NSW bike week
Proudly supported by Transport for NSW
STYLE GUIDE
Version: 2017
**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:

Elizabeth Hamilton  
Senior Marketing Officer  
Public Transport Marketing  
(Patronage growth and ticketing)  
Transport for NSW

T  02 8202 3602  
E  Elizabeth.Hamilton@transport.nsw.gov.au

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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 ½X (X=T)

- **Mono Horizontal reversed (preferred)**
  - Minimum size 5mm height
  - Clear space is ½X (X=T)

- **Mono Vertical**
  - Minimum size 5mm height
  - Clear space is ½X (X=T)

- **Mono Vertical reversed**
  - Minimum size 5mm height
  - Clear space is ½X (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=100, 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

NSW Bike Week 2017 Style Guide
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.
NSW Bike Week typeface

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

ARIAL REGULAR

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

ARIAL BOLD

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

ARIAL EXTRA BOLD

abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

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.
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
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).

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.

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 more information visit transportnsw.info/bikeweek
Advertisements

Colour
Large format advertisement with imagery

NSW Bike Week
Proudly supported by Transport for NSW

16-24 September 2017
Fun, free events 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 path beside beautiful Jervis Bay (34km return).
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10.30am corner of Jervis Bay Road and Hyams Beach turn off (12km return).
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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).

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• 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.
Cycling events around Shoalhaven

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 Runners for a 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 10.30am at Sussex Inlet RSL car park, 200 Jacobs Drive, Sussex Inlet.

For details on this event, call Shoalhaven City Council’s Road Safety Officer on 4429 3484 or 0413 138 605.

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.

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

Interchangeable headline to describe your event
Brief promotion of your event to entice potential participants
Contact details for your event
Sponsor logos for your event
Event details including name, date and description of your event
NSW Bike Week dates
NSW Bike Week website
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)
Social Media Advertisement

Facebook Link and Carousel

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

Facebook Link

Carousel
Online static advertisements

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

Bush tucker ride and nature walk
Sunday 18 September 2017
For event information visit transportnsw.info/bikeweek

Leaderboard
728px wide x 90px high

Medium Rec
300px wide x 250px high

Skyscraper
160px wide x 600px high
A host of fun and friendly cycling events around Shoalhaven

Subheading
Body copy
Subheading 2

For further information please contact: <insert contact information>
A4 certificate

297mm wide x 210mm high (word document)

Certificate of appreciation

Presented to _________________________________

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

Signed ___________________ Date ______________

Interchangeable event/workshop headline

Area for sponsor/council logos

NSW Bike Week dates and NSW Bike Week website

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