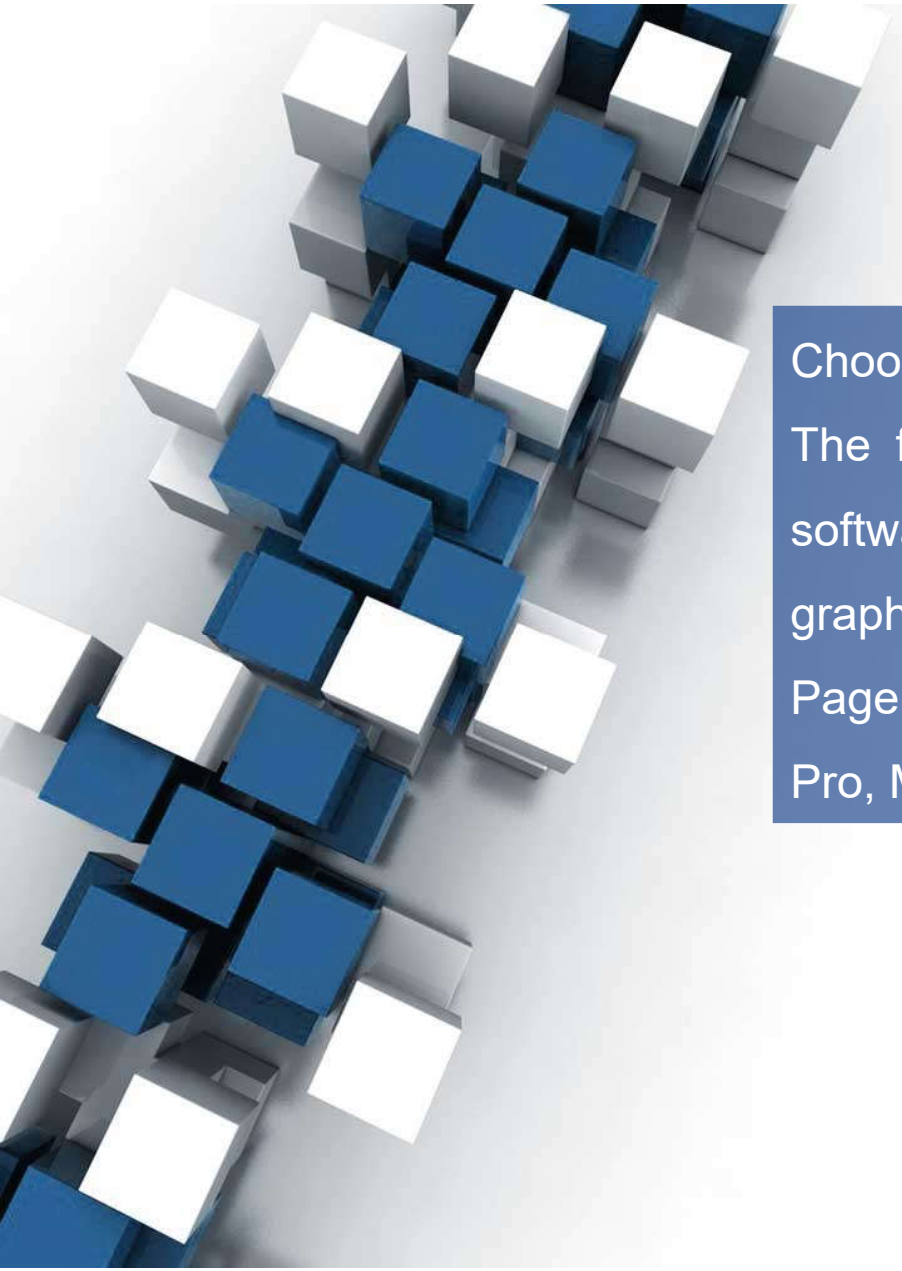
LAYOUT & LABELLING

MANAJEMEN PENATAAN PRODUK

Aryan Eka Prastya Nugraha

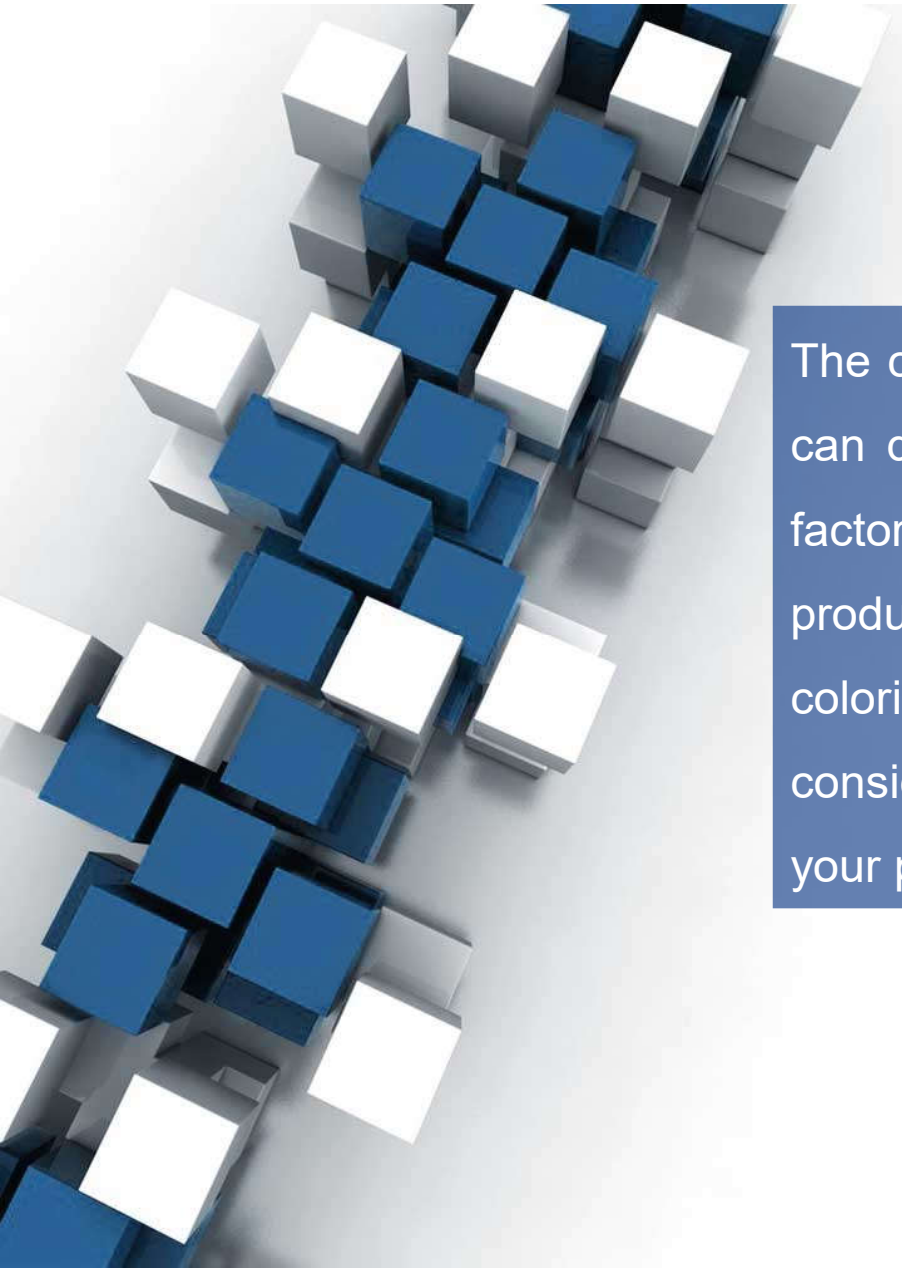
2021



Effective Product Label

Choose the Right Design Software

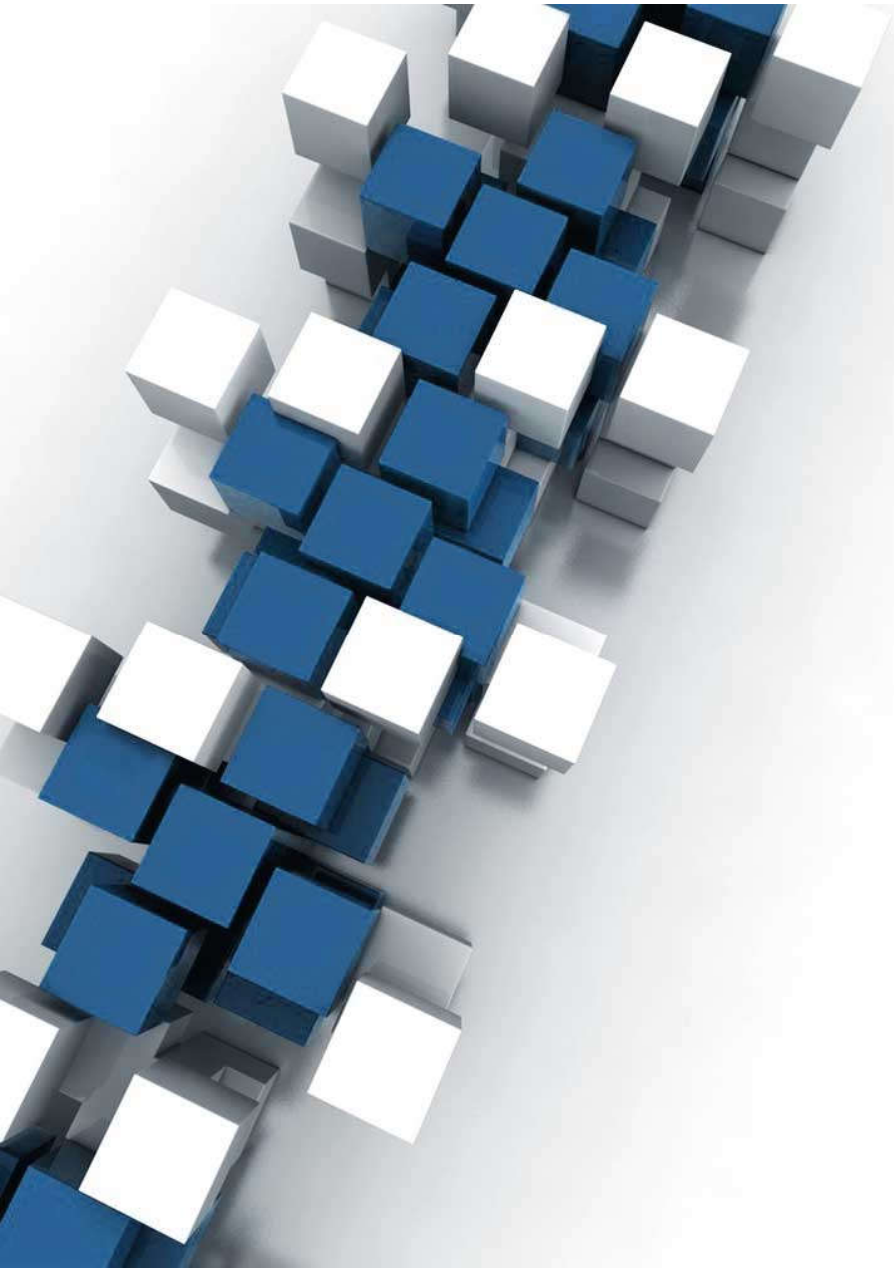
The first step to creating your product label is deciding which software to use in the design process. There are many good graphic design software choices (Adobe InDesign, PagePlus, CorelDraw, Adobe Illustrator, Xara Designer Pro, Microsoft Publisher, etc.) available today.



