NSW
bike week
Proudly supported by NSW Government

Style Guide

NSW GOVERNMENT | Transport

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 McCall
Senior Marketing Manager
Public Transport Marketing
Transport for NSW

T   02 8202 3408
E   elizabeth.mccall@transport.nsw.gov.au

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
Minimum size 15mm height
Clear space is height of 'N' in NSW

Mono reversed
Minimum size 15mm height
Clear space is height of 'N' in NSW

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 Grey (body text on white)
C=0, M=0, Y=0, K=85
R=76, G=76, B=78
PMS Cool Grey 11

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.
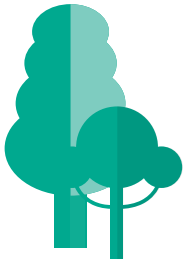
NSW Bike Week typeface

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/bikeweek**
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, infrastructure and assets is available on request.

Please note, the use of library images requires prior approval from Transport for NSW.

Please register to access the NSW Bike Week image library at
creativeassets.transport.nsw.gov.au

Advertisements

Colour
Large format advertisement

NSW bike week
Proudly supported by NSW Government

DD–DD Month YYYY

Fitness and fun for the family!

Bush tucker ride and nature walk

Day DD Month YYYY
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

NSW GOVERNMENT | Transport

For more information visit **transportnsw.info/bikeweek**

Annotations (large format):
- 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
- Contact details for your event
- Specific times and details of your event
- NSW Bike Week website

Mono
Small format advertisement

NSW bike week
Proudly supported by NSW Government

DD–DD Month YYYY

Fitness and fun for the family!

Bush tucker ride and nature walk

Weekday DD Month YYYY
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.

NSW GOVERNMENT | Transport

For more information visit transportnsw.info/bikeweek

Annotations (small format):
- NSW Bike Week dates
- The grey specified for mono advertisments is 60% black
- Interchangeable headline to promote fun and fitness
- Name of your event
- Date of your event
- Brief description of your event
- Contact details for your event
- NSW Bike Week website

Advertisements

Colour
Large format advertisement with imagery

NSW bike week
Proudly supported by NSW Government

DD–DD Month YYYY

Fun, free events for the family

Bush tucker ride and nature walk

Day DD Month YYYY
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).

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- Guided by a trained Shoalhaven Bicycle Users Group Ride Leader

NSW GOVERNMENT | Transport

For more information visit **transportnsw.info/bikeweek**

Annotations:

