



DIGITAL FILE PREPARATION SPECIFICATIONS

PROCESS	COLOR MODE	IMAGE/FILE SIZE	FILE FORMAT
LAMBDA	RGB	100 dpi at Final Size	Vector, EPS or Tiff
INKJET	CMYK	100 dpi at Final Size	Vector, EPS or Tiff
PHOTOGRAPHIC	RGB	100 dpi at Final Size	Vector, EPS or Tiff
VINYL	Pantone/PMS Spot	Vector File	Vector, all fonts converted to paths
LASER CUT	Fabric Specs	Vector File	Vector, EPS or Tiff

Disks provided to Apple Rock must include:

- All necessary files with a printout of the contents of the disk
- A hard copy of the artwork
- PMS colors need to be setup in the file and indicated on the hardcopy
- All fonts need to be specified on the hardcopy

Convert all text to paths or outlines (or include both printer and screen fonts for any font used)

All files should have **proper sizing and proportioning** (width x height)

Do not embed imported images, they must be linked, in the proper color mode (RGB, CMYK, Spot) and included separately on the disk (at 100dpi final size).

Scanned images must be saved in the correct color mode at the correct size and in the proper file format for the final output process and be included with the job.

Emailed Digital File Requirements

- Format according to above instructions
- Files can be compressed using either Stuffit or Zipit

Accepted Software Programs

- Freehand 10.0 (and earlier)
- Illustrator 10.0 (and earlier)
- Photoshop 7 (and earlier)

Accepted Media

- ZIP Disk (100 or 250 Mb)
- CD ROM (ISSO format from PC)

Additional questions need to be directed to
APPLE ROCK CREATIVE SOLUTIONS DEPARTMENT
 at 336.881.7118 or 336.881.7105