



## Jazz up your website, fliers, social media, posters and more with graphics and photography available from National RTAP

Keeping things fresh and up-to-date on social media, emails, your website, posters and newsletters can be a challenge. That is true especially if your budget and staff don't include extra money or time for photography, graphic designers, or design packages to liven up your print and electronic marketing efforts.

Luckily, National RTAP understands and there are resources available that will save you lots of time, and money, with a few clicks of a mouse. These images are free; they don't require licensing, and they are part of the National RTAP Marketing Toolkit.

The [Photo Library](#) houses a variety of photographs on topics pertinent to RTAP. The photos come in high resolution for print, and low resolution for use online, in emails or social media. Themes of photos range from bicycles and buses to service dogs, shoppers or students.

The Marketing Toolkit also includes a [Graphics Library](#). Here you will find images of cutaway buses, transit buses, and vans, along with symbols and icons. Again, these images come in differing resolutions,

depending on your needs.



Keri Renner, Topeka Metro director of marketing & communications, recently discovered this resource. “I was saying to myself, ‘wow, this is cool!’” Keri said that not all the photos would be helpful to her because “the buses don’t look like the ones we use. Also, the terrain in most of the pics don’t look like Kansas.” Topeka Metro has two staff members who are photographers, “so we typically use our own photography,” Keri said, but she agreed the Graphics Library comes in handy. “I have been getting symbols and transportation icons primarily from iStock Photo. We create flyers, promotional posters and posters for inside the buses, so I think these resources are great to have in our toolbox. Our planning department might use them as well.”

Keeping the look and feel of your marketing efforts fresh may be a bit simpler and less expensive if you check out the resources in National RTAP Marketing Toolkit.

*Photo and graphics are samples of resources available from the Marketing Toolkit [here](#).*

*RTAP TransReporter – Winter 2019*