



LAYOUT & LABELLING

MANAJEMEN PENATAAN PRODUK
Aryan Eka Prastya Nugraha
2022



Effective Product Label

Choose the Right Design Software

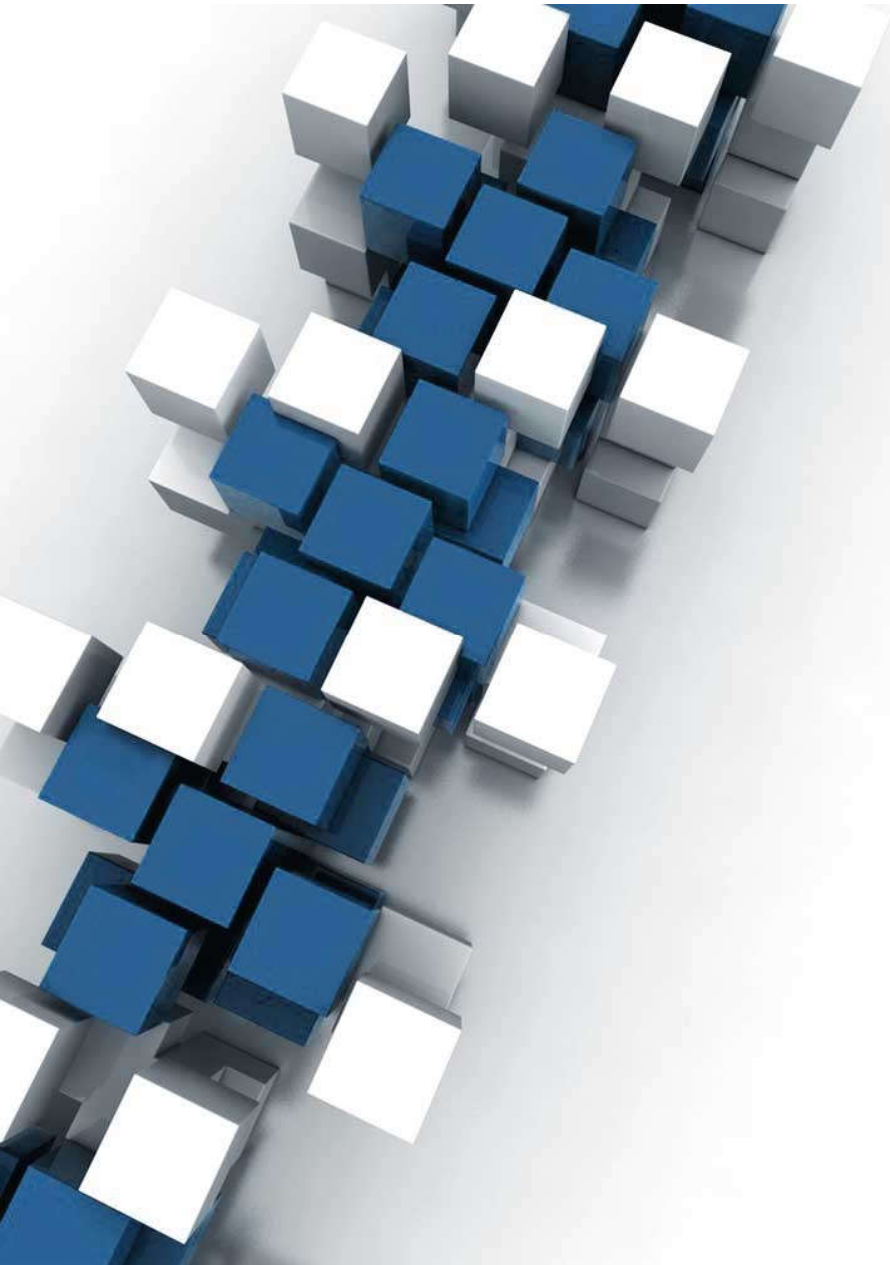
The first step to creating your product label is deciding which software to use in the design process. There are many good graphic design software choices (Adobe InDesign, PagePlus, CorelDraw, Adobe Illustrator, Xara Designer Pro, Microsoft Publisher, etc.) available today.



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.





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.

