

Art File Info:

The easiest way to find high-resolution artwork is to visit: www.shutterstock.com

If other photo sites are used, customer is responsible for purchasing, downloading and supplying high-resolution images to FLASH.

- Type in a specific category in the search field for 100's of image options.
- Images can be layered on top of each other, faded, color changed, text added, etc.
- Email **FLASH** the Shutterstock image #'(s) and we will download the high res file(s).
- Using this option allows for 1 year of Copyright permission per image.

NOTE: - Shutterstock images that state "**Editorial Use Only**" cannot be used.
- Using the Shutterstock "Edit" tool will result in lower resolution images.
- Avoiding black/dark images and images that lack design clarity is recommended.

Images saved or copied from Internet "Google search" will not reproduce and cannot be used.

Art File Guidelines (if using your own artist to create files):

- Adobe Creative Cloud applications are supported: Illustrator, Photoshop, InDesign. Non-professional design files are not supported: Word, Excel, PowerPoint.
- Vector files are recommended: .ai, .eps, .pdf files
Linked images should be embedded or provided with file, Fonts must be converted to outlines.
- Raster files – .psd or .tiff file types.
Layered files are recommended; flattened files create a smaller file.
- Use solid coated PANTONE (PMS) if color matching is critical.
- For best color results, leave file in native color mode (do not convert to CMYK).
- Make sure the aspect ratio is the same for both height & width (i.e. 25%).

Flags: 100 – 150 dpi files at full size. Completed files must sent as layered .tiff, Illustrator, or Vector .pdf. If Illustrator files, select option to preserve Illustrator editing capabilities.

Flag files must be created using our templates with full bleed.

DO NOT flatten the template onto your art.

Call or email to request FLASH templates.

Prop Prints: 1800 - 2400 dpi files at 1/12th scale (1 inch = 1 foot).
Add .125 bleed when necessary (.125 becomes 1.5").

Floor Tarps: 600 dpi files at 1/12th scale (1 inch = 1 foot) final print dpi will be 50 dpi.
Add .125 bleed when necessary (.125 becomes 1.5").

Production Info:

Proofing:

PDF proofs will be provided within 2-3 business days via email for Flags* and Prop Prints.
Printed "Mini" Proofs will be shipped within 5 business days via mail for Floor Tarps.

*For color guarantee, we recommend ordering a printed “Mini” Swatch or Flag Proof prior to flag production. **FLASH will not be responsible for color-matching if sample proof is not ordered before final approval.** Know that this process will add approx. 5 business days to order.

We recommend using a desktop or laptop computer to view/approve proofs vs. a mobile device. Colors may vary from between devices. It is understood that colors seen on mobile devices and computer monitors are RGB. All printing presses use CMYK inks, so colors may not be as vibrant on actual prints as they appear on electronic proofs.

Delivery:

Products will ship within 10-12 business days AFTER final proof/mini approval and receipt of Payment or PO.

Copyright:

Customers assume all Copyright responsibility when supplying their own art files for printing.

Other Info:

Official School/Group Colors – Pantone (PMS) Colors:

Your HS principal’s office or athletic department should have this information as well as high-resolution logo/mascot images. If not, use this [PMS Color Chart](#) to select your color.

Terminology:

- “Live area” - This is the area of the picture that you want to be seen when completed.
- “Bleed” - Extra fabric/vinyl on edges for hem, or printed or non-printed to wrap around frames.
- “Finished area” – The total area (print & bleed) before install.