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
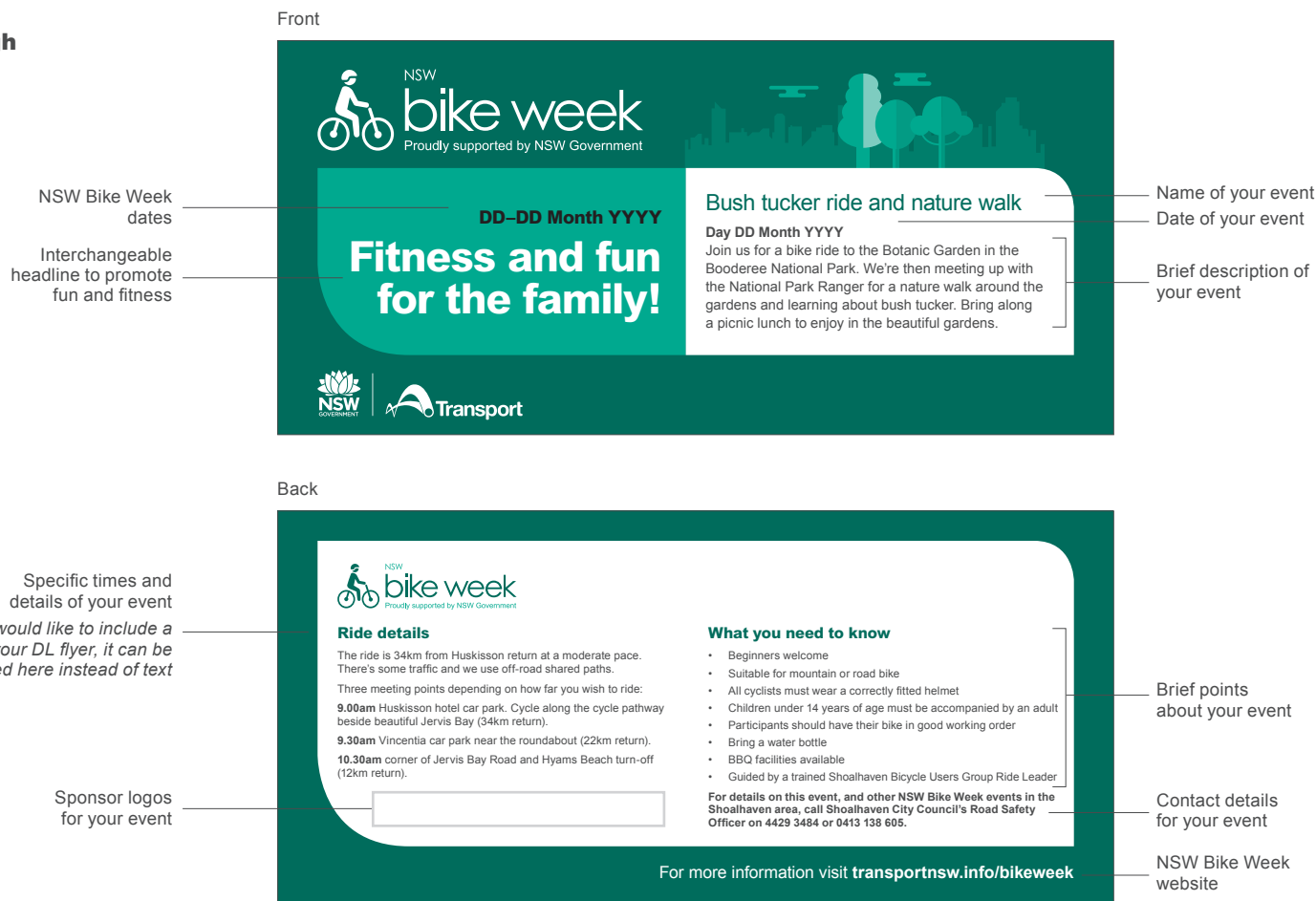
Contact details for your event

Specific times and details of your event

NSW Bike Week website

DL flyer

210mm wide x 99mm high

Front

NSW Bike Week dates

Interchangeable headline to promote fun and fitness

NSW bike week
Proudly supported by NSW Government

DD–DD Month YYYY

Fitness and fun for the family!

NSW GOVERNMENT | Transport

Bush tucker ride and nature walk

Day DD Month YYYY
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

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
Proudly supported by NSW Government

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**

Sponsor logos for your event

Brief points about your event

Contact details for your event

NSW Bike Week website

NSW bike week
Proudly supported by NSW Government
transportnsw.info/bikeweek

A3 poster

297mm wide x 420mm high

Labels around the poster mockup:

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

Text shown in the poster:

NSW bike week
Proudly supported by NSW Government

DD–DD Month YYYY

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.

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.

Bush tucker ride and nature walk
Weekday DD Month YYYY
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
Weekday DD Month YYYY
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
Weekday DD Month YYYY
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.

NSW GOVERNMENT | Transport

For more information visit
transportnsw.info/bikeweek

Online animated advertisement

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

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

Frame 1

Frame 2 (cyclist animated from left to right)

Frame 3 (text animated from right to left)

Social Media Advertisement

Facebook Link and Carousel

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

Facebook Link

Option 1

Option 2

Option 3

Option 4

Carousel

Screen 1

Screen 2
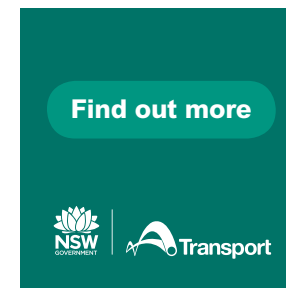
Screen 3

Online static advertisements

These advertisements can be linked to the NSW Bike Week page, **transportnsw.info/bikeweek**
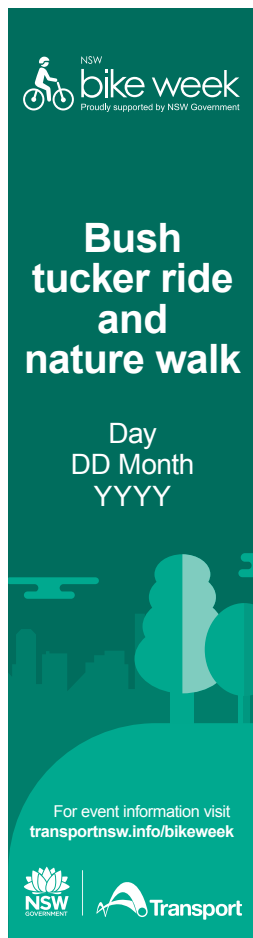
Leaderboard
728px wide x 90px high

