grafik ID

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.



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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**.

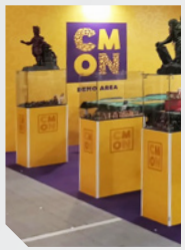


Publishing

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?

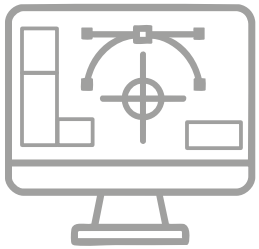


By your side at every stage.

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

Thanks to ise, **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**.

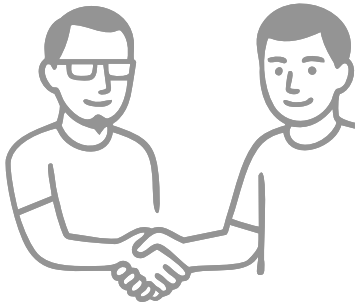


Reliable files, no surprises.

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



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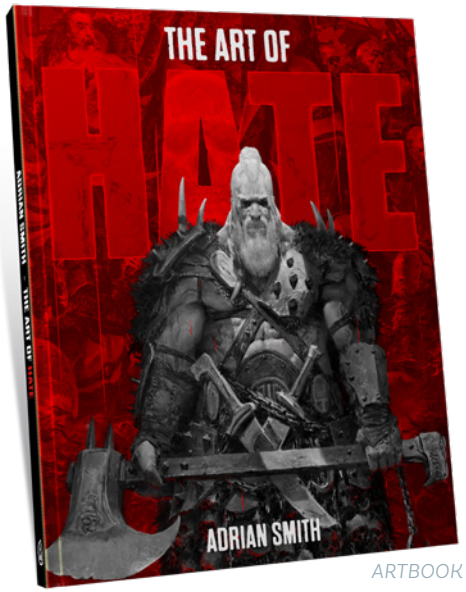
WHAT HAVE WE ALREADY CREATED?

PUBLISHING



RULEBOOK

RULEBOOK



ARTBOOK



RULEBOOK

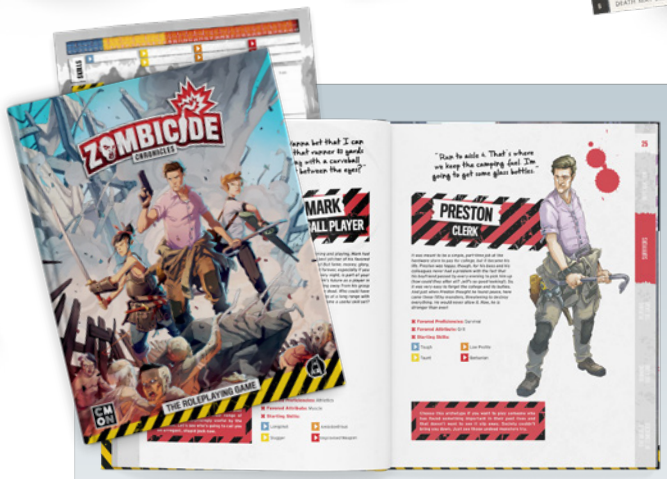


RULEBOOK

ROLEPLAYING GAME CORE BOOK



ARTBOOK





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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

ZOMBICIDE

ЗОМБИЦИД

ZOMBICIDE WHITE DEATH

ZOMBICIDE UNDEAD OR ALIVE

ZOMBICIDE INVADER

MASSIVE DARKNESS DUNGEONS OF SHADOWREACH

Plaguebearer ROLEPLAYING GAME

INCARNATION

STARCADIA QUEST

旭 RISING SUN

Fairy Tale Inn

SHERIFF OF NOTTINGHAM 2ND EDITION

NPC RIVALS

MONSTER VAULT

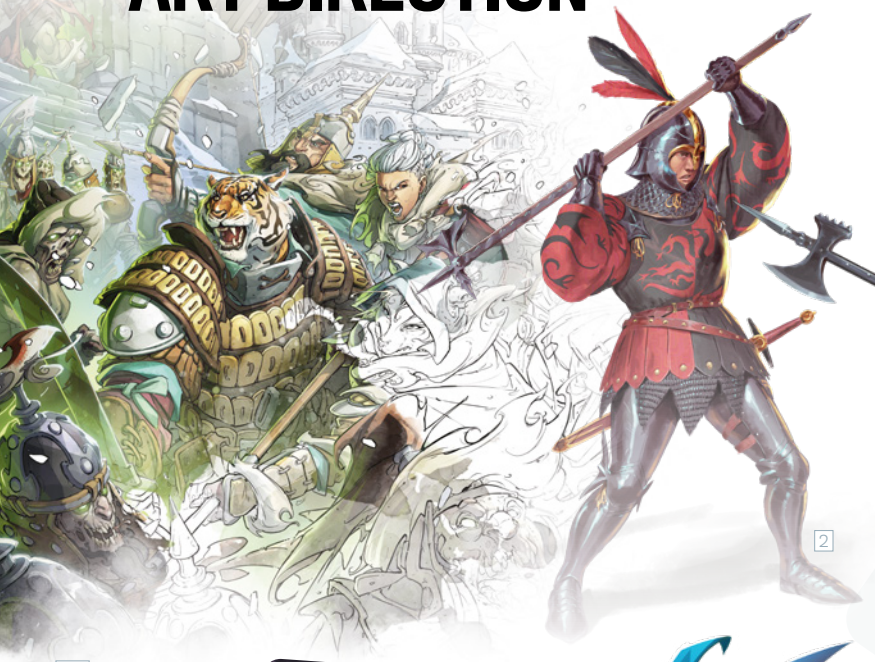
VICTORIAN MASTERMINDS

ANKH GODS OF EGYPT

MEOW HEIST

WHAT HAVE WE ALREADY CREATED?