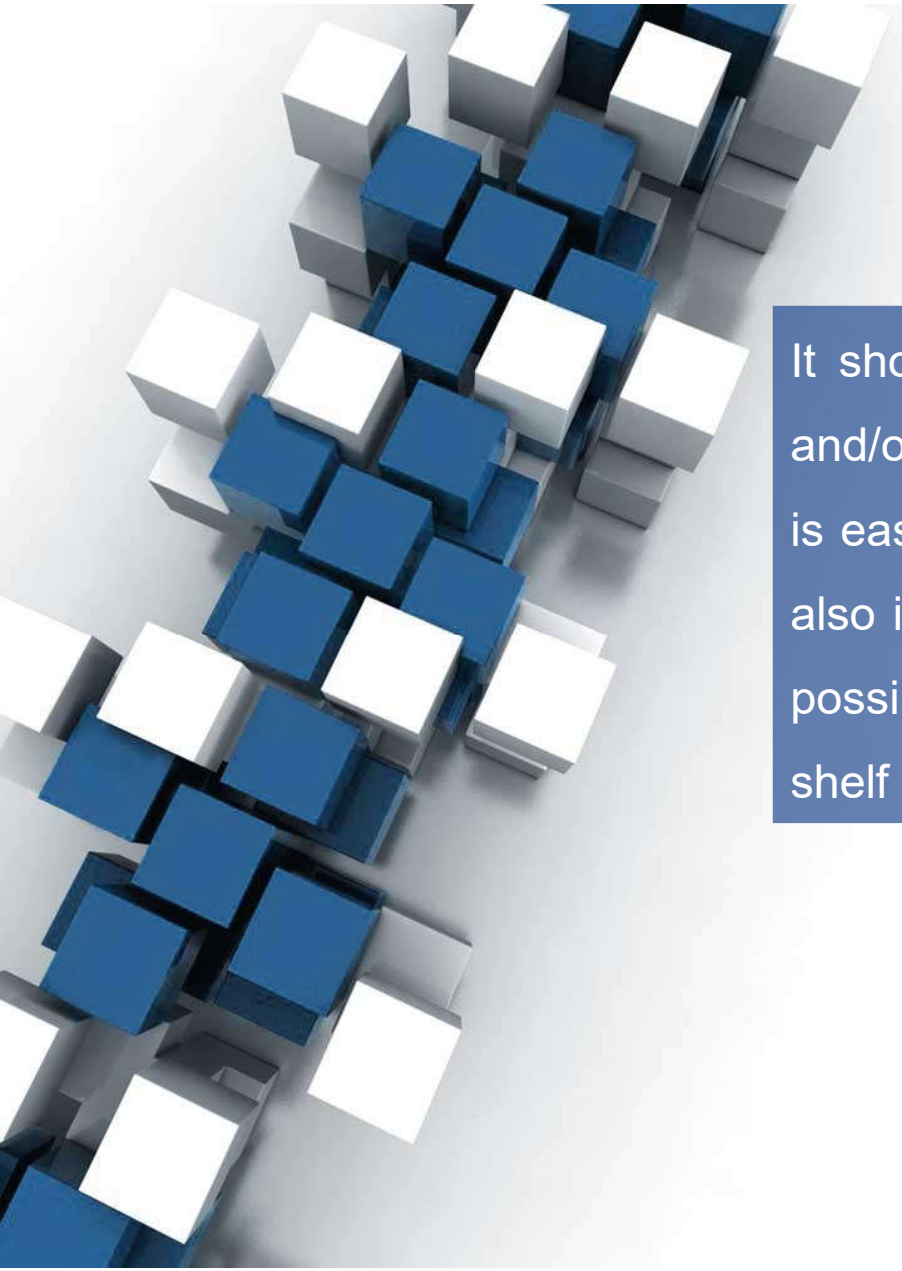
Colors

The colors used on your product label are very important as they can directly influence the buyer's purchasing decisions. Several factors should be considered when choosing the coloring for your product labels. For example, you should take into account the coloring of the container or, if the container is clear, you need to consider the color of the product and so on, as you don't want your product label to negatively impact these items.


