



NSW

bike week

Proudly supported by Transport for NSW

STYLE GUIDE



NSW
bike week
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transportnsw.info/bikeweek

Introduction

This style guide sets in place graphic standards to ensure a consistent look and feel when promoting NSW Bike Week. This is a state-wide event and, as such, NSW Bike Week promotional materials need to appeal to a broad audience from many communities and regions. As NSW Bike Week is a Transport for NSW sponsored event, this graphic style guide also references the Transport for NSW visual identity.

Should you have any queries about specific usage of the NSW Bike Week templates or require further assistance regarding the style guide, please contact:

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Public Transport Marketing
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Transport for NSW

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NSW Bike Week logos



Colour
Minimum size 45mm wide



Mono
Minimum size 45mm wide



Colour reversed
Minimum size 45mm wide
(width of logo, not the containing panel)



Mono reversed
Minimum size 45mm wide
(width of logo, not the containing panel)

Transport for NSW logo



Mono Horizontal (preferred)
Minimum size 5mm height
Clear space is 1/2X (X=T)



Mono Horizontal reversed (preferred)
Minimum size 5mm height
Clear space is 1/2X (X=T)



Mono Vertical
Minimum size 5mm height
Clear space is 1/2X (X=T)



Mono Vertical reversed
Minimum size 5mm height
Clear space is 1/2X (X=T)

NSW Bike Week colour palette

 **NSW Bike Week Green**
C=100, M=10, Y=61, K=38
R=0 G=109 B=93
PMS 328 C

 **NSW Bike Week Green**
C=98, M=0, Y=59, K=0
R=0 G=169 B=143
PMS 3285 C

 **NSW Bike Week Black**
C=0, M=0, Y=0, K=100
R=0, G=0, B=0
PMS Black

 **NSW Bike Week Green**
C=54, M=0, Y=100, K=0
R=130 G=195 B=65
PMS 376 C



Additional background graphics



Cyclist graphic implementation
C=98, M=0, Y=59, K=0

The cyclist graphic is taken from the NSW Bike Week logo design. It is to be used as a watermark across event marketing material on the green background.





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NSW Bike Week typeface

Arial has been selected as the NSW Bike Week material typeface.

ARIAL REGULAR

abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMN0PQRSTUVWXYZ0123456789

ARIAL BOLD

abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMN0PQRSTUVWXYZ0123456789

ARIAL EXTRA BOLD

abcdefghijklmnopqrstuvwxy0123456789
ABCDEFGHIJKLMN0PQRSTUVWXYZ0123456789

NSW Bike Week website information

Information regarding NSW Bike Week is available at transport.nsw.gov.au/newsroom-and-events/events/nsw-bike-week. You'll find the following artwork files and templates available for download:

- Logos
- Graphic artwork templates.



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NSW Bike Week image library

A diverse image library of cycling, available infrastructure and assets is available on request.

Please note, the use of library images requires the completion of the Transport for the New South Wales approval process.

Please register to access the Bike Week image library at
<http://creativeassets.transport.nsw.gov.au/user/register.me>





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Advertisements

Colour
Large format advertisement

16-24 September 2017

Fitness and fun for the family!

Bush tucker ride and nature walk

Sunday 18 September 2017
Join us for a bike ride to the Botanic Garden in the Booderee National Park. We're then meeting up with the National Park Ranger for a nature walk around the gardens and learning about bush tucker. Bring along a picnic lunch to enjoy in the beautiful gardens.

Ride details
The ride is 34km from Huskisson return at a moderate pace. There's some traffic and we use off-road shared paths.
Three meeting points depending on how far you wish to ride:
9.00am Huskisson hotel car park. Cycle along the cycle pathway beside beautiful Jervis Bay (34km return).
9.30am Vincentia car park near the roundabout (22km return).
10.30am corner of Jervis Bay Road and Hyams Beach turn-off (12km return).

What you need to know

- Beginners welcome
- Suitable for mountain or road bike
- All cyclists must wear a correctly fitted helmet
- Children under 14 years of age must be accompanied by an adult
- Participants should have their bike in good working order
- Bring a water bottle
- BBQ facilities available
- Guided by a trained Shoalhaven Bicycle Users Group Ride Leader

For details on this event, and other NSW Bike Week events in the Shoalhaven area, call Shoalhaven City Council's Road Safety Officer on 4429 3484 or 0413 138 605.

For more information visit transportnsw.info/bikeweek

Transport

Interchangeable headline to promote fun and fitness and NSW Bike Week dates

NSW Bike Week website

Contact details for your event

Specific times and details of your event

Brief description of your event

Brief points about your event

Sponsor logos for your event

NSW Bike Week dates

Contact details for your event

Mono
Small format advertisement

16-24 September 2017

Fitness and fun for the family!

