

# How to write label copy?

The first step in writing label copy is creating a label content document and indicating where all the product benefits and features go. Include every graphic element on the label. You must write the copy to fit the space you have. Long copy will not fit, so it's imperative that you keep it short.



Always indicate the label width and length, plus the width of the front bottle panel (the available space on the front of the bottle before it rolls off the side). Your designer must fit everything within that viewing space.

Your label content document should not include descriptions, only the actual words being used.

*Use the following as a guide:*

## FRONT LABEL CONTENT:

**Image:** Logo or brand name. (Remember to keep it short! Simplicity is key.) Include either a local trademark (™) or an official nationally-registered trademark (®). This is important for the designer and legal staff. When this is added after the fact it can be an expensive production addition.

**Image:** Photo of orange slices and a mango (indicate a photo or illustration).

**Flavor:** Orange Mango. Naturally flavored.

**Benefits:** Zero Calories. No sugar added.

**Image:** Organic certified ®.

**Regulated Copy:** 2 LITER (67.6 fL. oz)

## BACK LABEL CONTENT:

**Benefits:** Zero Calories. No sugar added.

**Back Story:** Tell consumers why your product is good for them, for example, “Refreshing taste from all-natural ingredients. Contains 100% Juice.”

**Image:** Nutrition Facts panel.

**Copy:** Ingredients.

**Regulated Copy:** Manufactured by: Company Name.LLC. City, State. Zip Code. USA.  
Domain address.

**Image:** Bar code.

**Warning Copy:** Open carefully. Content under pressure. Recycle logo.

*Once your content is completed, send it to everyone involved in approving the content, such as a focus group, your legal advisor, co-packer, and any State or Federal agency, for approval. Once that's completed and the final edits are made, send it to your label designer. Keep in mind the design and layout is their skill and profession. Leave it up to them to present the content in a professional and enticing way.*



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