



Digital Guidelines

Accepted Files & Media

OPG. Ltd. accepts the latest file versions of:

Adobe Acrobat (PDF)

Adobe Photoshop

Adobe Illustrator

Files can be supplied to us on the following media – DVD/CD or FTP download

Artwork can also be transferred to us via E-mail or FTP. Please call for login and password details.

Origination

Please always supply either a hard printed copy or PDF file of your artwork for us to check against. Where a copy has not been provided we may request on client approval of one of our visuals prior to production commencing. All work should either be drawn to a scale with the scale and finished sizes provided. All Cad/Cam electro-cut Vinyl needs to be originated in Vector based file formats, with all the fonts converted to outlines and all strokes outlined.

Vector based files are smaller in size, offering superior quality especially in cases where text, solid colour and illustrations are used. All fonts should be outlined. Vectorised vehicle outlines can be supplied upon request but the final responsibility for checking the vehicle specification including relevant sizes etc. remains the responsibility of the client. Alternatively, OPG Ltd. Limited will offer a detailed technical survey service at current rates. Prices available on request.

Pictorials and photo images

Image resolution should be no less than 50 DPI at 100% scaling. Interpolation and up scaling is no substitute for true DPI. Image formats such as Tagged Image File Format (TIFF), PDF, GIF, BMP, PNG etc. are suitable and should be supplied separately as flattened files along with the layered PS file. Please supply accompanying proofs for checking.

Preparation of artwork and drafts

All work produced by OPG Ltd. on behalf of the client will be submitted to the client for authorisation. OPG Ltd. will not accept any liability for errors not identified by the client. Any alterations to be made following the client artwork approval will be subject to extra charges.

Where elements have been supplied to OPG Ltd. by the client or others on the client's behalf, the client shall indemnify and keep indemnified OPG Ltd. against all costs and claims arising out of any libellous matter or any infringement of copyright, patent, design or any other proprietary right contained in such artwork text, style or graphic.

Unless specified by the client, OPG Ltd. in its absolute discretion shall print all works for digital printing in a resolution which in the considered opinion of OPG Ltd. is most appropriate for any particular application.

Colour space & rendering

Please advise us if colour matching is critical on any part of your design. We offer a machine proofing service and colour correction if required is offered at current rates - prices available on request.

NB – computer screens are rarely colour calibrated and often fail to predict colour output. Pantone colours are simulated from CMYK percentage tints and therefore usually print differently to swatch cards – please request printed proofs if this is critical to your design/job.

Collaborative partnerships and open consultation help us to manage the most stringent expectations. Please ask about any stage of our production process if you have any doubts and request samples/proofs/prototypes if required. Thank you for your interest in OPG Ltd. The UK's leading specialist in fleet vehicle branding.