Creative Assets Library

TRANSPORT

User guide

September 2022

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The Creative Assets library is a self-serve platform to provide relevant visual digital assets to support our stakeholders to showcase Transport for NSW.

The Creative Assets Library (CAL) contains a vast collection of photographs, illustrations, graphics, icons, and videos.

Our creative assets play a fundamental role in communicating the Transport brand. It reflects the lived and shared experiences of our people and place.

How to register

- Go to creativeassets.transport.nsw.gov.au

- Click 'Register' on the top right-hand side of the page

- Complete all details in the form

- Click the box to confirm you agree with the T&C's (these can be viewed by clicking 'terms and conditions')

- Submit your registration request

- You will receive email confirmation once your account has been approved. This may take up to 48 hours.

Logging in

- Return to creativeassets.transport.nsw.gov.au

- Click 'Log in' on the top right hand side of the page

- Enter your username (registered email address) and password correctly into the log in box

- Click 'Log in' or press the 'ENTER' key

- To log out of the library, click 'Log out' at the top right of any page

- If you are a Transport staff member and have access to the Historical Archive you can log in with Single Sign On.

Note: Log in/out is located at the top right-hand of all web pages within the library.
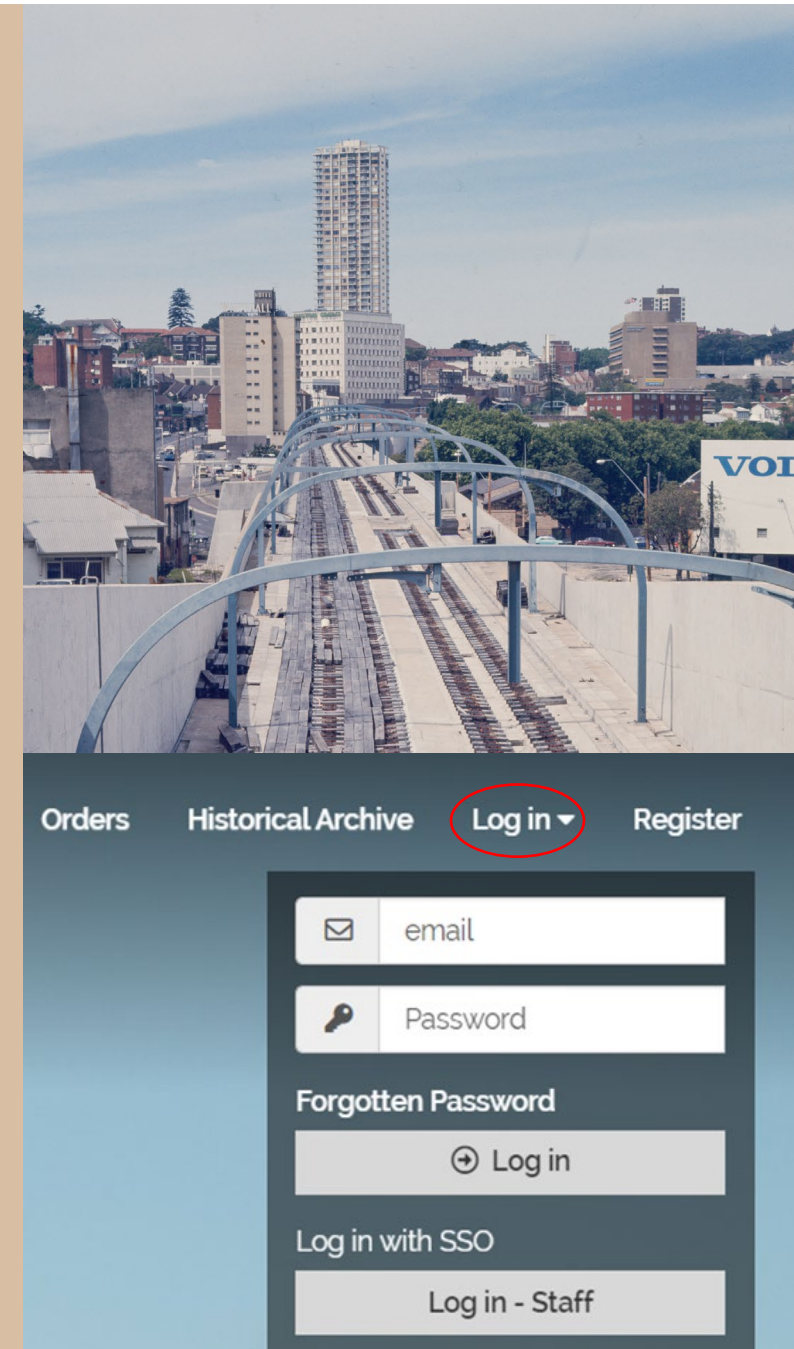
Searching for assets

