

# How to design the best food label?

The best food labels have a solid theme and key product benefit. Does that mean including a sketch of an old woman baking or a watercolor painting of a fruit tree? Did those descriptions create an image of what the product is in your mind? Exactly!



Use a big logo that includes a beauty photo of your food item. Often times these are surrounded by fresh-looking fruit and vegetables to reinforce the idea of health, freshness, and your product's benefits. As you can see, there

“Design is why consumers buy it”

are lots of options. The most successful food labels create a unique personality for the brand. Using food photos or drawings helps sell the product's key benefit. Don't forget how your color scheme affects your audience. For example A kids vitamin design needs very bright colors.



When writing the front label copy, feature the product's benefits. Your customers want to know what your product can do for them that no other can. You've undoubtedly seen products labeled “gluten free”, “organic”, or “no chemicals or dyes used.” Does that attract you, as a customer, more to that product versus the one next to it that doesn't say that? Definitely! Remember, essentials only. Label design is key. The main reason consumers pick up a product is because of the label design. And with the right package design, that hot-ticket item will be yours!



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