C= 0 M= 50
Y=100 K= 0
C= 0 M= 50
K= 10
C= 0 M= 40
Y= 80 K= 0
M= 40
K= 10

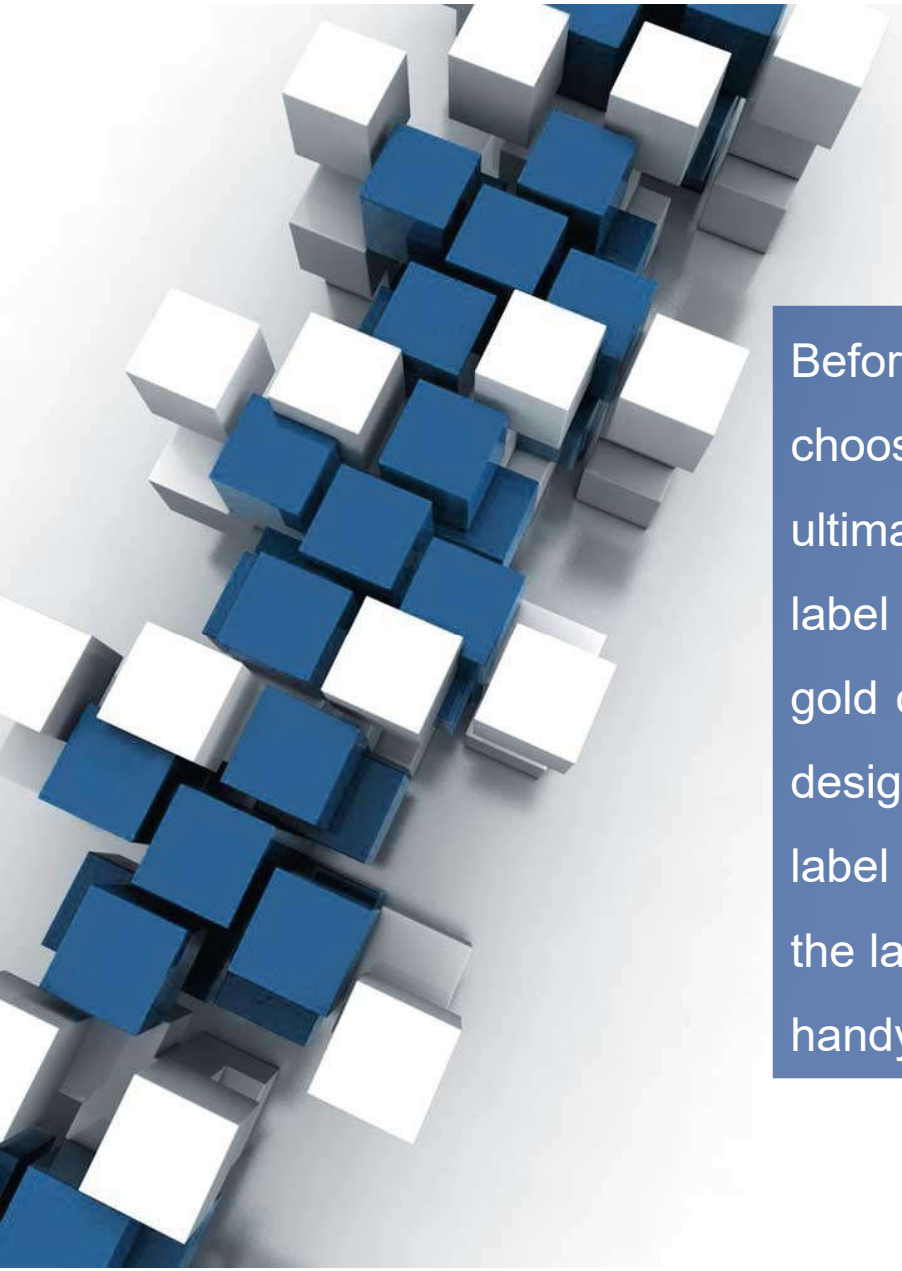


Fonts



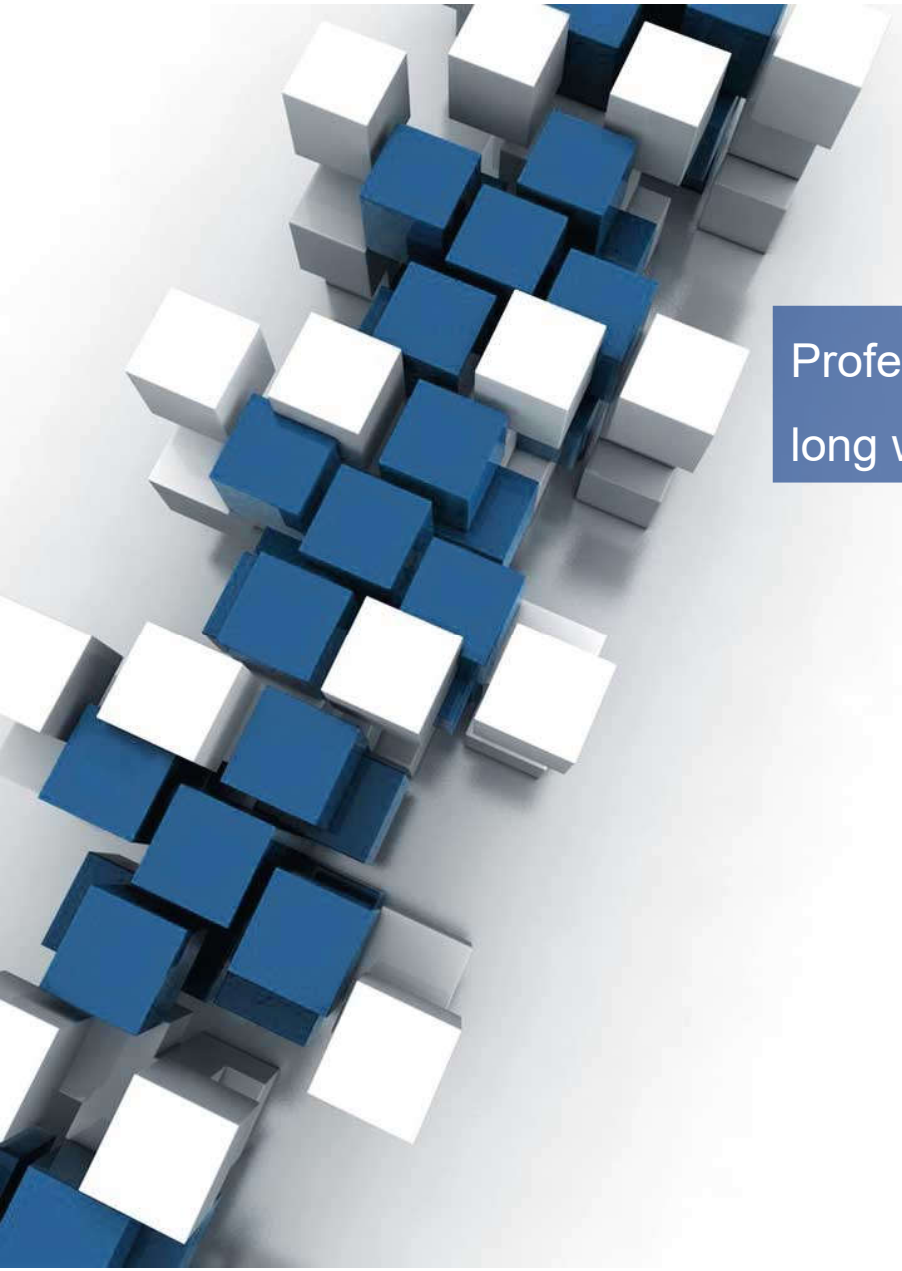
Product / Company Name

It should go without saying, but be sure to feature the product and/or company name prominently on the label design, so that it is easily identifiable and the first thing the consumer notices. It is also important to stay as consistent with the look of the brand as possible so that customers can quickly find the product on the shelf next time they visit a retail center to purchase merchandise.



Label Material

Before beginning the actual design process, it is a good idea to choose the product label's material. Whatever your design, it ultimately needs to be in sync with your label material. Common label material choices are white, clear, cream colored, or even gold or silver foil. Choosing a white or foil material can help your design to stand out from the packaging, while choosing a clear label material may be useful to create a custom shape or to make the label better blend in with the product's container, which can be handy if the packaging is colored.

