



Updated 4.21.2015

Steam Trading Cards

Steam Trading Cards are virtual cards earned by playing games on Steam. Sets of cards can be turned into game badges and tradable Steam community items.



Steam Trading Cards

Collect cards

Users can play a participating game to get trading cards. Half the card set is received during gameplay, the other half is earned through collecting prowess.

Craft badges

A full set of cards can be crafted into a game badge that can be prominently displayed on the profile and the mini profile (seen when hovering on a user's avatar.)

Get rewards

During badge crafting users receive random rewards from a set of game related items including emoticons, profile backgrounds, and coupons.

Steam Trading Cards

Trading cards

Arbitrary number of cards in a set, whatever makes sense for that game.

Approx: 6-9, perhaps less for shorter games

Ex: 6 locations, 9 characters, 6 weapon types

Images required:

Large card image, 1920x1080px acts as “zoomed in” version, JPG format smaller than 350kb

Small card image, 206x184px placed in the frames, acts as a view into the large image, PNG format

Game logo, small shadow can be included, 206x44 transparent PNG

NOTE: Steam will apply the standard card frames for you. A preview will be displayed in the trading card admin page in Steamworks.

Also required:

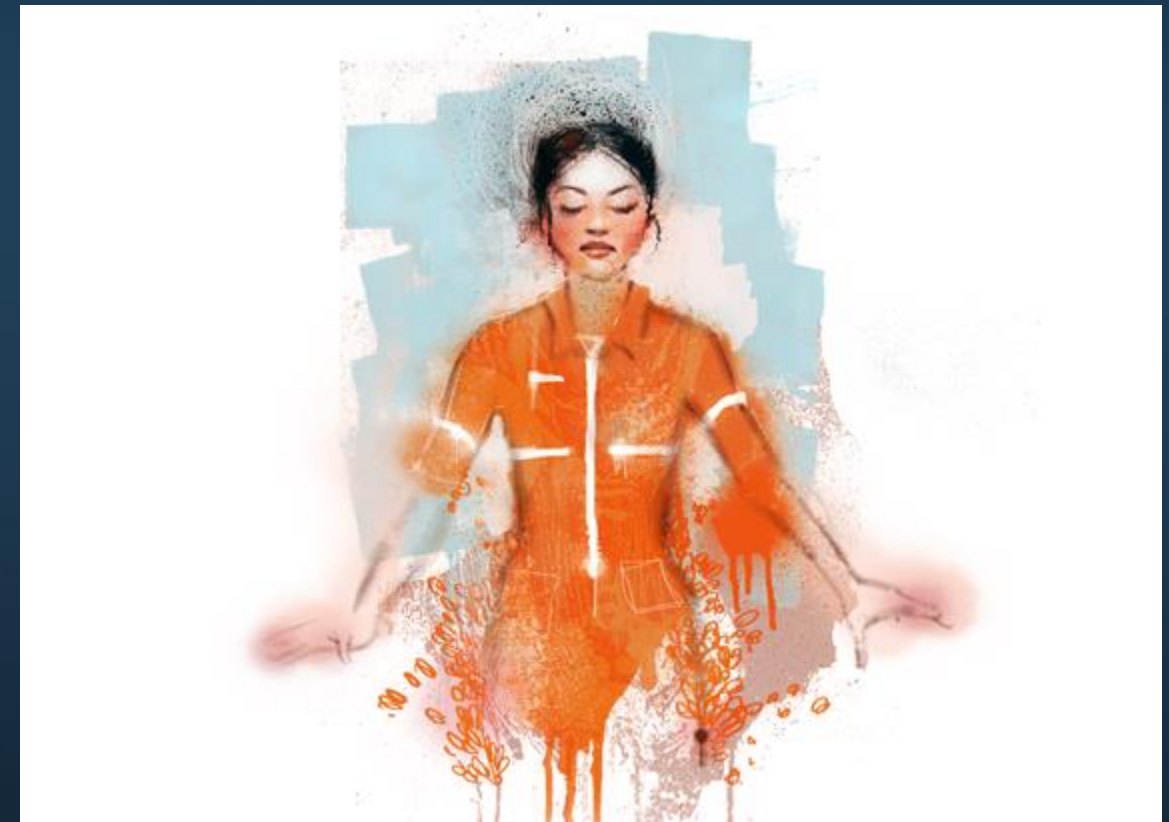
Card title, which Steam will overlay on the card

Border color hex, ex: #ffffff

Description or related fiction for card



Frame and small image



Large image

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Steam Trading Cards

Badges

There are 6 badges. Level 1 requires collecting the set 1 time, and 5 times for Level 5. They should increase accordingly in desirability.

