

Southwest Link

Creative Toolkit - Phase 1

Sep 2024



About Southwest Link

Southwest Link is a dedicated, high-frequency bus service between Sydenham and Bankstown train stations to ensure passengers can continue to travel while the T3 Bankstown Line is being upgraded to metro standards.

The integrated transport plan is all the alternate transport options available to passengers to help get where they need to go during the T3 Bankstown Line conversion works.

Creative phasing

There will be a minimum of two planned creative phases:

- **Phase 1** – raising awareness of the close date and Southwest Link buses (this phase)
- **Phase 2** – Trip Plan promotion ahead of the close date

Additional assets may be circulated during the operation of Southwest Link.

Using this toolkit

Why we created this toolkit?

We have created this toolkit for you to promote Southwest Link through your channels. This toolkit will help deliver consistent and clear messaging to you members, staff, students or visitors.

What's inside

Creative assets including digital, website images, posters and social media content.

How to use this toolkit?

Review the assets which are available in this toolkit. To use any assets that are suitable for your channels, click on the image and then download the file.

Who to contact

If you would like any further information regarding the creative and the toolkit, please contact **southwestlink@transport.nsw.gov.au**

Use of images, logos and templates


All assets and images supplied within or together with this toolkit are owned by Transport for NSW and must not be altered or used for purposes other than what has been specified in this toolkit. The NSW Government logo must always be visible in the same way it has been supplied.

**Southwest
Link**

Phase 1
Creative Assets


Digital Screens

Digital screen option High-Res JPG 1080x1920px

**Southwest Link**
Making way for Sydney Metro

Stations between Sydenham and Bankstown will close from
30 September.

Southwest Link buses will
replace trains.

**Find out more**
Visit transportnsw.info/southwestlink

Digital screen option High-Res JPG 1920x1080

**Southwest Link**
Making way for Sydney Metro

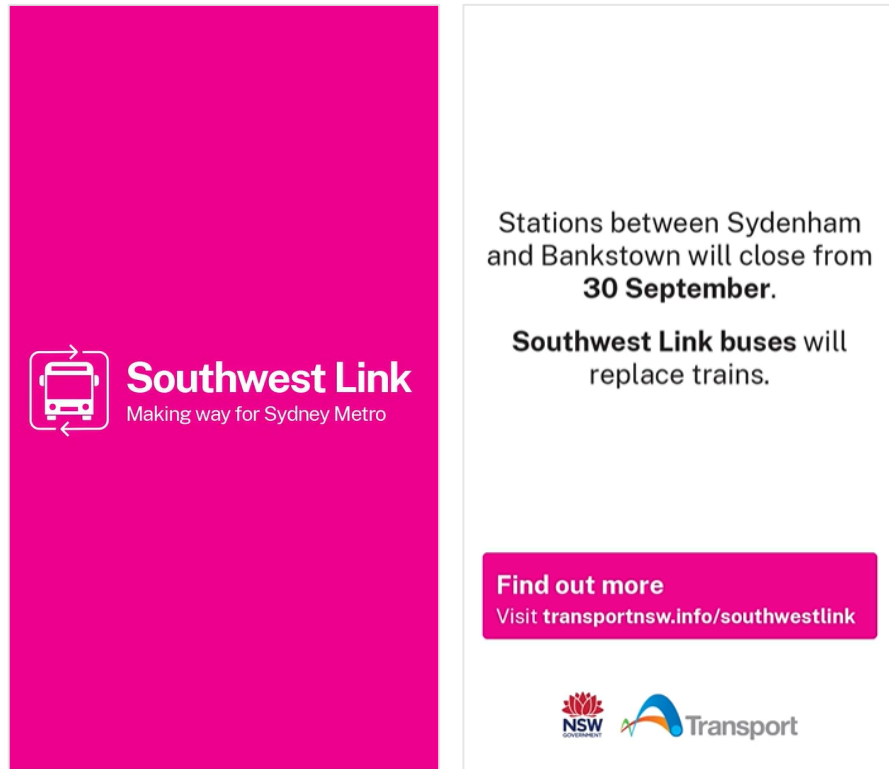
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Lift Assets



