

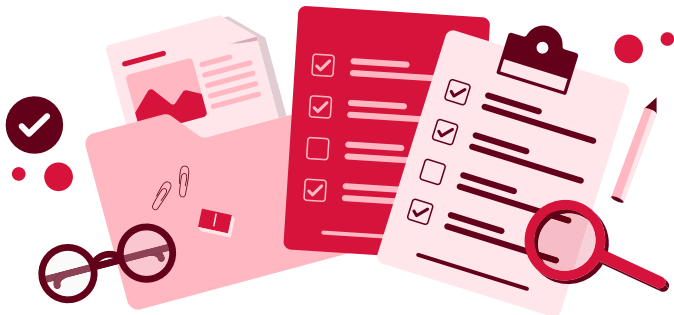
# Design checklist

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Version 1

June 2025

Go to [branding.nsw.gov.au](https://branding.nsw.gov.au) for the full brand guidelines.



## Overview

This checklist highlights key design considerations that must be addressed during the planning stage of any creative project.

Before starting any creative work, it's important to familiarise yourself with the NSW Government Brand Framework, Visual Identity System, and associated guidelines. These are available through the NSW Government Brand Toolbox and are essential for designing appropriately across different brand categories.

Register for access to [Brand Toolbox](#).

External providers will need to include details of a NSW Government referrer.

## Brand category

The [NSW Government Brand Framework](#) includes five brand categories, each defined by the level of connection to government. Masterbrand is the default category. All other categories require a formal brand exemption.

Brand category confirmed with client:

Masterbrand - Corporate / Non-corporate  
Co-Brand Endorsed Independent  
Stand-alone

Brand category brand guidance reviewed on [Brand Toolbox](#).

## Accessibility

Under the *Disability Discrimination Act 1992*, Government agencies are required to ensure that information is provided in a non-discriminatory and accessible manner. All digital content must comply with WCAG AA standards.

Read and understand the [Accessibility and Inclusivity Toolkit](#) to ensure that my design meets accessibility requirements

Review the document accessibility checklist (if relevant)

Refer to accessibility requirements throughout this checklist (indicated in bold)

## NSW Government logo

Latest version of logo is used



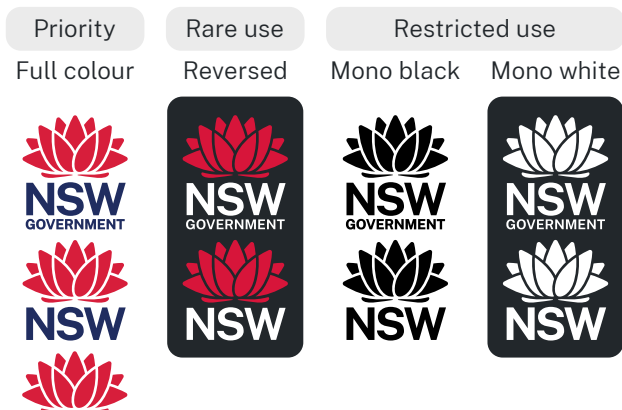
### Look for:

Refined petals,  
no white keyline

'S' terminals  
are horizontal

'G' includes a  
vertical spur

Logo format is suitable for the application



Full colour logo is prioritised

Minimum size is met

Logo positioning is correct

Logo clear space is adhered to

**Logo is placed on a background that has:**

- **sufficient contrast**
- **no visual clutter or busy elements**

## Descriptors

Customer need for descriptor use is clear

Descriptor is decoupled from logo  
(where space allows)

Descriptor is positioned before the logo on an  
opposing corner of the layout (if decoupled)

Descriptor is vertically centred to the logo  
(if coupled)

## Layout

Layout utilises the grid system

Hairlines match text colour, or are from  
the same colour column as background

Note: not all items will be relevant to your communication piece.

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## Typography

Public Sans is used

Typographic hierarchy is clear

**Colour contrast checker has been used to ensure text/background colours have sufficient contrast**

**Text direction is horizontal and reads from left to right, top to bottom**

**Use of ALL CAPS is minimal**

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## Colour

Colours sourced from the NSW Government colour palette

For Masterbrand, determine if communication uses corporate or non-corporate colours

Layouts adhere to colour selection method:

- Up to 3 colours only (from up to 2 colour columns) + white
- Colours are not selected from same tonal row

Colour values match colour space: RGB/CMYK

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## Photography/videography

Photography/videography approach has been followed:

True to place Expressive diversity

An editorial approach

Represents NSW

Diversity in gender, age, ethnicity, abilities, family structures etc. is shown where appropriate

NOT overly staged or clichéd

DOES NOT use unnatural or coloured filters

Appropriate usage rights have been obtained

**Alt text is included on all photos**

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## Illustration

Illustrations adhere to the principles:

Vibrant Human Diverse Meaningful

Clear Uniquely NSW

Illustration style is consistent throughout communication piece

Chosen colour theme from the NSW Government colour palette has been exhausted before introducing additional tints (excluding for hair and skin tones)

**Alt text is included on all illustrations**

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## Iconography

### UI icons

No more than two colours are used per icon

**Colour contrast is adequate**

### Pictograms

Pictograms sourced from Brand Toolbox or follows style guidance

Pictogram style (line/fill) is consistent throughout communication piece

Minimum size is 48x48px

Only two colours are used per pictogram

**Colour contrast is adequate**

### App icons

Use of Waratah as an app icon requires approval from the NSW Government Brand team

Follows app icon style guidance

Icons are using colours from a single colour column plus white (where possible)

**Colour contrast is adequate**

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## Infographics

Colours are from chosen colour theme

**Alt text is included on all charts and graphs**

**Tables are navigable and include table summary**

**Colour is supported with visual aids:**

- **Graphs are directly labelled in sentence case**
- **Graph lines and data points are differentiated by varied stroke types and marker shapes**

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## Video and motion

Direction of motion is consistent

Transitions are consistent and minimal

**Content 'on-screen duration' is appropriate**

**Videos include subtitles and/or captions**

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## Sponsorships and partnerships

Understand and follow the requirements outlined in the [Sponsorships and Partnerships brand guidelines](#)

Avoid showing the NSW Government logo multiple times

Use a support label, logos, and/or acknowledgment statement to communicate support

In the support section, logos are ordered following the NSW Government Brand Framework or scale of contribution