An abstract 3D geometric pattern composed of numerous small cubes in shades of blue and white, arranged in a complex, interlocking structure that recedes into the distance. The cubes are rendered with soft shadows, giving them a three-dimensional appearance.

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

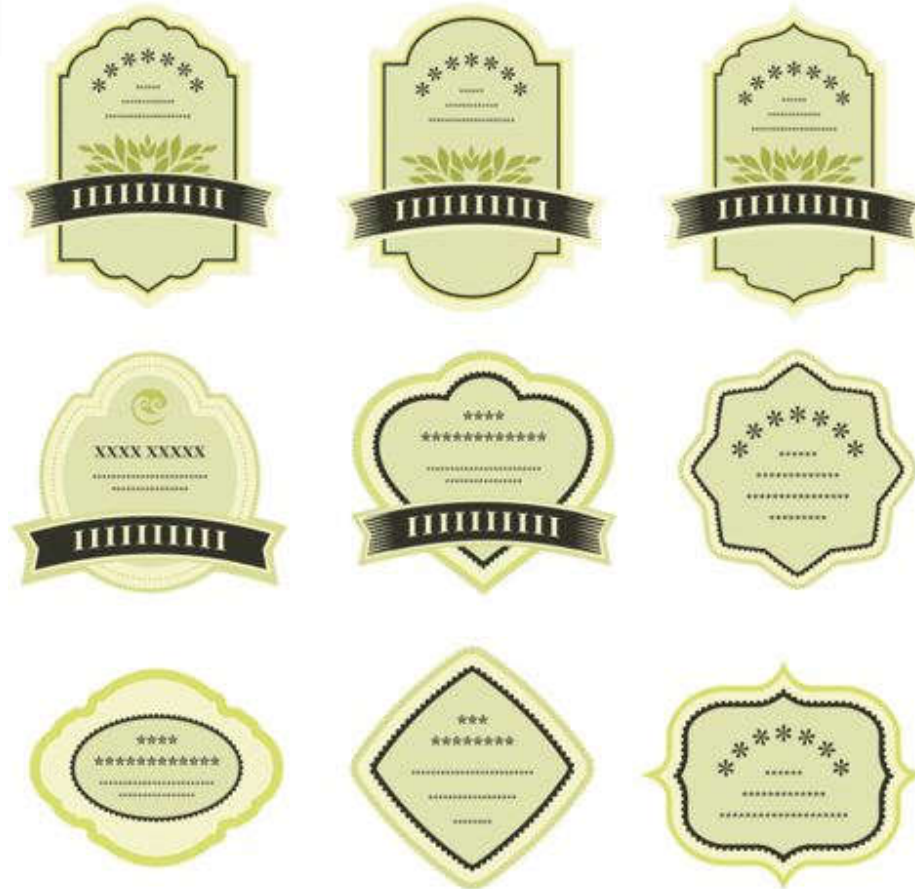
Professional graphics such as drawings or photographs can go a long way in regards to drawing attention to your product.



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







Pasta Sauce

INGREDIENTS:

- 1 lemon, halved
- 4 medium artichokes
- 1 cup chicken stock or canned low-sodium broth
- 1 cup dry white wine
- 2 garlic cloves, minced
- 2 tablespoons tomato paste
- 1 tablespoon extra-virgin olive oil
- 1/4 teaspoon crushed red pepper
- Salt and freshly ground pepper
- 1/2 cup freshly grated Pecorino Romano cheese
- 2 tablespoons chopped fresh basil
- 1 tablespoon chopped parsley



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CALIFORNIA, U.S.A.

ESTD **PEZZINI** 1929

FARMS

FAMILY RUN ARTICHOKE FARM

• LOCAL ARTISANAL FOODS •




Hand Crafted

Pasta Sauce

NET WT 24 OZ (1.5LB) 680G

Nutrition Facts

Serving Size 1/2 cup (123 g)

Servings Per Container About 24

| Amount Per Serving | |
|------------------------------|----------------------|
| Calories 45 | Calories from Fat 15 |
| % Daily Value* | |
| Total Fat 1.5g | 2% |
| Saturated Fat 0g | 0% |
| Trans Fat 0g | |
| Cholesterol 0mg | 0% |
| Sodium 380mg | 15% |
| Total Carbohydrate 8g | 3% |
| Dietary Fiber 2g | 8% |
| Sugars 4g | |
| Protein 2g | |
| Vitamin A 10% | Vitamin C 15% |
| Calcium 2% | Iron 6% |