Lift asset 7 second MP4 - 768x1360px



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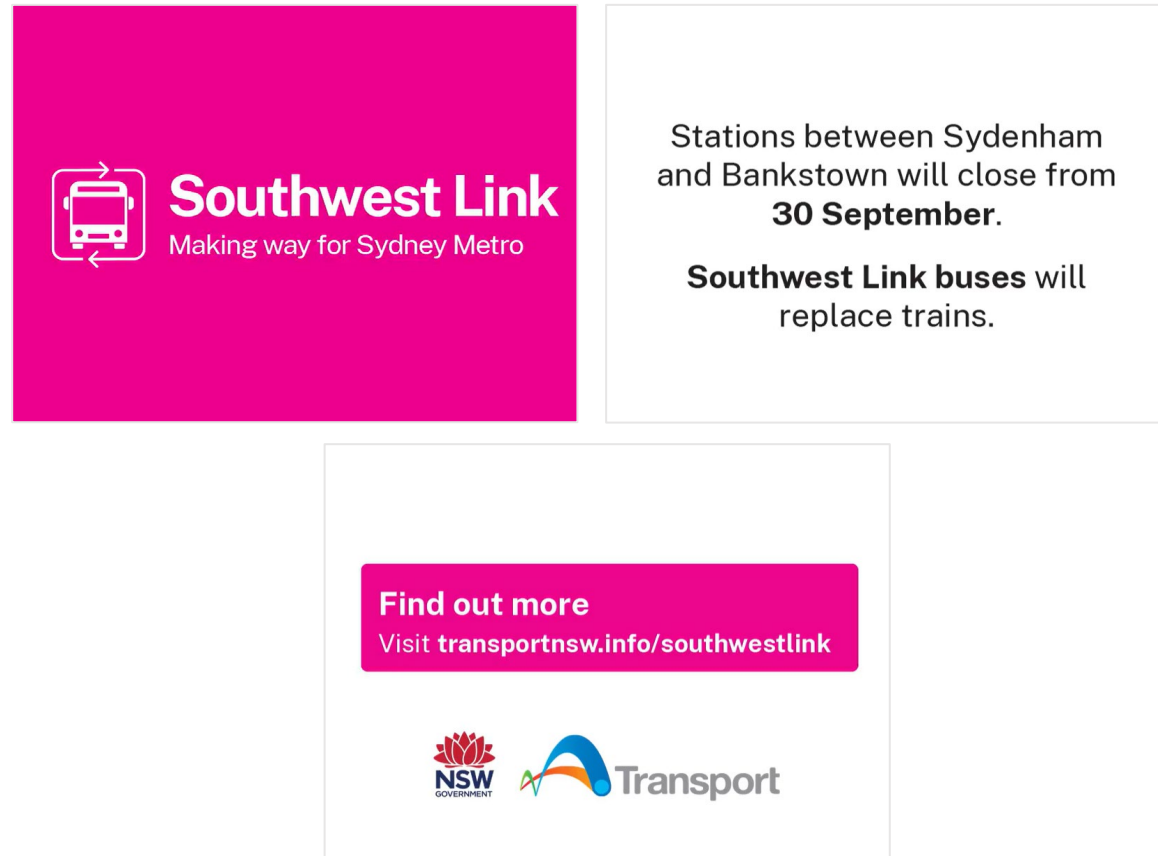
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The lift asset features a large magenta rectangle on the left containing a white bus icon with arrows indicating a loop and the text 'Southwest Link Making way for Sydney Metro'. The right side is a white rectangle with black text and a magenta button.

All locations



Lift asset 10 second MP4 - 800x600px



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All locations

Website Images

Hero tile JPG – 580x250px




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Sub Story JPG – 560x330px




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Homepage Carousel JPG – 620x480px



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Animated Display

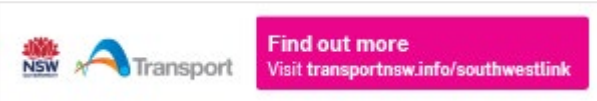
Animated GIF Display - 300x250px



Stations between Sydenham and Bankstown will close from
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Animated GIF Display 300x50px



Stations between Sydenham and Bankstown will
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Print – A4 poster

A4 Horizontal – 841 x 1189mm



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A4 Vertical – 841 x 1189mm





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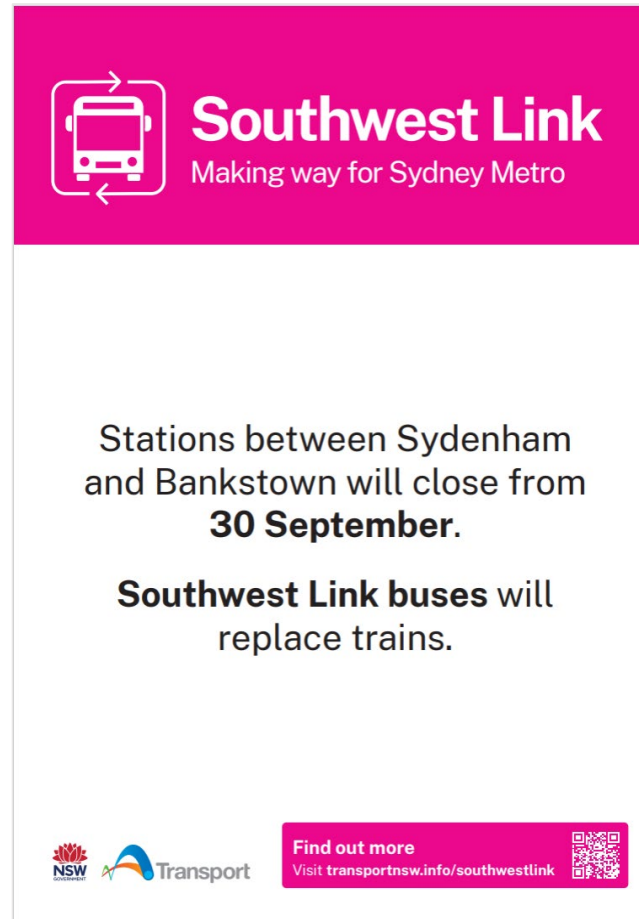
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Print – A3 poster

A3 Vertical - 297 x 420mm



Social Media

Facebook – 1200x1200px



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Instagram – 1080x1080px



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Instagram story – 1080x1920px




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