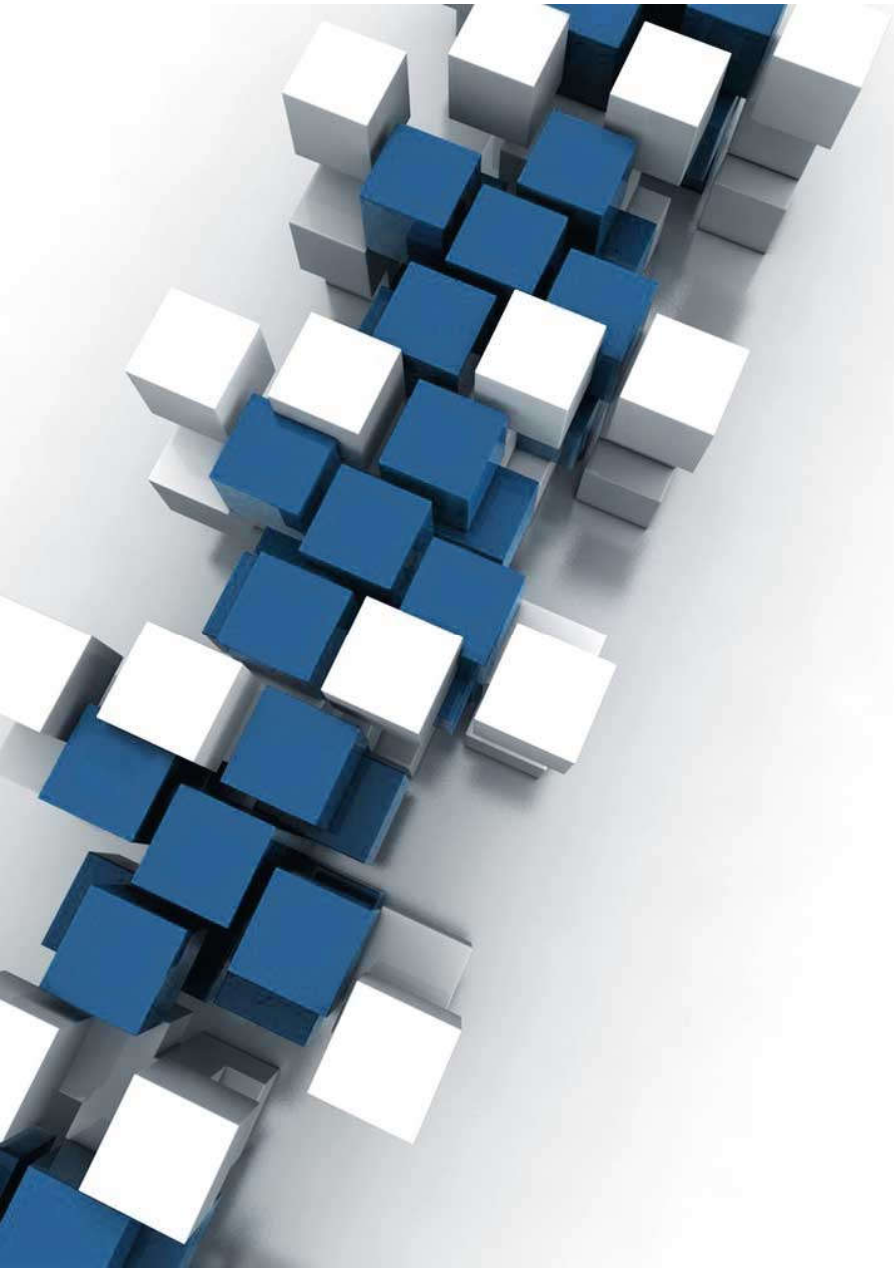


Graphics / Images

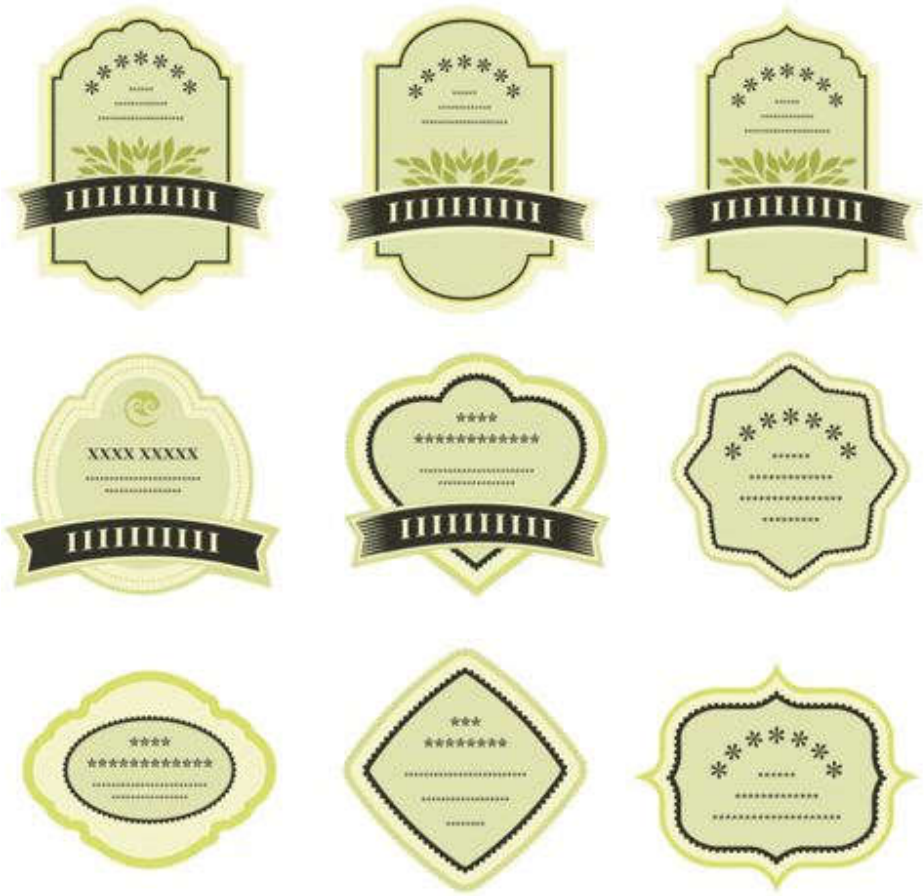
Professional graphics such as drawings or photographs can go a long way in regards to drawing attention to your product.