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

| | | | |
|--------------------|-----------|---------|---------|
| | Calories | 2,000 | 2,500 |
| Total Fat | Less than | 65g | 80g |
| Sat. Fat | Less than | 20g | 25g |
| Cholesterol | Less than | 300mg | 300mg |
| Sodium | Less than | 2,400mg | 2,400mg |
| Total Carbohydrate | | 300g | 375g |
| Dietary Fiber | | 25g | 30g |

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

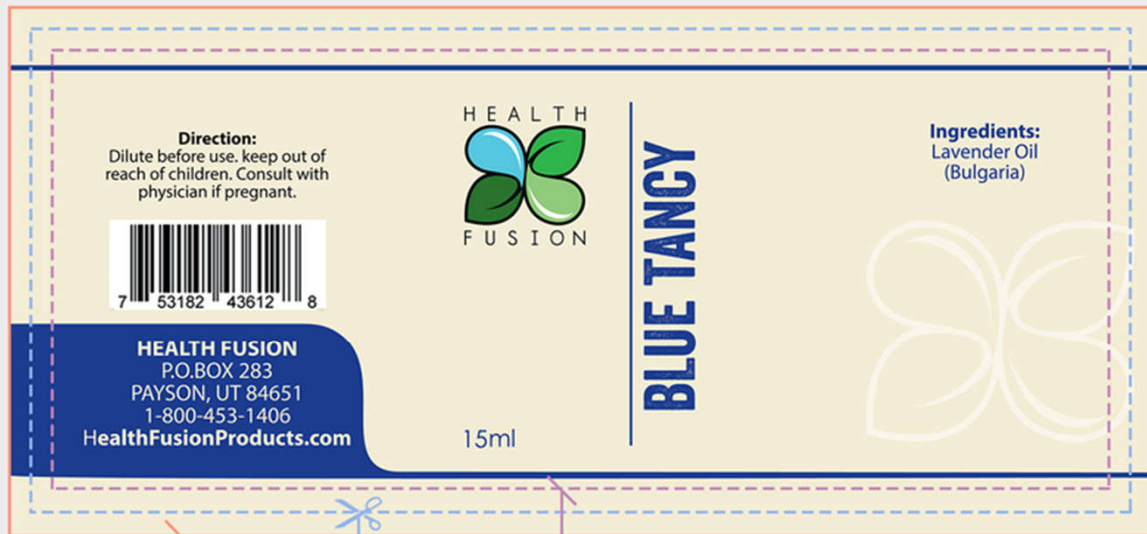
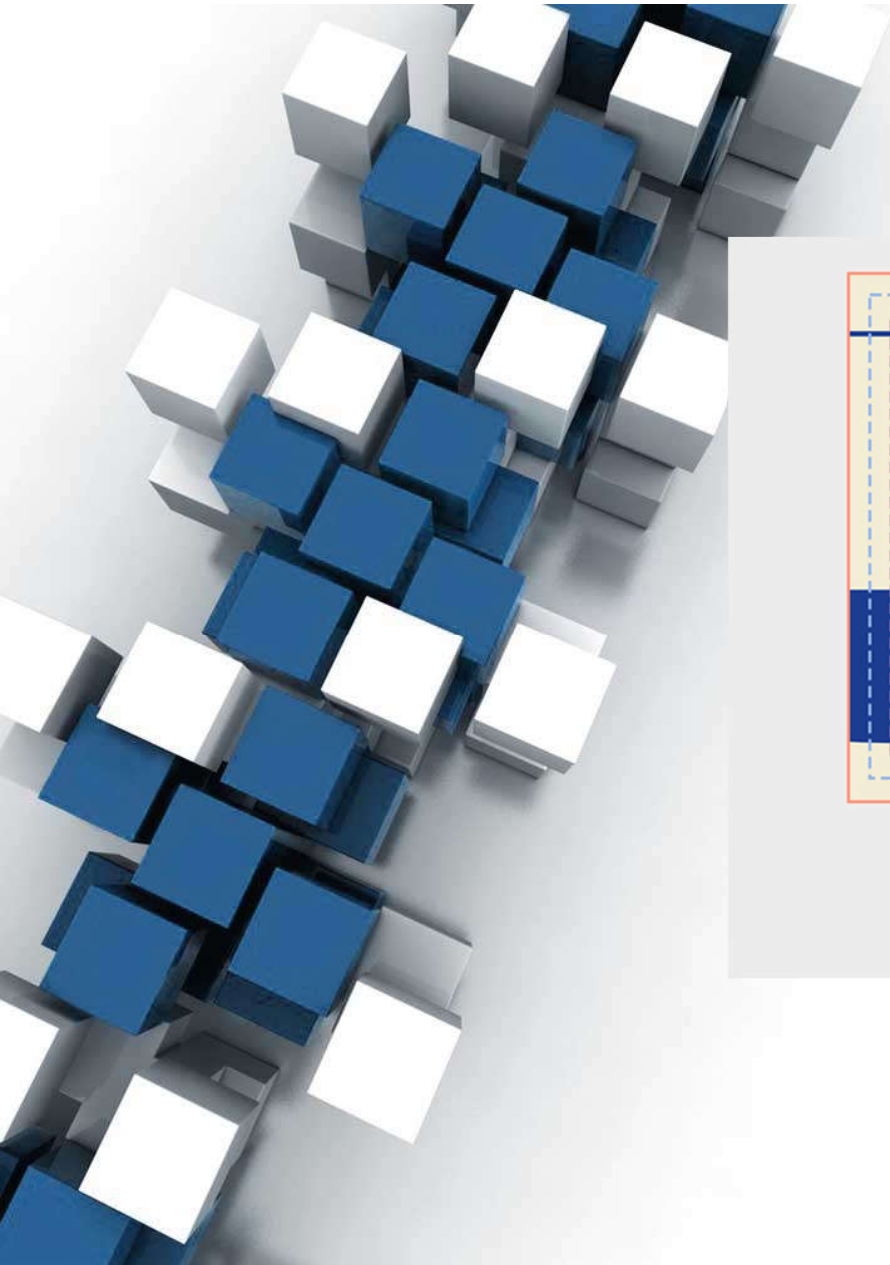
PEZZINI FARMS: Nashua Rd Castroville, CA 95012
(831) 757-7434 • 460 www.pezzinifarms.com