Once you are logged in you can:

Browse by Album

The library is structured using Categories and Albums. These are great if you know where an item might be or wish to browse a specific category. For example:

You want an image of a ferry: click on the search bar, select the category you are after: [Ferry] > Album: [Ferries] to show all the assets of Ferries.

Search by Keyword

Assets are tagged with keywords relating to their content. This enables the library to search for matches when a keyword is typed into the search bar. This is useful if you are unsure of an asset's location or it's specific details.

If you want images of a ferry or water vessel, search 'boat' and all images tagged with 'boat' will show.

Click on a small triangle on the left of the search field to use specific keywords only. You can also search by Creator and Title.
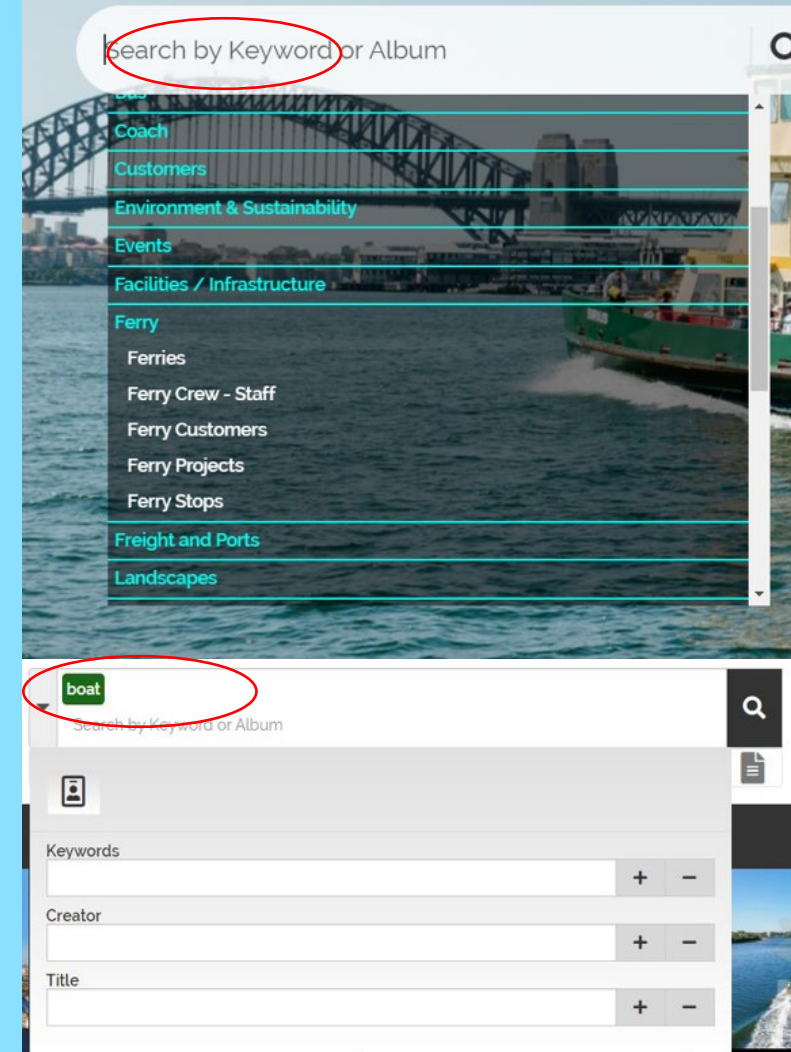
Creating a Teambox

A Teambox is a folder where you can store selected items while you are performing searches.