Medium Rec
300px wide x 250px high

Skyscraper
160px wide x 600px high

A4 press release

210mm wide x 297mm high (Word document)

A host of fun and friendly cycling events around <location>

Headline to promote fun and fitness

Subheading 1

Body copy Ur, solupta quatiustrunt ut harum eos que iuntio molum coremol oreribe rroviderio officto quae.

Subheading 2

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Press release content

For further information please contact: <insert contact information>

Area for sponsor/council logos
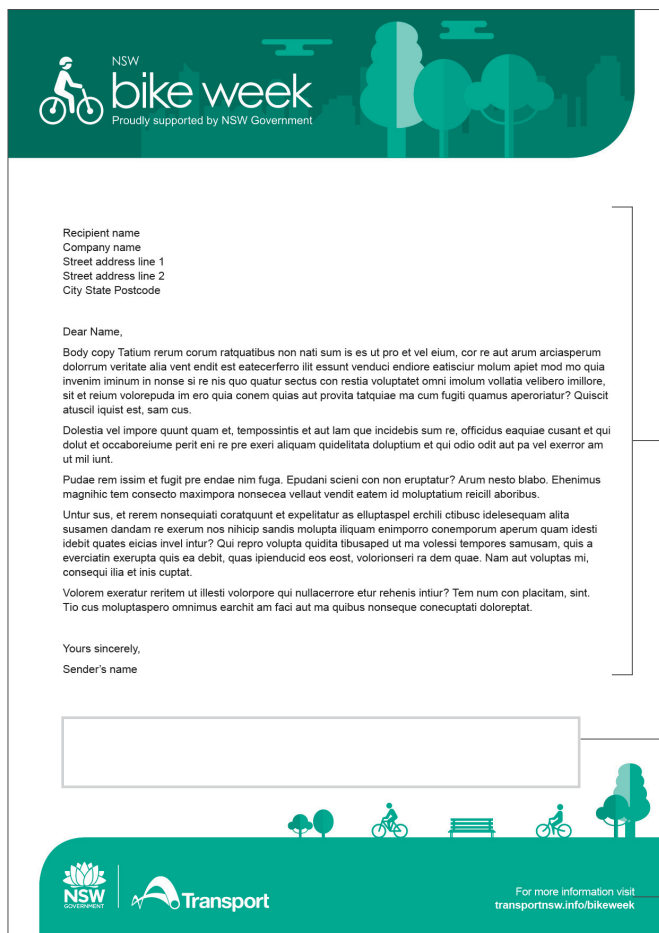
NSW Bike Week website

A4 letterhead

210mm wide x 297mm high (InDesign document)

210mm wide x 297mm high (Word document)

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

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 dolorrum veritate alia vent endit est eatecerferro ilit essunt venduci endiore eatisciur molum apiet mod mo quia invenim iminum in nonse si re nis quo quatur sectus con restia voluptatet omni imolum vollatia velibero imillore, sit et reium volorepuda im ero quia conem quias aut provita tatquiae ma cum fugiti quamus aperoriatur? Quiscit atuscil iquist est, sam cus.

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Yours sincerely,

Sender's name

— Letter content

— Area for sponsor/council logos

For more information visit
transportnsw.info/bikeweek

— NSW Bike Week website

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 dolorrum veritate alia vent endit est eatecerferro ilit essunt venduci endiore eatisciur molum apiet mod mo quia invenim iminum in nonse si re nis quo quatur sectus con restia voluptatet omni imolum vollatia velibero imillore, sit et reium volorepuda im ero quia conem quias aut provita tatquiae ma cum fugiti quamus aperoriatur? Quiscit atuscil iquist est, sam cus.

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Yours sincerely,

Sender's name

— Letter content

— Area for sponsor/council logos

For more information visit
transportnsw.info/bikeweek

— NSW Bike Week website

A4 certificate

297mm wide x 210mm high (Word document)

Certificate of appreciation

Presented to: _____

For your assistance with the NSW Bike Week <YEAR> events in the <location>

Interchangable event/workshop headline

Signed: _____ Date: _____

Area for sponsor/council logos