Bleed

Trim

Safe line

by sarapaheylo

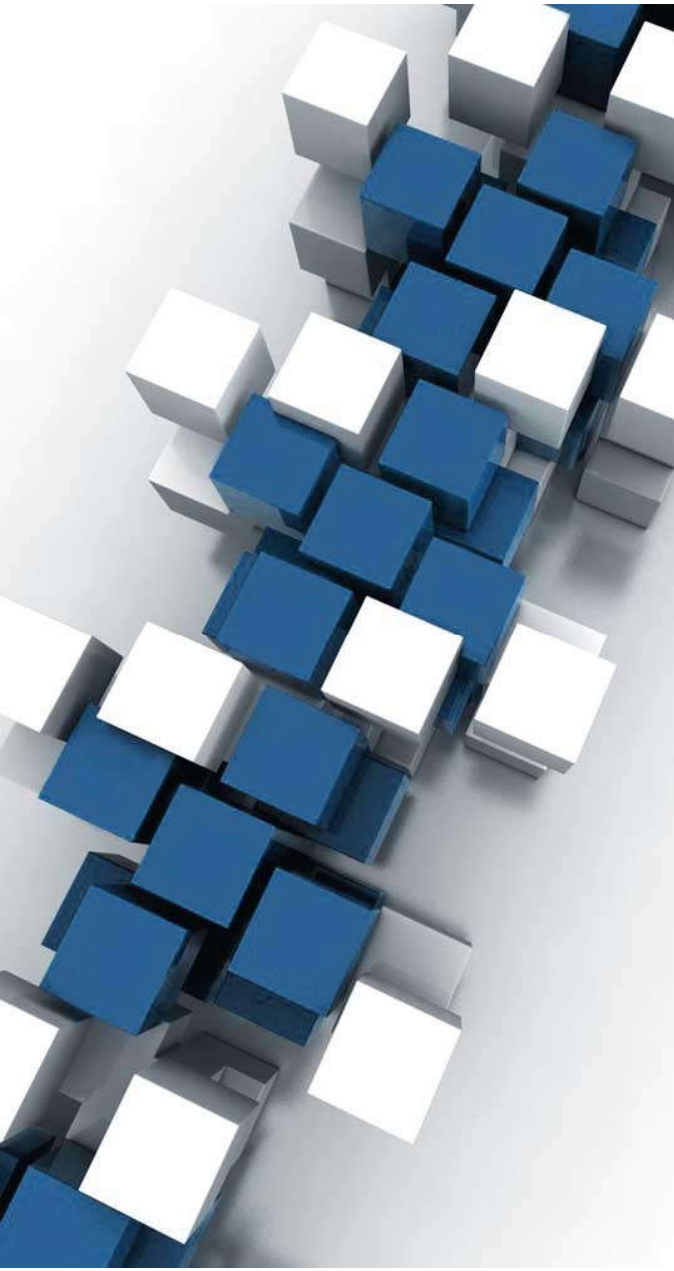


Bleed area

Trim

Safe line

by Imee008



INGREDIENT: 100% SPIRULINA

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. 85, Moo 6, Tungpee, Maewang, Chiangmai 50360 Thailand.

 MFD.
BBE.


NUTRITIOUS
SUPERFOOD

SPIRULINA
TABLETS

Powerful Antioxidants
Natural Detoxification
Safe and Effective
Superfood

120
TABLETS NET WT 60G



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.

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.


PRODUCT OF THAILAND


SUITABLE FOR
VEGETARIANS
AND VEGANS


50-1-03935-1-0016



8 854437 000803

Company details

Company logo

Product name

Product image

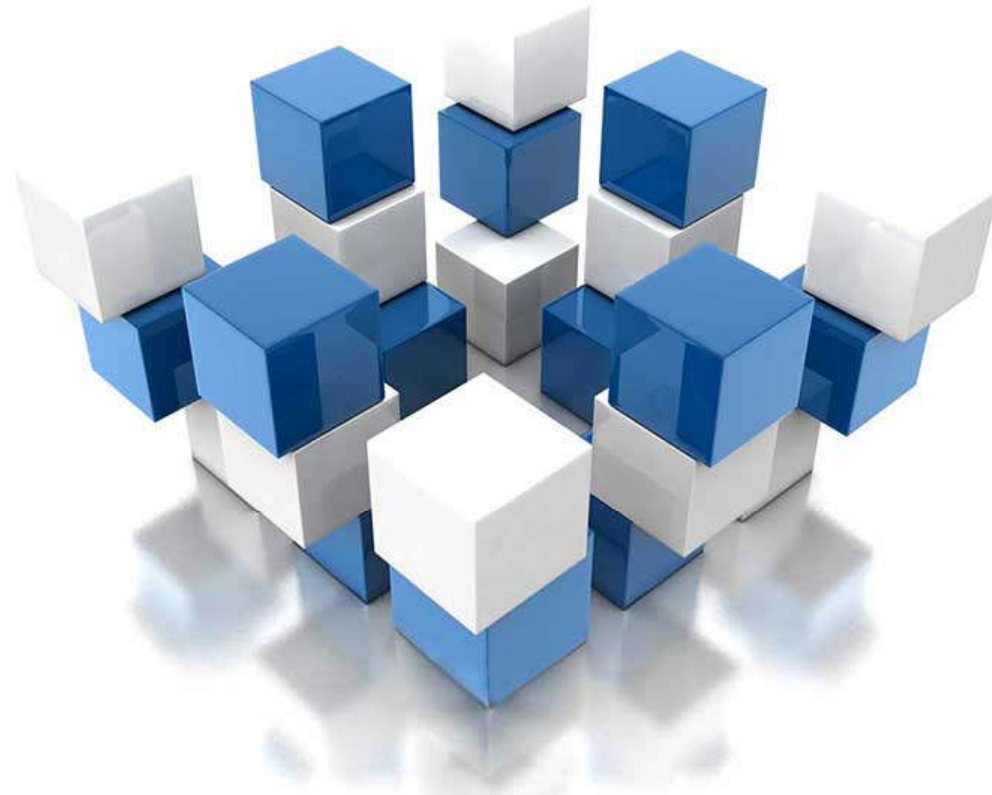
Barcode

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 ?