You can create multiple teamboxes and share them with your colleagues

To create a new Teambox

- Navigate to the Teambox page via the top menu

- Click 'New' to expand the details box

- Enter a name in the Teambox Name field

- Enter the brief details of the Teambox in the Notes field

- Click 'OK' to add the new Teambox

Adding Images to a Teambox

- Navigate to the image you would like to add

- Select the '*' button.
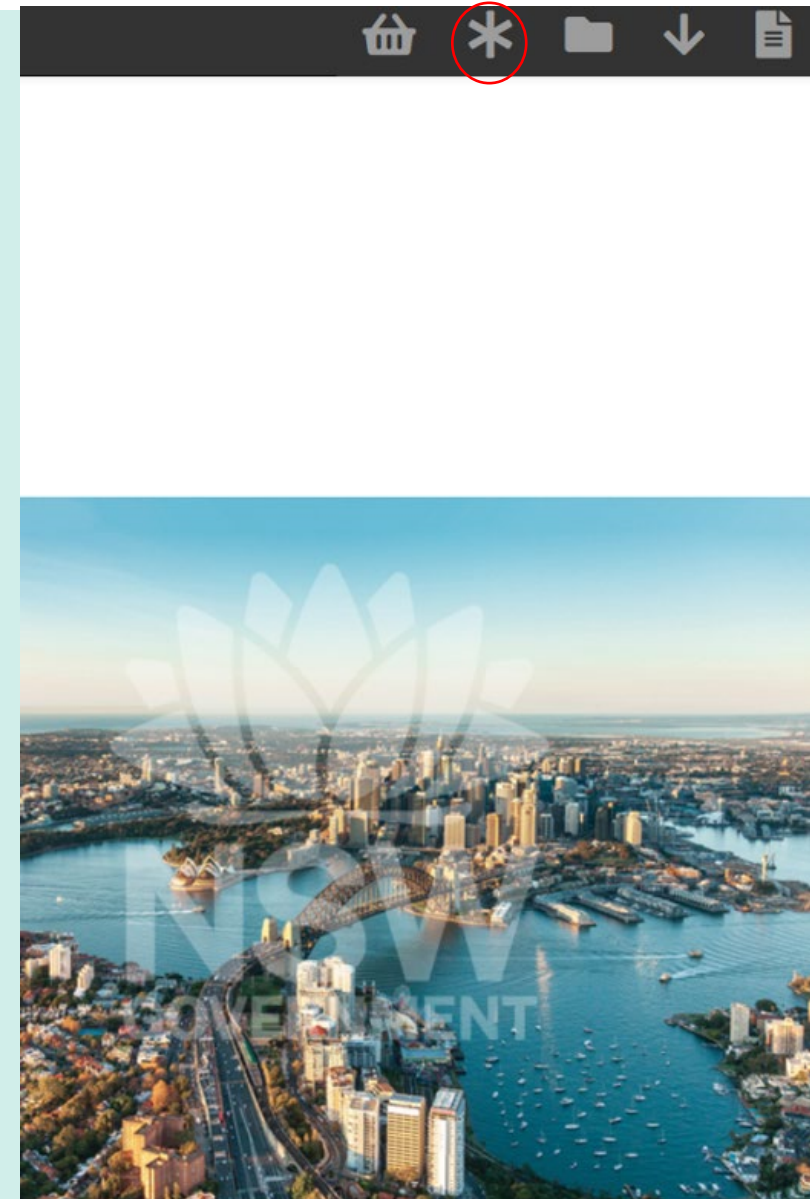
Ordering assets

- From the search results page or asset details page, click the 'Basket' icon

- The corresponding item will be added to your 'Basket'

