



Artwork Guidelines

Artworking

- 1

File Types
Adobe suite files: Illustrator, Photoshop and InDesign.
Other acceptable file types: PDF and EPS.
- 2

Supplying Artwork
Large files: WeTransfer (link), Drop-box, OneDrive, Smash, etc.
Files less than 20mb can be accepted via email.
✉ sales@weareopg.com
- 3

Vehicle Profiles
We are happy to supply these if required. We require photographs of all profiles of the vehicle - no photos? No problem. The proceeding pages will give you information on what we require based on what vehicle you desire liveried.
- 4

Bleed
We recommend 50mm bleed all around artwork as standard. However, our dedicated team will prepare any other elements as part of our pre-production process.
- 5

Scale
Please provide a scale reference along with your artwork where suitable.



- 6

Colour
Accepted: Spot colours (ie. Pantone) and CMYK values.
If required, we provide a speedy colour sample service upon request. For existing livery, we may organise a survey to ensure a good match against your existing brand is achieved.
Any colour worries? Ask a member of our experienced team and we will assist in meeting your expectations.
- 7

Fonts
We politely ask for fonts to be:
- Outlined
- Available in Adobe Fonts
- Supplied to us in a separate assets folder.
This ensures consistency with your brand.
- *

Images & Vector
We often get asked what the differences are between these two file types and why they matter. If you're curious - see page 3.
- *

Linked files & Resolution
Please provide high resolution artwork in a separate asset folder to assist us in making your experience with us as seamless as possible.
Vehicle images: Minimum 50dpi at final size.
Wall & Signage: Minimum 100dpi at final size.



Image (.jpeg, .tif, .png, etc)

An image file format - also known as raster and bitmap - is a digital file format composed of a grid of individual coloured squares called pixels. These file formats aren't particularly editable - and when enlarged they lose quality. This is why resolution is important.

Benefits & Uses

- High detail & complexity
- Quick rendering
- Wide compatibility
- High colour precision
- Digital photography



Vector (.ai, .eps, .pdf, etc)

Vector files are made out of lines and shapes that are mathematically defined - to put it plainly, it's like drawing on a page and having the ability to rub out the lines to create a new path. Vector files allow full editable control whilst being completely scaleable, meaning: if you require a change to colour, if you want the file to fill the page - it can be done with ease.

These file types are our preference when it comes to logos, icons, typography (outlined) etc.

Benefits & Uses

- High editability
- Colour control
- Infinite scalability without quality loss
- Small print files
- Logos
- Icons
- Typography

No Photos, No Problem!

Vans and Cars: Obstructions

Please make us aware of any body furniture - such as, badges and handles etc - and any windows present which may affect placement of the graphics. This also includes things such as fridge units on the bulkhead and preexisting legal decals (do these need replaced?)

1. Make & Model

As well as vehicle registration. This will help us gain a more accurate representation of your vehicle.

4. Wheel base & Roof Height

These are usually denoted by the 'L' and 'H' numbers in the van specifications. This information will ensure graphics will fit.

2. Body Trim & Plastic Bumpers

Are these grey plastic or colour coded? This could affect the placement of graphics as well as influence the design.

5. Sliding doors

Are these present on the nearside, offside, or both? Elements like the runner and windows can affect the placement of graphics.

3. Rear Doors

Tailgate or doors? Is there a window? Does it require chapter 8 markings?

6. Paint Colours

Obvious but sometimes overlooked. Not every vehicle is white!



No Photos, No Problem!

Tractor Unit/Cabs: Obstructions

Please make us aware of any body furniture - such as, badges and handles etc - and any windows present which may affect placement of the graphics. Specifically an extra visibility window on the passenger door.

1. Make & Model

As well as vehicle registration. This will help us gain a more accurate representation of your vehicle.

4. Lightbox & Visor

We will require detailed sizes to ensure graphics will fit.

7. Rear

Do you require graphics on the rear of the cab? Unfortunately, our vehicle database doesn't have cab rears as standard so we will require sizes.

2. Sleeper Cab & Roof Height

These are usually described in the unit specifications. This information will ensure graphics will fit.

5. Airkits & Airdams

Are these on your vehicle? If so, we may request sizes to ensure graphics will fit depending on livery content.

8. Paint Colours

Obvious but sometimes overlooked. Not every vehicle is white!

3. Wheel Arch, Steps, Bumpers & Grill

Are these grey plastic or colour coded? This could affect the placement of graphics as well as influence the design.

6. Sideskirts

Are these grey plastic or colour coded? We may request sizes to ensure graphics will fit depending on livery content.



No Photos, No Problem!

Trailers

Obstructions

Please make us aware of any body furniture - such as, badges and handles etc. This also includes things such as fridge units on the bulkhead and preexisting legal decals (do these need replaced?)



1. Engineering Drawing

Within this drawing we will require inside capping sizes of sides and rear. If you can't supply us with this, one of our helpful team will organise a fingertip survey.

2. Inside Capping

As illustrated on image (arrows)

3. Bulkhead

If livery content on this area is required, we will require inside capping sizes of this area. Is there a fridge unit?

4. Sideskirts

If required, we will need overall sideskirt sizes as well as visible area sizes.

5. Legal Decals & Fleet Numbers

Are decals or replacement decals required? If applicable, what are the fleet numbers?

