Label Design 101

A guide to help consumer goods entrepreneurs bring their products to market.

VENTUREPARK LABS

Things to Know

The packaged goods marketplace is crowded and label design is a great way to stand out.

Label design is influenced by brand image, product information, package format, and retail display.

Creative and customer focused label design attracts shoppers attention and impacts their purchase decision.

Brand owners benefit from working with designers that have expertise in packaged goods design.

Artwork design firms range widely in their size, services, process, timelines, expertise and pricing.

It is important for brand owners to find a designer that fits their stage, service needs and budget.

Getting Started

Plan Ahead
Early stage brands often start with a low cost do it yourself approach to label design that evolves as sales grow.

Research Options
Explore different designers and learn about their process, services, pricing and review examples of past work.

Focus The Search
Look for expertise related to the requirements for designing printed labels and packaging.

Be Prepared
Confirm the package size, shape and format early to streamline the artwork design process.

Bring It All Together
Design labels that attract the target consumer and communicate the product benefits to encourage consumers to purchase.

Design Approaches

Insights to help you find the right path for your business.

- Early stage founders can start with a low cost approach to label design and increase sophistication as the product and package are finalized and distribution increases.

- It is cost effective to start with a printed label applied to a blank package before investing in pre-printed packaging.

- Tools like Canva, Adobe or Figma are user friendly options to design labels that can be printed by a small shop.

- Brand owners often start with a freelancer or small design firm for basic logo, images, fonts and colours.

- Large brand development agencies offer many services including market and consumer research, focus group testing of designs, and sophisticated brand development.

Artwork Design Tips

Insights to help you create an impactful label.

- Review the marketplace for inspirational examples including a full range of emerging and large Canada wide brands.

- Note where and how the product category is typically displayed at retail and design artwork to attract the shopper in high, low and crowded shelf placements.

- Finalize the product value proposition including benefits, unique features and consumer preferences to guide design.

- Follow the packaging die line received from the packaging supplier as the template for dimensions, fold areas, zippers, seams and no print zones.

- Incorporate Canadian label regulatory requirements into design and consider hiring a regulatory expert for input.

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Artwork Design Tips

Insights to help you create an impactful label.

- Follow the less is more principle and avoid including too many claims, symbols, icons, fonts, colours and text which would overwhelm or confuse the consumer.

- Place the most important information on the consumer facing front of package and use the side, back or online communication for information that is not as critical.

- Review a prototype of the label and package by printing the digital version of artwork and constructing a to scale model of the packaging.

- Look at artwork and prototypes from the consumer perspective including while shopping online and how it appears from a distance on a crowded store shelf.

Finding Designers

Tips to help you find the right partner for your business.

- Reach out to other early stage brands with great design for leads on who to work with.

- Look for packaging suppliers that also offer design and printing services as they have expertise on their package and printing process.

- Inquire about design support for other printed products such as sample boxes, displayers or point of sale signage.

- Confirm expertise related to labelling regulations and bring in external regulatory compliance input if needed.

- Check references and review portfolio examples to help determine if their skills align with your brand needs.

Places To Look

click the links below

Resources

Design Tools

Canva

Adobe

Figma

Freelance Designers

Fivver

Upwork

Package Artwork Design

Source Nutra

Pulp and Pixel

Rootree

Eye Candy Design

Brand Builder

Walden Design

Crew

These leads will help you get started.
Continue to research to find the right match for your business.

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