Label Size

Your label size choice will largely depend on the product's container / packaging. You will also have the option of designing a single label or using multiple labels for the front / back of the product. Front and back labels allow you to separate the branding / design on the front of the label from smaller-sized items like ingredients, instructions, etc. that can be placed on the back. But, purchasing two separate labels for the product may not be the most cost effective choice.



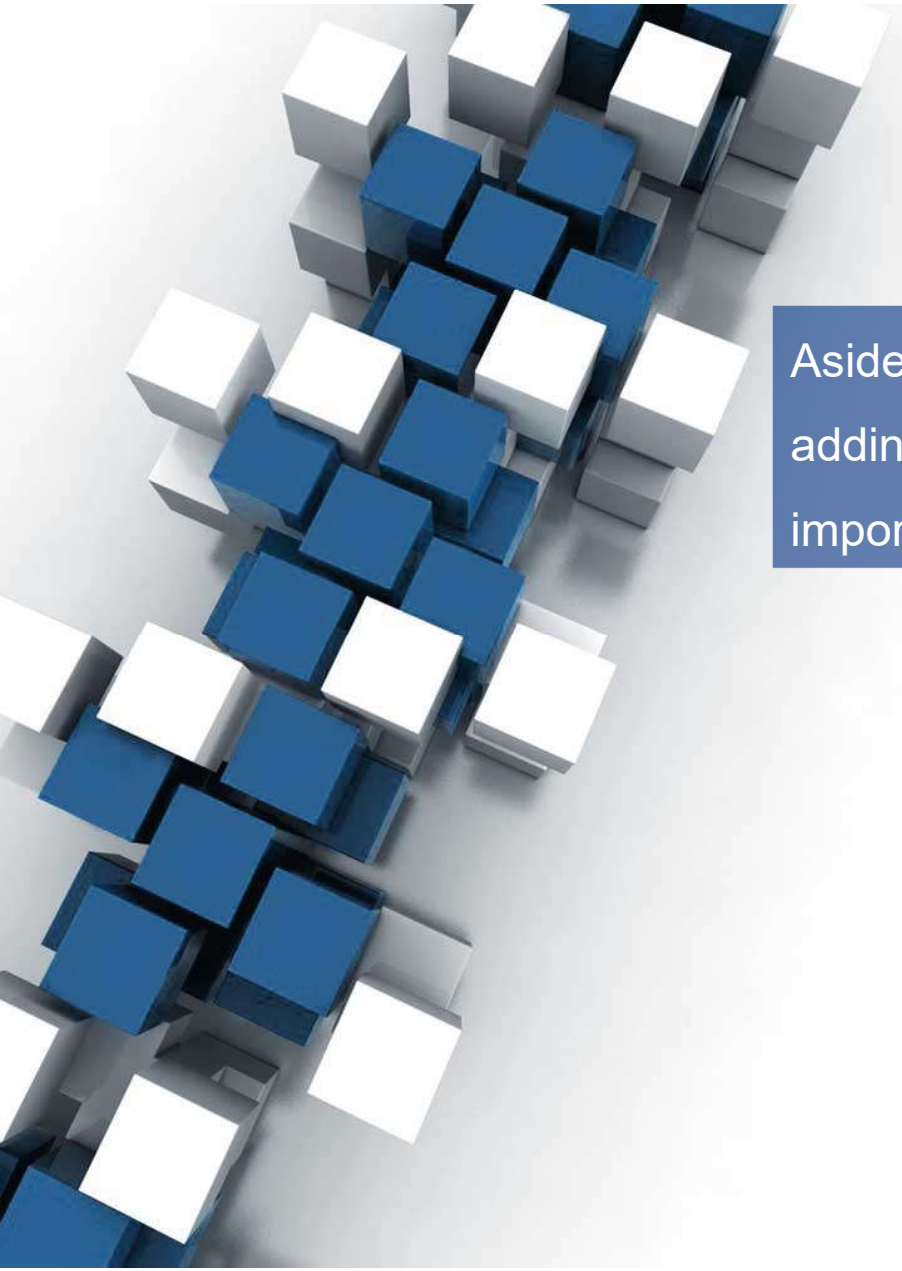
Label Shape



Barcode

UPC

EAN



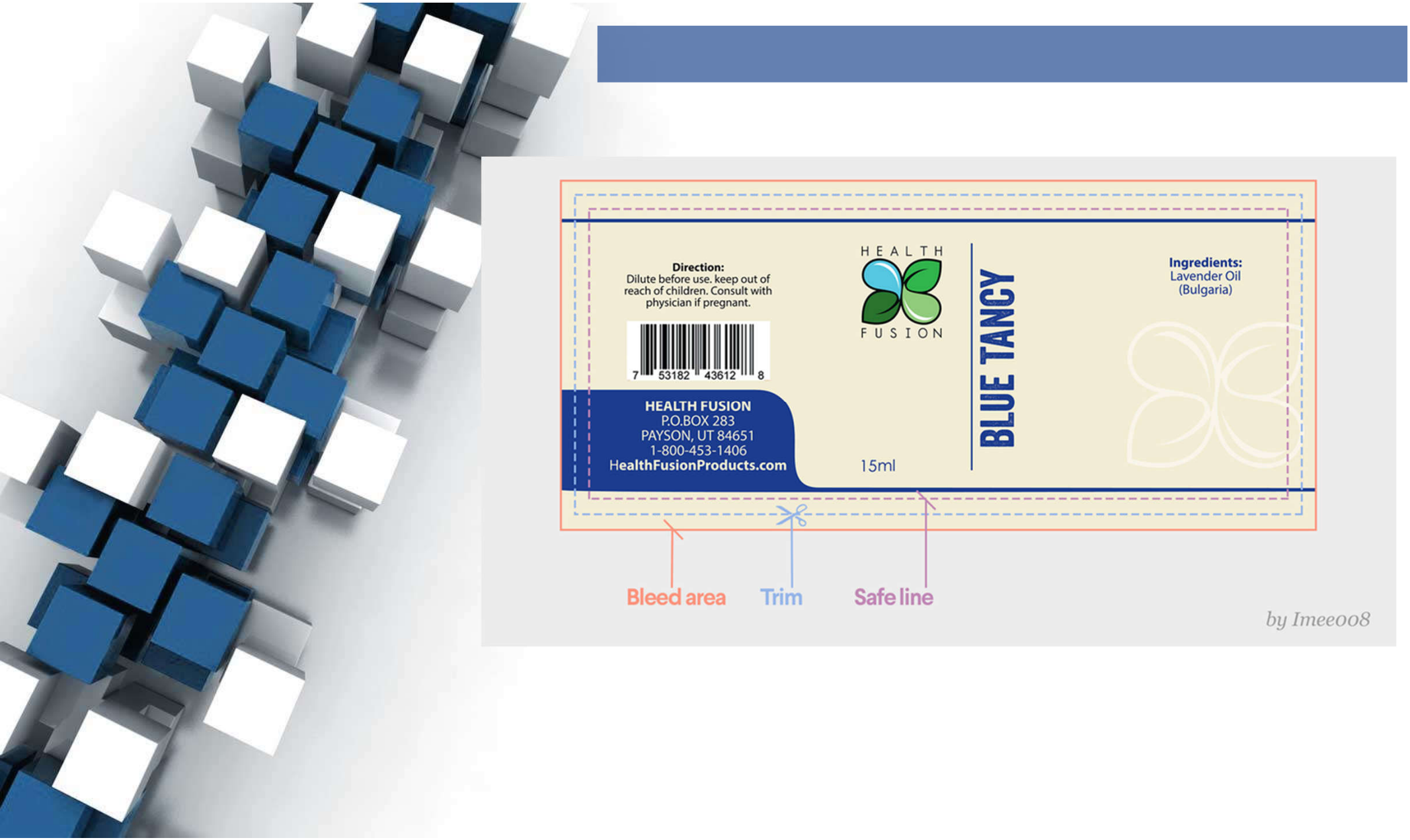
Contact Information

Aside from creating a product label that stands out on the shelf, adding the company's contact information may be the single most important aspect of an effective product label's design.