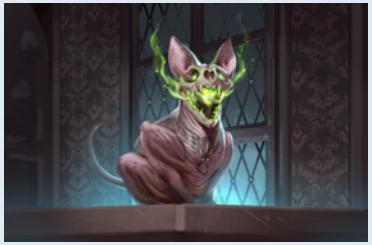
ART DIRECTION


1-A

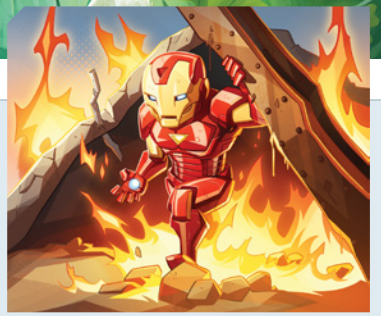

2



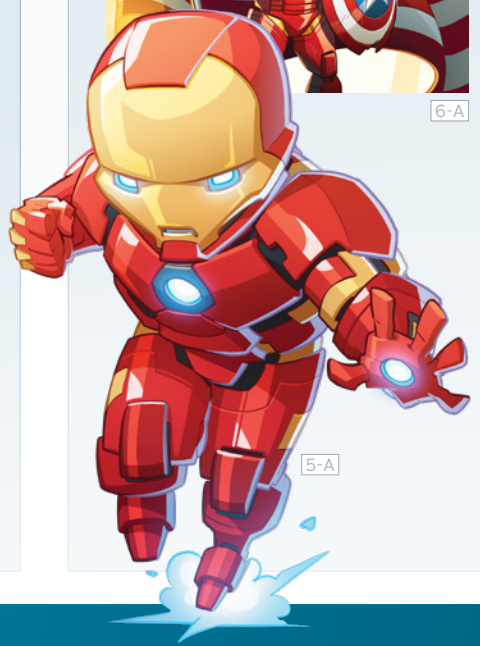
2-A-B




2-7-2




6-A


5-A



3-A


4

WHAT HAVE WE ALREADY CREATED?

CROWDFUNDING & BOOTHS

















WHAT HAVE WE ALREADY CREATED?

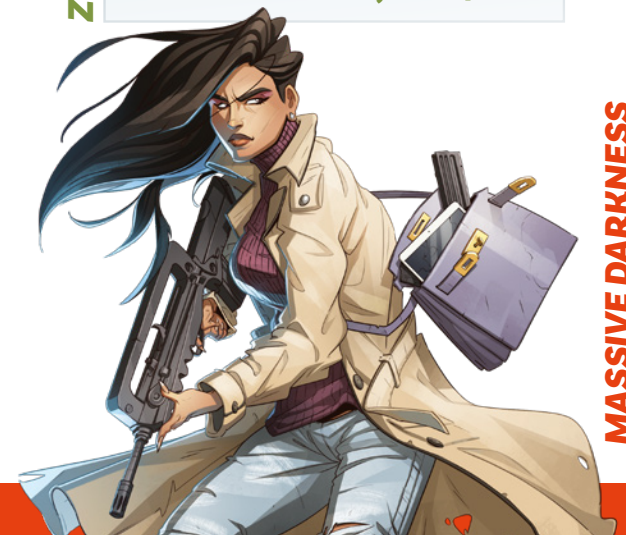
OUR MOST SUCCESSFUL ACHIEVEMENTS

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$

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$

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$

LEGENDARY TRILOGY



Blood Rage	905 K$



Rising Sun	4,2 M$



Ankh	3,3 M$

Total ≈ 8,4 M$



A TEAM WITH EXPERIENCE

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.**



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 document**s, 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.



Agnès

Graphic Designer & Illustrator

With around **20 years** of experience as a graphic designer, both in agencies and as a freelancer, Agnès now combines graphic **design and illustration**. She has brought **her talent** to games such as *Paris New Eden*, *Les Architectes d'Amytis*, *Nova Era* and *Seven Wonders Dice*.

Keen to contribute more broadly to the creation of board games, she regularly collaborates with the ***Grafik ID*** team as a graphic designer and illustrator.

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HOW TO REACH US

STUDIO@GRAFIK-ID.COM

THEY TRUSTED US, WHY NOT YOU?

NETFLIX

IMAGE TEN

GUILLOTINE PRESS

Paramount
A VIACOM COMPANY

LEGENDARY

WB

Cranio Creations

DC

MARVEL

MATTEL Games

SPIN MASTER GAMES

CMON

STUDIO Mercy

EDGE

nickelodeon

CD PROJEKT