- Once done adding items, click on the 'basket' on the top right side of the screen
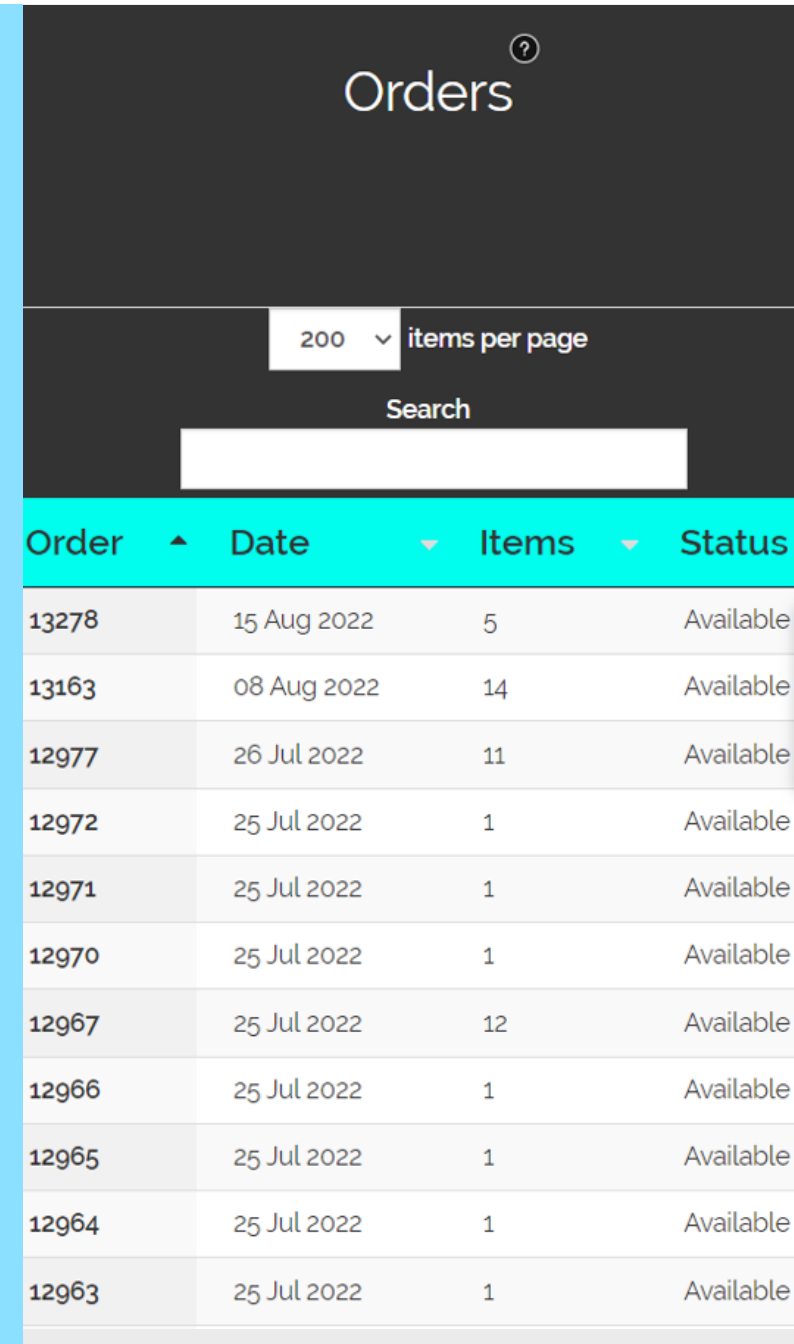
- Check you selection of items

- Click on 'Order'