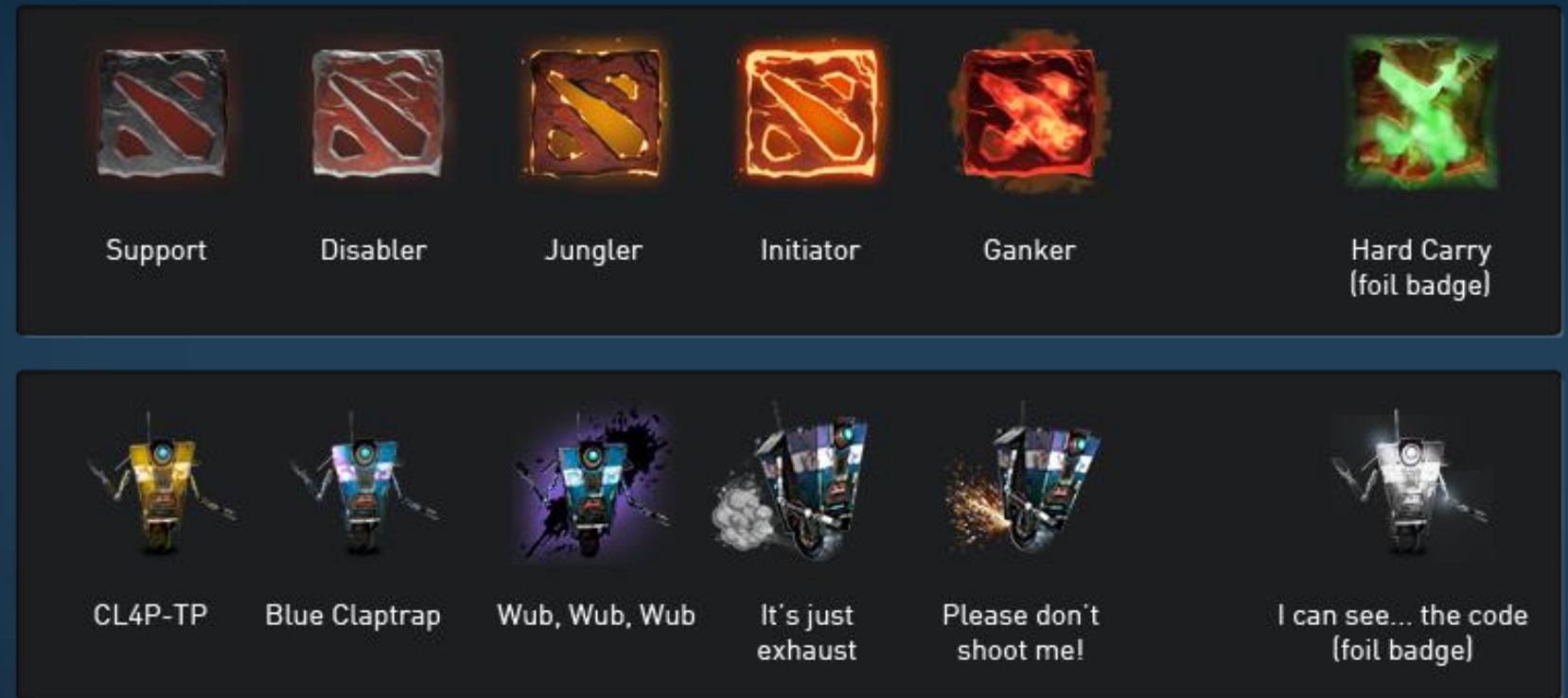
The 6th is the silver foil badge. This badge should have a special treatment worthy of the foil cards: silver, platinum, shine, sparkle, etc.

Badges are usually displayed on #1B1B1B colored backgrounds

Images required:

Badge 1, 2, 3, 4, 5 and foil badge.
80x80px PNGs with a transparent background.
Shadow may be included

Text required:
Each badge requires a unique title



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Featured badge in mini profile

Steam Trading Cards

Rewards - Emoticons

Crafting a badge grants 1 emoticon for that game.

Images required:

