

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.
- Provided art should be masked and flattened with the die lines and additional info turned off.
Basically, flatten your art and turn off template layers that you do not want to print.
- Linked images should be embedded.
- Convert Fonts to outlines.
- 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.
- Create files using CMYK colorspace.
- Neon, metallic and dayglo color PMS#'s over 800 will not work with CMYK printing.

Flags:

- **Flag files must be created using up to date FLASH templates with full bleed.** Call or email to request access to FLASH templates.
- 100 dpi files at full size.
- Our templates can change. Please reach out for the latest version before you start.
- **DO NOT** flatten the template onto your art. Flatten your art only.

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").

Add .5" bleed for vinyl items that require 6" of bleed (.5 becomes 6")

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.

Labeling Print-Ready Files:

All files should be labeled as follows before sending to FLASH:

1. Flags: Flag 1-36x54-SchoolName; Flag 2-54x100-SchoolName, etc.
2. Frontfield (sideline) Prints: Fronts-SchoolName-1,2,3, etc.
3. Backfield Prints: Backs-SchoolName-1,2,3, etc.
4. Tarps: Tarp-SchoolName 1,2,3, etc.
5. All dimensions should be labeled in this order: Width by Height (WxH)

Delivery:

Products will ship within 10 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 (printed or non-printed to wrap around frame).

Finishing Options:

- Raw edges (with/without bleed)
- Hemmed (heatweld for vinyl, sewn for fabric)
- With Grommets or Velcro (Grommets require hem, Velcro requires hem on fabric)