



Requirements for Submitted Art Files for Cheer Backdrops and Banners

Jobs submitted with digital art files deviating from these specifications may be subject to additional charges and / or may affect your ship date.

General Requirements and Information

Art files may be submitted via CD, DVD, mobile USB and Firewire devices, our FTP Site, your FTP Site, or email. (Please limit email submissions to under 9MB per email)

We accept all major file formats.

1. Preferred file formats include Adobe **Illustrator**, Adobe **Photoshop**, Adobe **InDesign** and Adobe **Acrobat**.
2. Depending on the complexity of the file, some formats may require an intervention charge, including **QuarkXPress**, **PageMaker** and **Freehand**.
3. Files submitted in **Corel Draw**, **Microsoft Publisher**, any of the **MS Office Suite** programs or **Print Shop (and similar non-professional graphics programs)** are subject to an intervention charge and will increase turn-around time.

(Please contact your salesman or project coordinator for details)

- Limit file names to 32 characters and spaces or less.
- All dimensions should be listed as HEIGHT x WIDTH
- CMYK or Grayscale Only – NO RGB color formats
- Creating Adobe Acrobat files should ALWAYS be distilled at “Press Quality” settings with image embedded.
- InDesign, QuarkXPress and PageMaker are multi-page layout programs. If you must design art in these programs, please limit the use of effects native to these programs, as they may not translate well in the printing process. The preferred method in using these programs is to apply effects in Illustrator or Photoshop and place in layout programs.
- Acceptable compressed file formats are Stuffit (.sit) or Zip (.zip)
- If color matching is required, provide color accurate prints and Pantone Solid Coated numbers if PMS colors are required. If color matching to a non-PMS color is required, a sample swatch of that color must be provided.
- If you supply bleed on a graphic, specify amount of bleed provided either with crop marks in art or with notation on printout and work order.
- Spell Check all files before outlining fonts and/or sending to us.

ABI Digital Solutions is not responsible for errors in supplied art files. We make every effort to catch and question elements that seem to be a potential error. However, it is the responsibility of the artwork supplier to make sure the files are error free.

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*If you would like to use ABI Digital Solutions templates to construct your art on,
please email your request to art@abidigitalsolutions.com*

**For specific art questions, please contact the ABI Art Department
(936) 523-1025 or at the above email address.**



Requirements for Submitted Art Files for Cheer Backdrops and Banners

Specifics for Cheer Backdrops –

(viewing distance of 25 feet - 100 feet)

Adobe Illustrator (all versions accepted)

All files are to be built at 1/12 scale. (1" = 1') [i.e. 8' x 4' panel should be built at 8" x 4"]

Bleed: ½" bleed (at 1/12 scale) required on all sides.

Color Guidelines

Document Color Mode = CMYK

All designated Pantone colors must be from the "Pantone Solid Coated" swatch palette ONLY.

For "Rich Black" use (90/90/90/100)

For "Good Red" use (0/100/100/0)

NO RGB COLORS!

Delete ALL unused colors from color palette

Linked Image Guidelines

All linked images must be CMYK or Grayscale. (NO RGB IMAGES!)

Links are to be built @ 1/12th scale @ a resolution of 400 d.p.i.

Linked files must be sent along with AI file (Do not embed images.)

Text and Live Area Graphics Guidelines

Keep all "live area" text and graphics a minimum of ½" from live area border @ 1/12th scale. (To prevent image in sewn or seamed area).

Convert ALL type to outlines / curves / paths.

Rasterized Illustrator Effects must be @ 300 p.p.i.

Delete all unused or unnecessary layers and save Illustrator files in an E.P.S. format.

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Adobe Photoshop (all versions accepted)

All files are to be built at 1/12 scale.(1"= 1') [i.e. if final print size is 3' x 3', Photoshop file should be built at 3"x 3"]

Bleed: If image is to print to edge a ½" bleed (at 1/12 scale) required on all bleed sides

Color Guidelines

Document Color Mode = CMYK (cannot reproduce RGB color)

All designated Pantone colors must be from the "Pantone Solid Coated" color library ONLY.

