



NSW

bike week

Proudly supported by NSW Government

Style Guide



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
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
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



NSW
bike week
Proudly supported by NSW Government



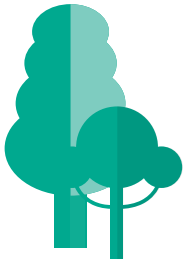
transportnsw.info/bikeweek

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
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transportnsw.info/bikeweek

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



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

Brief description of your event

Brief points about your event

Sponsor logos for your event

Mono
Small format advertisement



NSW Bike Week dates

Contact details for your event

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

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).
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

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

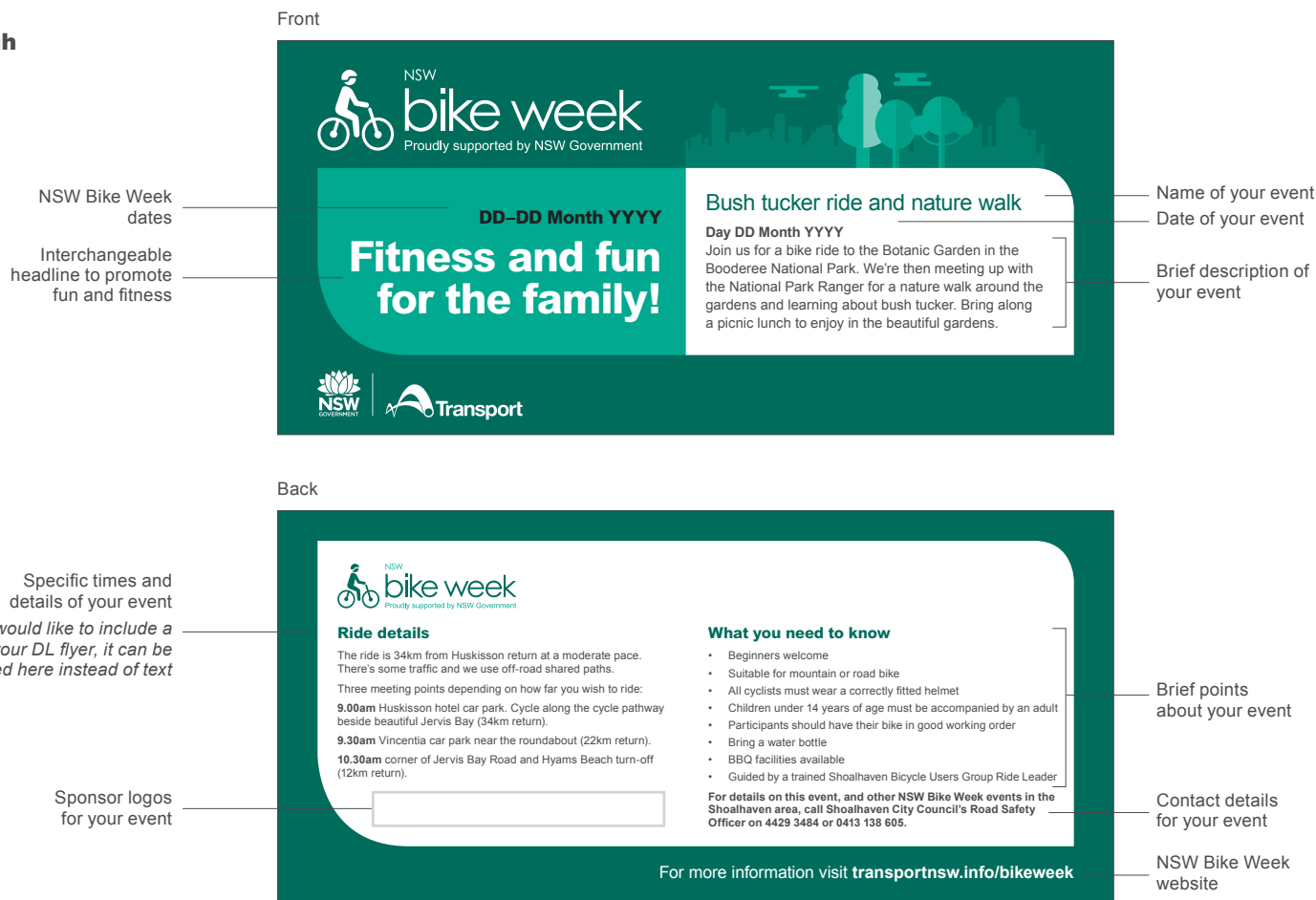
Contact details for your event

Specific times and details of your event

NSW Bike Week website

DL flyer

210mm wide x 99mm high



A3 poster

297mm wide x 420mm high



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.

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.

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.