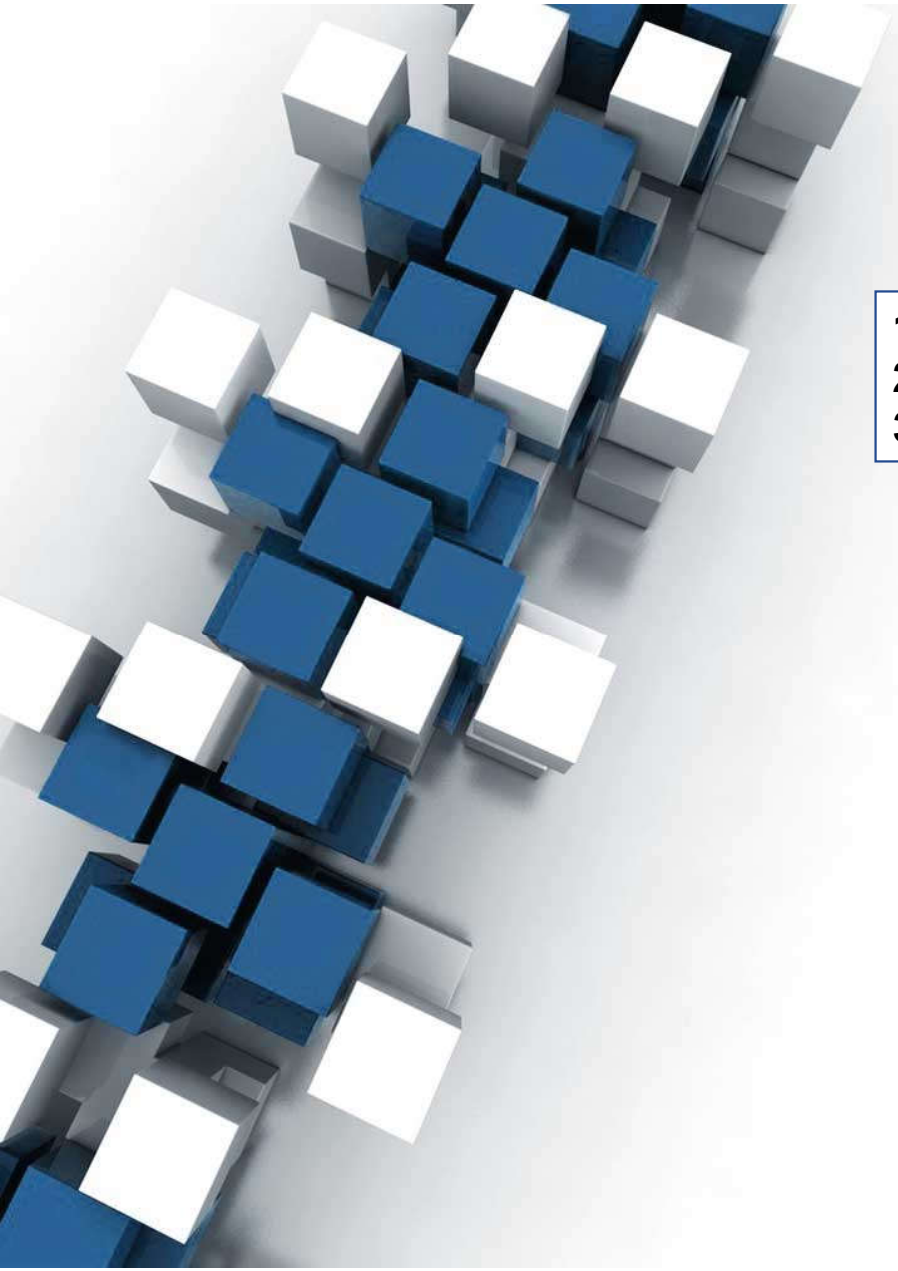
CONTOH


A
FRUIT SYRUP
used in
COCKTAILS
and
MIXED DRINKS,
AS WELL AS
Non-alcoholic
SODAS.
SHRUB SYRUPS
CONTAIN
Vinegar.
the vinegar adds
BITE,
AS WELL AS
AN EXTRA
LAYER
of Complexity
to the DRINK.
WE MAKE
OUR SHRUBS
from a
VARIETY OF
FRESH
LOCAL
Berries
and
Fruits.
SEATTLE
SHRUB
Cocktail Syrup
POMEGRANATE
NO.
2
INGREDIENTS:
RASPBERRY JUICE, CANE SUGAR,
& DISTILLED WHITE VINEGAR
12 fl oz 355 mL

by sarapaheylo

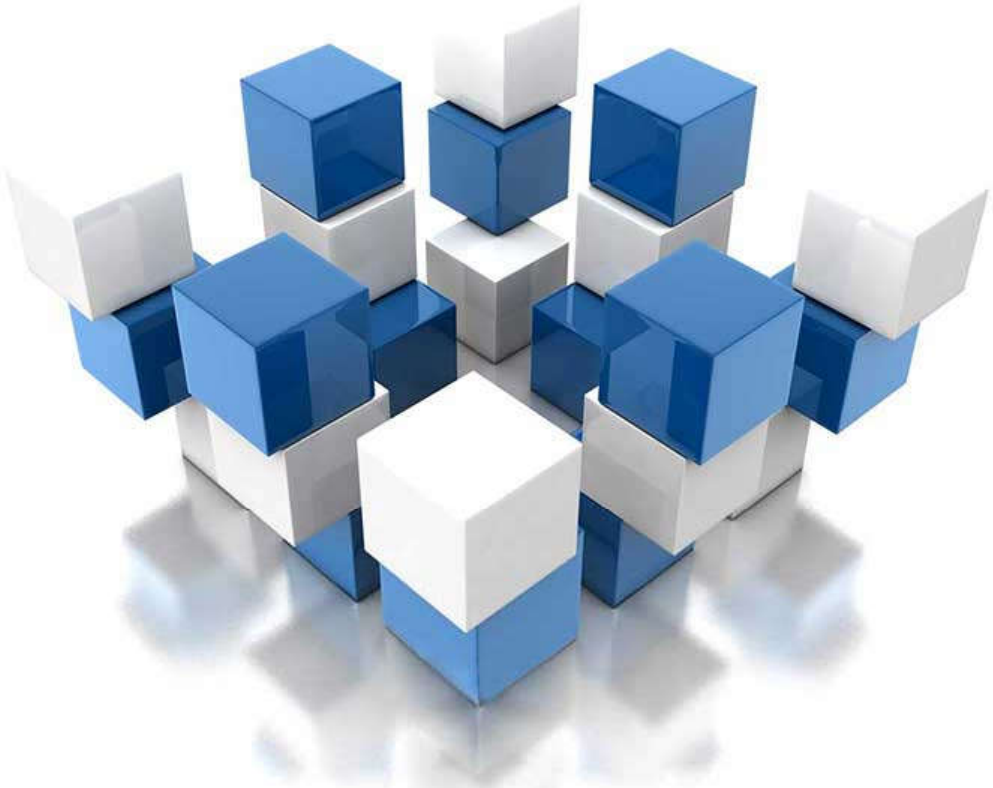

Direction:
Dilute before use. keep out of reach of children. Consult with physician if pregnant.
7 53182 43612 8
HEALTH FUSION
P.O.BOX 283
PAYSON, UT 84651
1-800-453-1406
HealthFusionProducts.com
HEALTH
FUSION
15ml
BLUE TANCY
Ingredients:
Lavender Oil
(Bulgaria)
Bleed area
Trim
Safe line
by Imeeo08


INGREDIENT: 100% SPIRULINA
NUTRITIOUS SUPERFOOD
ABOUT SPIRULINA: Spirulina is a type of natural microalgae which contains beneficial vitamins, minerals and proteins which work together in a synergistic way to provide energy and vitality.
DOSAGE :
Child (4yr-10yr): 2-4 Tablets per day
Adult: 4-8 Tablets per day
STORE IN DRY AND COOL PLACE.
