules into **clear, accessible, and visually appealing documents**, without ever sacrificing elegance.

As one of the founding members of Grafik ID, she reflects the studio's **spirit of rigor, passion, and dedication**.

Her editorial sensitivity and technical mastery allow her to create **layouts that are immersive, legible, and perfectly suited** to the needs of both publishers and players.

HOW TO REACH US

STUDIO@GRAFIK-ID.COM



THEY TRUSTED US, WHY NOT YOU?

NETFLIX



EDGE

