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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 should be sent as .psd or .tiff file types.
- Submit flattened files. ***Turn off/remove FLASH template layer before saving flattened file.
- Use solid coated PANTONE (PMS) if color matching is critical. Keep in mind that this will only work with solid colors. Gradients/fades will not be an exact pantone match.
- For best color results, leave file in native color mode (do not convert to CMYK).

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

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

DO NOT flatten the template onto your art.

Call or email to request FLASH templates.

Prop Prints and Floor Tarps:

Up to 99 sq ft: 1/12th scale = 1200 dpi (Full Scale = 100 dpi)

100 - 199 sq ft: 1/12th scale = 576 dpi (Full scale = 48 dpi)

200 - 399 sq ft: 1/12th scale = 288 dpi (Full scale = 24 dpi)

Over 401 sq ft: 1/12th scale = 204 dpi (Full scale = 17 dpi)

Add .083 bleed for all vinyl items requiring heat-weld hem (.083 becomes 1").

Production Info:

Proofing:

PDF proofs will be emailed within 2-3 business days following approval of Quote for Flags* and Prop Prints. Printed "Mini Tarp" proofs will be shipped within 5 business days via mail for Floor Tarps.

*For Flag color and saturation guarantee, we recommend ordering one of our sample options as listed on the FAQ page of our website: <https://flashvisualmedia.com/faq/>

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 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 AFTER 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.

Note – Neon, metallic and dayglo color #'s over 800 will not work with CMYK printing.

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 of print & bleed.