DO NOT STORE DIRECTLY UNDER THE SUNLIGHT.
THIS PRODUCT DOES NOT CONTAIN ARTIFICIAL FLAVOUR OR PRESERVATIVES
DISTRIBUTOR:
PIVOT POINT MARINE SERVICES CO., LTD.
No.155/157, Room No. (8-A), 48th Street, Upper Block, Botahtaung Township, Yangon, Myanmar.
MANUFACTURER :
GREEN DIAMOND CO., LTD.
No. 86, Moo 6, Tungpee, Maewang, Chiangmai 50360 Thailand.
MFD.
BBE.
บุญสมพาร์ม boonsom farm
SPIRULINA
TABLETS
Powerful Antioxidants
Natural Detoxification
Safe and Effective
Superfood
120 TABLETS NET WT 60G
Spirulina provides a near-instantaneous boost to one's energy, while helping to improve endurance and reduce fatigue. It helps to improve the immune system, and provides exceptional support for the heart, liver, and kidneys. Spirulina is very useful for weight control, allergy, eye problems, abnormality of cholesterol, anemia and other symptoms of diseases.
GMP
ISO
HACCP
PRODUCT OF THAILAND
50-1-03935-1-0016
SUITABLE FOR VEGETARIANS AND VEGANS
8 854437 000803
Company details
Company logo
Product name
Product image
Barcode
by BrSav



REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan



THANK YOU

Any question ?