Bush tucker ride and nature walk

Sunday 18 September 2017
Join us for a bike ride to the Botanic Garden in the Booderee National Park. We're then meeting up with the National Park Ranger for a nature walk around the gardens and learning about bush tucker. Bring along a picnic lunch to enjoy in the beautiful gardens.

For details on this event please contact 4429 3484 or 0413 138 605.

For more information visit transportnsw.info/bikeweek

The grey specified for mono advertisements is 60% black

Interchangeable headline to promote fun and fitness

Name of your event
Date of your event

Brief description of your event

NSW Bike Week website



NSW
bike week
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transportnsw.info/bikeweek

Advertisements

Colour

Large format advertisement with imagery

Brief description of your event

Brief points about your event

Sponsor logos for your event

Interchangeable headline to promote fun and fitness and NSW Bike Week dates

NSW Bike Week website

Contact details for your event

Specific times and details of your event



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transportnsw.info/bikeweek

DL flyer

210mm wide x 99mm high

Front

Interchangeable headline to promote fun and fitness

NSW Bike Week dates

NSW Bike Week website

For more information visit transportnsw.info/bikeweek

NSW bike week
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16–24 September 2017

Fitness and fun for the family!

Bush tucker ride and nature walk

Sunday 18 September 2016

Join us for a bike ride to the Botanic Garden in the Booderee National Park. We're then meeting up with the National Park Ranger for a nature walk around the gardens and learning about bush tucker. Bring along a picnic lunch to enjoy in the beautiful gardens.

Name of your event

Date of your event

Brief description of your event

Transport

Back

Specific times and details of your event

If you would like to include a map in your DL flyer, it can be inserted here instead of text

NSW Bike Week website

Sponsor logos for your event

For more information visit transportnsw.info/bikeweek

NSW bike week
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Ride details

The ride is 34km from Huskisson return at a moderate pace. There's some traffic and we use off-road shared paths.

Three meeting points depending on how far you wish to ride:

9.00am Huskisson hotel car park. Cycle along the cycle pathway beside beautiful Jervis Bay (34km return).

9.30am Vincentia car park near the roundabout (22km return).

10.30am corner of Jervis Bay Road and Hyams Beach turn-off (12km return).

What you need to know

- Beginners welcome
- Suitable for mountain or road bike
- All cyclists must wear a correctly fitted helmet
- Children under 14 years of age must be accompanied by an adult
- Participants should have their bike in good working order
- Bring a water bottle
- BBQ facilities available
- Guided by a trained Shoalhaven Bicycle Users Group Ride Leader

For details on this event, and other NSW Bike Week events in the Shoalhaven area, call Shoalhaven City Council's Road Safety Officer on 4429 3484 or 0413 138 605.

Brief points about your event

Contact details for your event

Transport



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A3 poster

297mm wide x 420mm high

NSW bike week
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Cycling events around Shoalhaven

Jump on your bike and join us for some fun-filled rides around the Shoalhaven area. These rides will explore the beautiful local scenery and are suitable for the whole family.

Bush tucker ride and nature walk
Sunday 18 September 2016
 Join us for a bike ride to the Botanic Garden in the Booderee National Park. We're then meeting up with the National Park RanZ nature walk around the gardens and learning about bush tucker. Bring along a picnic lunch to enjoy in the beautiful gardens. The ride is 34km from Huskisson return at a moderate pace. There's some traffic and we use off-road shared paths.
 Three meeting points depending on how far you wish to ride:
 • **9.00am** Huskisson hotel car park. Cycle along the cycle pathway beside beautiful Jervis Bay (34km return).
 • **9.30am** Vincentia car park near the roundabout (22km return).
 • **10.30am** corner of Jervis Bay Road and Hyams Beach turn-off (12km return).

Huskisson to Vincentia with a BBQ by the Bay
Thursday 22 September 2016
 This easy two hour ride around the winding Shoalhaven paths takes in the spectacular views of Jervis Bay and Point Perpendicular. Cycle along the beautiful pathway to Vincentia and return to enjoy a BBQ by the Bay.
 Meet at 10.00am at White Sands Park.

Sussex Inlet scenic ride
Sunday 25 September 2016
 A 25km ride set at a slow pace and suitable for beginners. Enjoy a very easy meander around Sussex Inlet with many stops for taking in the scenery.
 Meet at 10.00am at Sussex Inlet RSL car park, 200 Jacobs Drive, Sussex Inlet.

