

There are no hard and fast rules that you can follow in order to create a well-designed product label. However, there are certain elements that will make a label design attractive and compelling.



- 1. Color:** To grab the attention of someone who is casually walking the aisles of the store, you need to use color well.
- 2. Graphics:** An eye-catching graphic will also help draw attention to your product.
- 3. Readability:** Color and graphics will draw attention, but unless your label is easily readable at a glance then you will lose customers (experts say you have only 2-3 seconds to attract the attention of a shopper browsing the aisles of a store).
- 4. Material:** Before you even begin the design process, you need to consider the label's material — your product and design needs to “fit” the material depending on your target audience: smooth for a clean look, textured for a more classic look, recycled for an earthy look, etc.
- 5. Label finish:** Whether you choose a glossy or matte finish for your label is a judgment call depending on the kind of image you want to convey.
- 6. Shapes:** You can really draw attention to your label by using an unusual shape, which will require the initial investment of a new die, which can cost several hundred dollars depending on the size and complexity of your design.