No Photos, No Problem!

Buses Obstructions

Please make us aware of any body furniture - such as, badges and handles etc.

1. Engineering Drawing

If you can't supply us with this, one of our helpful team will organise a fingertip survey.

2. Fingertip Survey

Surveying a vehicle of this size can be a big task on your own, however, we're happy to help. Please contact a member of our team for more information.

3. Legal Decals

Are decals or replacement decals required?

4. Window Coverings

We can cover these in your own design too! Utilising perforated window film. Your passengers can take in the view in privacy.



No Photos, No Problem!

Signage & Interiors Obstructions

We need to be aware of anything that will get in the way of your proposed artwork. Maybe you want to wallpaper a wall in a meeting room? These rooms will be populated with furniture so if you want anything important to be seen, we need to know if there's anything in the way!

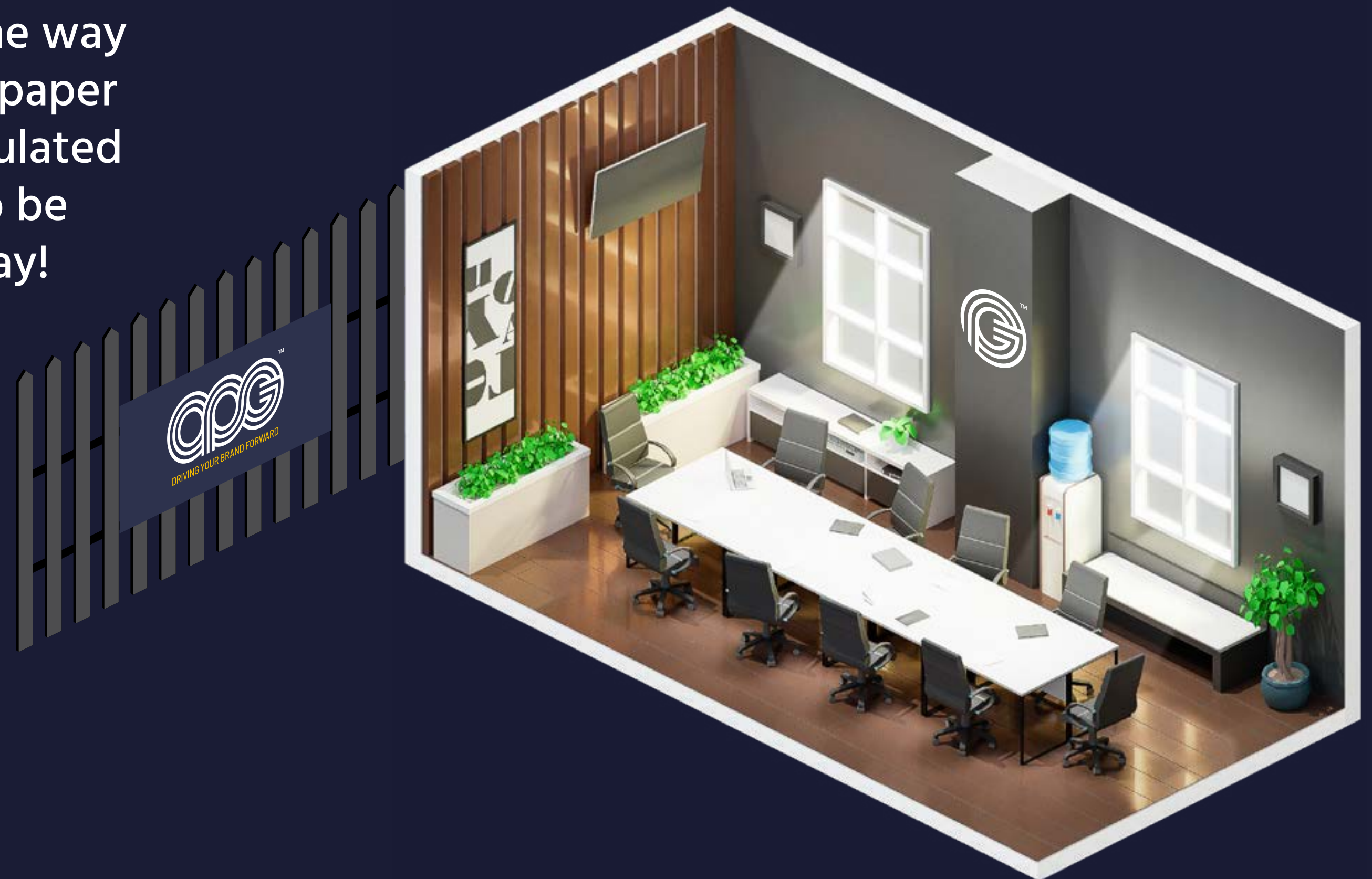
1. Fingertip Survey

Surveying an area of this size can be a big task on your own, however, we're happy to help. We can organise a member of our team to come and survey your requested area whilst answering any of the requirement questions on this page - making your experience with us as seamless as possible. Please contact a member of our team for more information.

2. Requirements

Things to think about when placing an order with us:

- Final dimensions
- What substrate you require
- Where the sign will be mounted and if you require the appropriate fixings.
- Material & finish
- Artwork or a detailed brief.





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MON TO FRI: 8:30AM - 5:00PM