For details on this event, and other NSW Bike Week events in the Shoalhaven area, call Shoalhaven City Council's Road Safety Officer on 4429 3484 or 0413 138 605.

16-24 September 2017
 For more information visit transportnsw.info/bikeweek

Transport for NSW



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transportnsw.info/bikeweek

Online animated advertisement

Medium Rec 300px wide x 250px high (indicative size only)

These advertisements can be linked to the Bike Week page, transportnsw.info/bikeweek



Frame 1



Frame 2 (cyclist animated from left to right)



Frame 3 (text animated from left to right)



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Social Media Advertisement

Facebook Link and Carousel

These advertisements can be linked to the Bike Week page, transportnsw.info/bikeweek

Facebook Link



Option 1



Option 2



Option 3



Option 4

Carousel





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transportnsw.info/bikeweek

Online static advertisements

These advertisements can be linked to the Bike Week page, transportnsw.info/bikeweek

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Bush tucker ride and nature walk

Sunday
18 September
2017


Transport

For event information visit transportnsw.info/bikeweek

Skyscraper
160px wide x 600px high

NSW
bike week
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Bush tucker ride and nature walk
Sunday 18 September 2017


Transport

For event information visit transportnsw.info/bikeweek

Leaderboard
728px wide x 90px high

NSW
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Transport

Bush tucker ride and nature walk
Sunday 18 September 2017

For event information visit transportnsw.info/bikeweek

Medium Rec
300px wide x 250px high



A4 press release

210mm wide x 297mm high (word document)

NSW bike week Proudly supported by Transport for NSW

A host of fun and friendly cycling events around Shoalhaven

Subheading
 Body copy Ur, solupta quatiustrunt ut harum eos que iunto molum coremol orenre rroviderio officio quae.

Subheading 2
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For further information please contact: <insert contact information>

Area for sponsor/council logos

16-24 September 2017
 For more information visit transportnsw.info/bikeweek

NSW Bike Week dates
 and
 NSW Bike Week website



NSW
bike week
 Proudly supported by Transport for NSW



transportnsw.info/bikeweek

A4 letterhead

210mm wide x 297mm high (indesign document)

This file is used when shells are commercially printed, and then lasered content added later.

Header: NSW bike week Proudly supported by Transport for NSW

Recipient details:
 Recipient name
 Company name
 Street address line 1
 Street address line 2
 City State Postcode

Dear Name,
 Body copy Tatium rerum corum ratquatibus non nati sum is es ut pro et vel eium, cor re aut arum arciasperum dolorum veritate alia vent endit est eatecerferro iit essunt venduci endiore eatiscuir molum apiet mod mo quia invenim inimum in nonse si re nis quo quatur sectus con restia voluptatet omni imolom vollaia velbero imillore, sit et reium votorepuda im ero quia conem quias aut provita tatquiae ma cum fugiti quamus aperoriatur? Quiscit atuscil iquist est, sam cus.
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 Uditaturi officie niitunt dolupta tendam quia que latur rem in planihil int vollaborum que cus.
 Xeris molor molorum andisiti sequeaecat.

Yours sincerely,
 Sender's name

Area for sponsor/council logos

Footer: 16-24 September 2017
 For more information visit transportnsw.info/bikeweek

Letter content

Area for sponsor/council logos

NSW Bike Week dates and NSW Bike Week website

210mm wide x 297mm high (word document)

Header: NSW bike week Proudly supported by Transport for NSW

Recipient details:
 Recipient name
 Company name
 Street address line 1
 Street address line 2
 City State Postcode

Dear Name,
 Body copy Ur, solupta quatiustrunt ut harum eos que iuntio molum coreml oreribe roviderio officio quae. Apis doluptaestem laborero de ium fugitam fugia pererum faceatiur, volorehentem fugiae pe labore eum eiur, quisti doluptat laut aut quam quis ut esti re nam ne nonectu ribus, omnia ipsium est hil is excessis dolorib eruntur anda vollest andis sustemped quos ex eatur?
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Yours sincerely,
 Sender's name

Area for sponsor/council logos

Footer: 16-24 September 2017
 For more information visit transportnsw.info/bikeweek

Letter content

Area for sponsor/council logos

NSW Bike Week dates and NSW Bike Week website



NSW
bike week
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transportnsw.info/bikeweek

A4 certificate

297mm wide x 210mm high (word document)

NSW bike week
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Transport

Certificate of appreciation

Presented to _____

For your assistance with the NSW Bike Week events in the Shoalhaven area

Signed _____ Date _____

16–24 September 2017
 For more information visit transportnsw.info/bikeweek

Interchangable event/workshop headline

NSW Bike Week dates and NSW Bike Week website

Area for sponsor/council logos