Note: Some items may have additional conditions of use which is stated in the title, e.g. INTERNAL USE ONLY. These conditions must be followed.
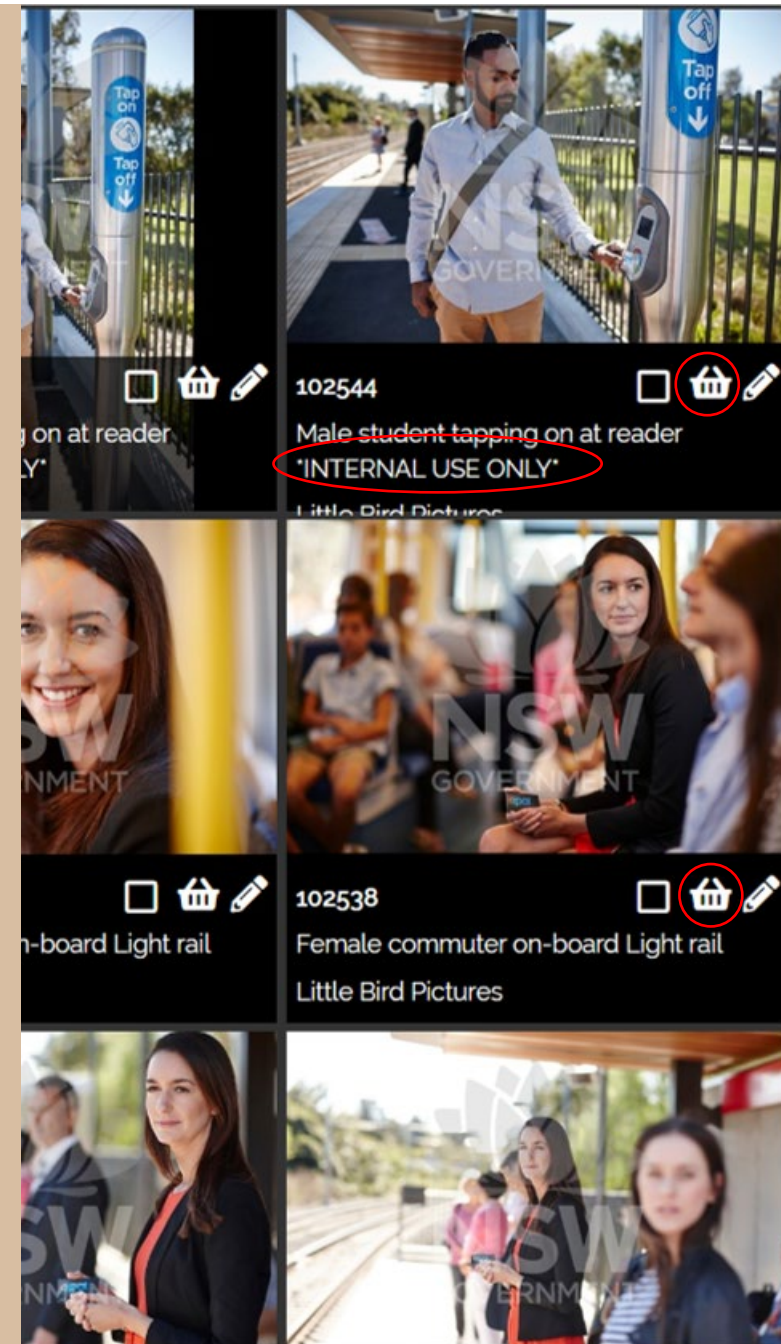
Ordering assets

- Select a download format

- Enter your 'Project Details'

- Tick to agree to the T&C's then 'Submit Order'

- You will receive an email acknowledging your order request which outlines relevant information

- Your order will appear on your orders page

- The receipt page will display the order and download the options available

- Select 'Download' to save to computer

Note: It may take up to 48 hours for the assets to be ready to download as some images may need Administrator's approval.

Orders

200 ⌄ items per page

Search

Order ▲	Date ▼	Items ▼	Status
13278	15 Aug 2022	5	Available
13163	08 Aug 2022	14	Available
12977	26 Jul 2022	11	Available
12972	25 Jul 2022	1	Available
12971	25 Jul 2022	1	Available
12970	25 Jul 2022	1	Available
12967	25 Jul 2022	12	Available
12966	25 Jul 2022	1	Available
12965	25 Jul 2022	1	Available
12964	25 Jul 2022	1	Available
12963	25 Jul 2022	1	Available

We're here to help

CAL Admin

For assistance and support with the CAL:

creativeassets@transport.nsw.gov.au

Help Centre

Information and video tutorials can be found in CAL's Help Centre on the right side of the screen in the CAL.

Brand enquiries

The brand hub has the most recent templates, style guides and logos:

Brand Hub

If you have any general brand enquires contact:
brand@transport.nsw.gov.au