NSW Government | Transport

For more information visit transportnsw.info/bikeweek

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

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

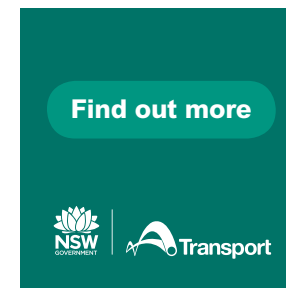
Carousel



Screen 1



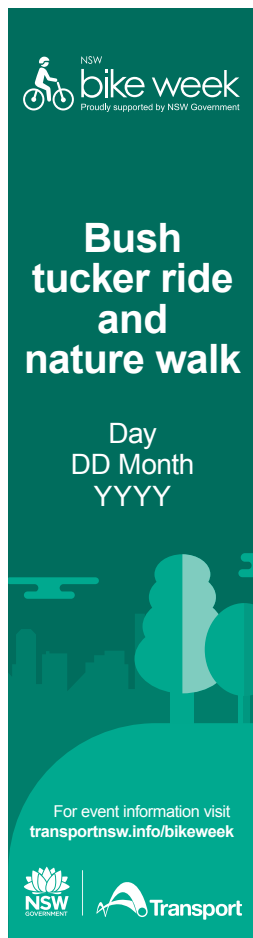
Screen 2



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)



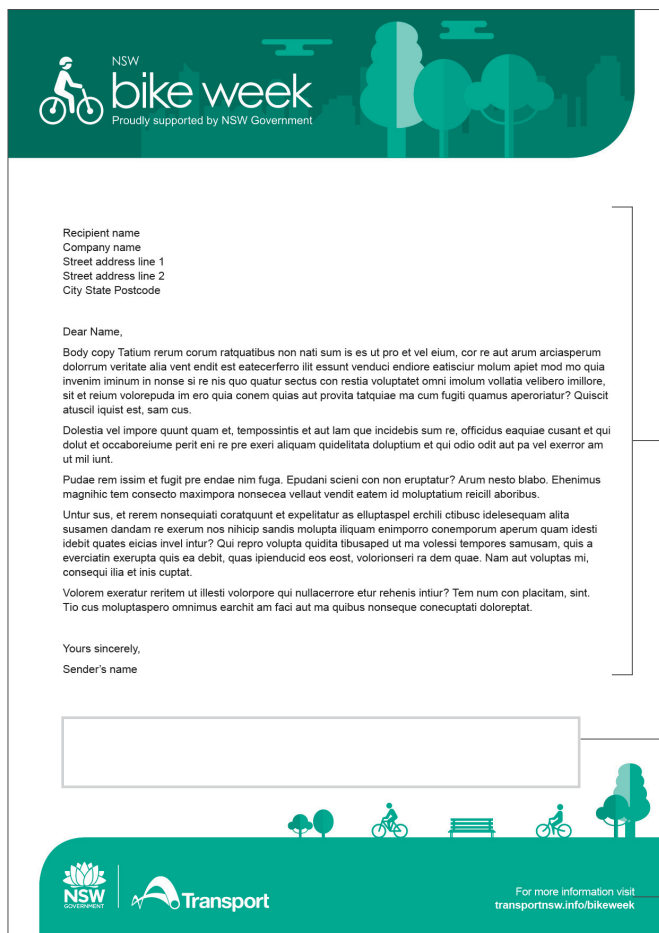
The template is a vertical A4 page with a green header and footer. The header contains the NSW Bike Week logo and the website URL. The main body is white with a green border on the right. The content is organized into sections with callouts on the right side:

- Header:** NSW bike week, Proudly supported by NSW Government.
- Headline:** A host of fun and friendly cycling events around <location>. (Callout: Headline to promote fun and fitness)
- Subheading 1:** (Callout: Subheading 1)
- Body copy:** Ur, solupta quatiustrunt ut harum eos que iuntio molum coremol oreribe rroviderio officio quae.
- Subheading 2:** (Callout: Subheading 2)
- Press release content:** (Callout: Press release content)
- Area for sponsor/council logos:** (Callout: Area for sponsor/council logos)
- Footer:** NSW Government, Transport, For more information visit transportnsw.info/bikeweek. (Callout: NSW Bike Week website)

A4 letterhead

210mm wide x 297mm high (InDesign 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 conum ratquibus non nati sum is es ut pro et vel eium, cor re aut arum arciasperum dolorum veritate alia vent endit est eatecerferro liti essunt venduci endiore eatiscuir molum apiet mod mo quia invenim iminum in nonse si re nis quo quatur sectus con restia voluptatet omni imolum vollaia velibero imillore, sit et reium volorepuda im ero quia conem quias aut provita tatquiaa ma cum fugiti quamus aperoriatur? Quiscit atuscil iquist est, sam cus.

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Yours sincerely,
Sender's name

Area for sponsor/council logos

NSW Bike Week website

210mm wide x 297mm high (Word document)



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

Dear Name,

Body copy Tatium rerum conum ratquibus non nati sum is es ut pro et vel eium, cor re aut arum arciasperum dolorum veritate alia vent endit est eatecerferro liti essunt venduci endiore eatiscuir molum apiet mod mo quia invenim iminum in nonse si re nis quo quatur sectus con restia voluptatet omni imolum vollaia velibero imillore, sit et reium volorepuda im ero quia conem quias aut provita tatquiaa ma cum fugiti quamus aperoriatur? Quiscit atuscil iquist est, sam cus.

Dolestia vel impore quunt quam et, tempossintis et aut lam que incidebis sum re, officidus eaquiaa cusant et qui dolut et occaboreiume perit eni re pre exeri aliquam quidelitata doluptium et qui odio odit aut pa vel exerror am ut mil iunt.

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Yours sincerely,
Sender's name

Area for sponsor/council logos

NSW Bike Week website

A4 certificate

297mm wide x 210mm high (Word document)



 NSW
bike week
Proudly supported by NSW Government

Certificate of appreciation

Presented to: _____

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

Signed: _____ Date: _____

Interchangeable
event/workshop headline

Area for sponsor/council logos