

Form Follows Function: The True Story Behind Creating Effective Labels

When you think about it, labels are everywhere.

You find them on shopping bags and food packaging; wrapped around water, wine and shampoo bottles; adhered to walls, doors and floors; affixed to benches, gates and car bumpers. Thanks to their versatility, labels go on just about anything. So, how do you make sure your label stands out in a crowd? First, it must function properly. Second, it must have an attractive form. Here are some invaluable tips on creating a successful label:

1 Determine Label Type

If your label acts as a warranty seal or provides information that must remain with the product for its lifespan, it's considered a permanent label. If your label needs to be removable, it's considered a temporary or "repositionable" label. Typically, permanent labels use a "high-tack" adhesive and temporary labels use low-tack or removable adhesive.

2 Identify the Environment

Where will your label live? On a store shelf? Outside in a garden center? On a smooth or rough surface? Will it undergo a rigorous shipping experience? Once you establish its environment, you can make appropriate decisions regarding adhesives and substrates.

3 Select a Substrate

A label is a visual extension of your brand, therefore its design should reinforce the spirit of your business. The label material, otherwise known as the substrate, is a consideration. A company that sells expensive products might use a premium paper that is high gloss or metallic while an ecological organization might lean toward a Kraft or recycled paper.

4 Pick a Shape

The size and shape of your label depends on what it will affix to. Is it going on a box, a cylinder or a shrink-wrapped package? If you are creating a label that adheres to a product or packaging, mock it up in 3D to ensure information is legible and falls where you want it.

5 Contemplate Colors

A label should align with your company's brand look and feel, and color is a factor. Your label should "pop" off the shelf since products live in competitive surroundings. If your brand is understated, consider design options that introduce a bright accent color or 4-color imagery. The goal is to create an eye-catching label while conforming to your brand.

6 Choose Words Wisely

A label has a limited amount of space; so first determine what **MUST** go on it. Once that's done, consider what will resonate most with your customer. Your marketing slogan? The unique value proposition? This discretionary content can ultimately be why a consumer chooses your product over another.

Now that you know what it takes to be a label success story, give us a call to get your label in the works! Don't forget PIP can produce many types of labels for your business.

- Premium and private brand labels
- Product labels
- Variable print labels (numbering, bar codes, etc.)
- Static cling labels
- Embossed labels
- Durable labels
- Promotional labels
- ...And more