For "Rich Black" use (90/90/90/100)

For "Good Red" use (0/100/100/0)

Resolution Guidelines

Images are to be built @ 1/12th scale @ a resolution of 400 d.p.i.

(Increasing the resolution on a low-resolution file will not increase the quality or printability of the image!)

Clipping Path Guidelines

Flatness should be set at **3 device pixels**.

Text and Live Area Graphics Guidelines

Keep all "live area" text and graphics a minimum of ½" from live area border @ 1/12th scale. (To prevent image in sewn or seamed area).

Rasterize ALL type when flattening file for EPS format.

Delete all unused or unnecessary layers and save Photoshop images in both a layered Photoshop file with live fonts and a flattened E.P.S. format. (File sizes in excess of 200MB most likely have more data than is required. Please contact the ABI Art Department before sending files of this size or larger. Excessively large files dramatically slow the production process and may impact your delivery date.)



Requirements for Submitted Art Files for Cheer Backdrops and Banners

Specifics for Cheer Banners – (viewing distance of 10 feet - 25 feet)

Cheer 2' x 3' / Spirit 2'10" x 5' / Shout 3' x 6'

Vertical and Horizontal templates including grommet placement are available from your sales representative or directly from the ABI Art Department.

Adobe Illustrator (all versions accepted)

All files are to be built at 100%.

Bleed: 2" bleed (*at full scale*) required on all sides.

Color Guidelines

Document Color Mode = CMYK

All designated Pantone colors must be from the "Pantone Solid Coated" swatch palette ONLY.

For "Rich Black" use (90/90/90/100)

For "Good Red" use (0/100/100/0)

NO RGB COLORS!

Delete ALL unused colors from color pallet

Linked Image Guidelines

All divisions (i.e. "Youth – Level 1" / "Varsity Coed – Level 2") must use a common background image.

All linked images must be CMYK or Grayscale. (**NO RGB IMAGES!**)

Links are to be built at 100% @ a resolution of 150-200 d.p.i.

Linked files must be sent along with AI file (Do not embed images.)

Text and Live Area Graphics Guidelines

Keep all "live area" text and graphics a minimum of 2" from live area border on the sides and 6" from the live area border on top and bottom. (This prevents image in sewn or seamed area).

Convert ALL type to outlines / curves / paths.

Rasterized Illustrator Effects must be @ 300 p.p.i.

Delete all unused or unnecessary layers and save Illustrator files in an E.P.S. format.

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Adobe Photoshop (all versions accepted)

CREATING SEPARATE PHOTOSHOP IMAGES FOR EACH DIVISION WILL INCREASE YOUR TURN TIME AND MAY AFFECT YOUR COST.

Color Guidelines

Document Color Mode = CMYK (*cannot reproduce RGB color*)

All designated Pantone colors must be from the "Pantone Solid Coated" color library ONLY.

For "Rich Black" use (90/90/90/100)

For "Good Red" use (0/100/100/0)

Resolution & Bleed Guidelines

Images are to be built 100% @ a resolution of 150-200 d.p.i.

If image is to print to edge a 6" bleed is required on all bleed sides

(Increasing the resolution on a low-resolution file will not increase the quality or printability of the image!)

Clipping Path Guidelines

Flatness should be set at **3 device pixels**.

Text and Live Area Graphics Guidelines

Keep all "live area" text and graphics a minimum of 6" from live area border. (This prevents image in sewn or seamed area).

Rasterize ALL type when flattening file for EPS format.



Requirements for Submitted Art Files for Cheer Backdrops and Banners

Adobe Photoshop continued...

Delete all unused or unnecessary layers and save Photoshop images in both a layered Photoshop file with live fonts and a flattened E.P.S. format. (File sizes in excess of 200MB most likely have more data than is required. Please contact the ABI Art Department before sending files of this size or larger. Excessively large files dramatically slow the production process and may impact your delivery date.)