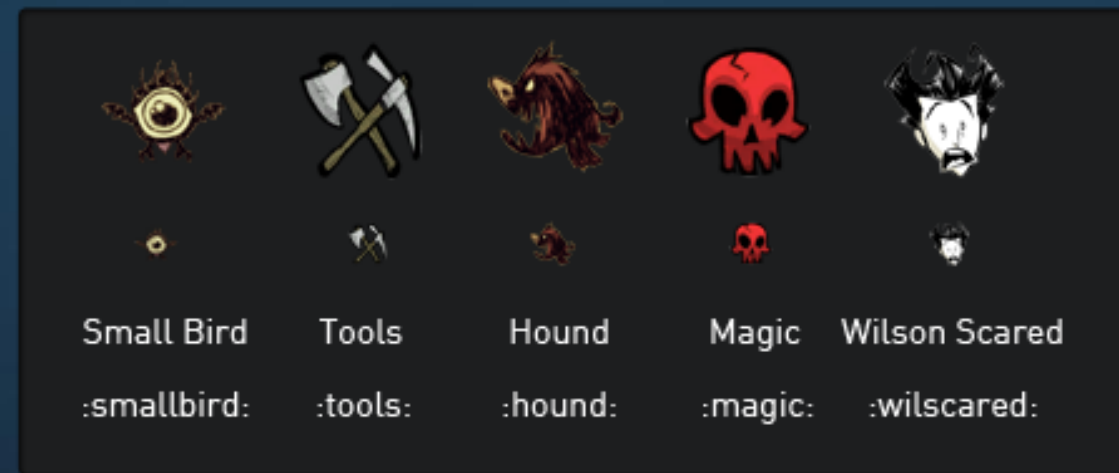
5 Emoticons at both 18x18 and 54x54, both PNG
The 18x18 version is the most commonly seen. Ensure the emoticon is legible at the small size by making edits for clarity, scaling down the image is just the first step.

Emoticons are typically seen on #1B1B1B backgrounds

Text required:

Emoticon title

Emoticon text entry code, ex: “:blueportal:”



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Rewards – Profile backgrounds

Crafting a badge also grants 1 profile background for that game.

Images required:

5 Profile backgrounds, 1920 wide with variable height, JPG format smaller than 350kb

NOTE: Transition at least the sides and bottom of the image to black so there are no visible edges to the backgrounds

NOTE: There is no need to hide the imagery that flows behind the profile content (see next page)

No game logos

No bright imagery, the background should not distract from the profile content

Use darker imagery that blends into the background

Do not use screenshots or images not tailored to the space

Text required:

Profile background title

Profile background description or related fiction

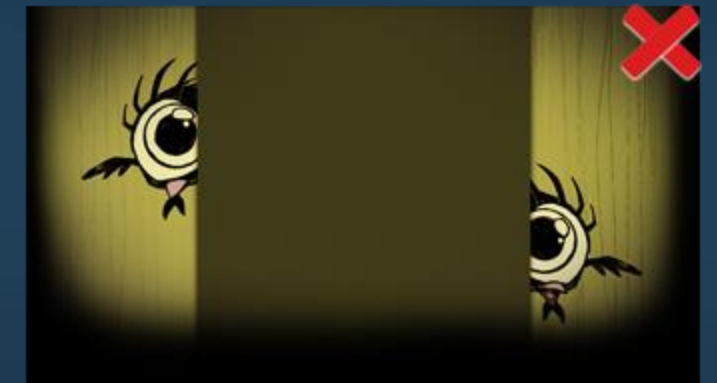
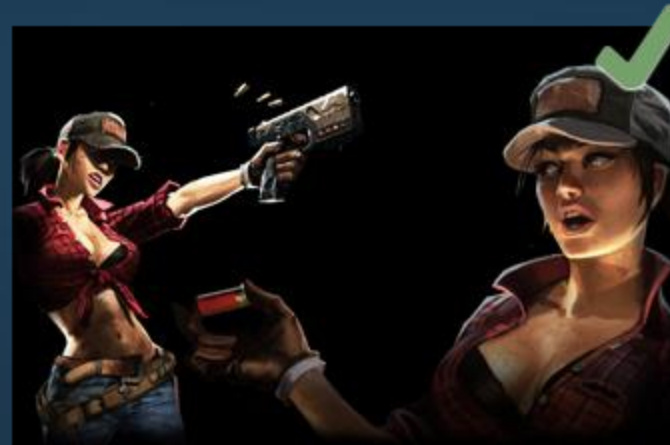


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Rewards – Profile backgrounds for SteamOS

Profile backgrounds may be reused for SteamOS profile backgrounds in the future.

Images requirements remain the same, however, please refrain from blocking out the center column. (see example)



Steam Trading Cards

Required assets summary

Game Cards:

Large game card images
Small game card images

Emoticons:

5 Small Emoticons
5 Large Emoticons

Badges:

5 Badge levels
1 Foil Badge level

Profile Backgrounds:

5 Profile backgrounds

You can upload assets to the Steamworks site. From an app landing page select “Edit Steamworks Settings” under Technical Settings. Then, under the “Community” tab you’ll find the “Trading Cards” page.

Once all your assets are uploaded, click the edit link beneath “Release State” to configure your card drop settings and mark your assets as ready for review. They’ll be reviewed by a Valve designer and any necessary feedback will be provided to you via the tool. After your assets are approved, you’ll be able to set the release state to “Released” and publish the items.

Uploaded items are not visible to the public until you set them live.



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