



Label Content Checklist

Recommendations

Space

Space is often limited on labels. The example on page 2 is a rather large label for 8 oz+ vessels.

When creating your content it is good to be mindful of the actual label size you are using for your product.

Content for labels smaller than shown here should be minimized to the essentials on page 3.

You can always add your social media or web address to inform your customers more detailed about your brand and products.

An overloaded label easily looks cluttered and confusing. Which makes it harder for the consumer to find the necessary information quickly and they might move on to the next product on the shelf.

Our Recommendation: Keep it short and to the point

Claims and Certifications

Please ensure use of word, referring to claims or certification, i.e. 'Organic' are used in the correct context for regulations/ accuracy.

Any information on labels must be verifiable

Language

All corresponding pertinent information should be in the appropriate language(s).

Services@OrganicTraderCanada.com

Subject: Design & Branding

Phone 778 455 1929



● Essentials

● Optional



Label Content Checklist

Essentials

1. Logo

Please send us your logo as a vector file (i.e. an “.ai” or vector “.eps”) along with your corporate design guidelines if applicable.

If you don't have a logo and/or brand developed yet, our experienced graphic designer is happy to create a professional look that suits you. Please get in touch, we are here to help you!

2. Product Type & Name

What would you like to name your product? For example, our “Hand & Body Wash” could be your “Botanical Shower Gel” or “Hand Soap”.

3. Scent

Here you can simply state the essential oil aroma/blend you are using, or be creative and come up with your own name for the scent.

4. Capacity

For fluids you can choose, stating oz or ml or you use both.

If you want to use “one size fits all labels”* please see “11. Multiple Capacities”.

5. INCI Ingredients

You can check that off your list, our designer has all our ingredient lists in INCI format available.

6. Directions

A brief description on how to use the product, including any cautions and warnings.

7. Contact

Here is a good place to give your customers & vendors and supplier information to get in touch with you. Your web-address should be enough. If you don't have one yet, think about a contact (e.g. e-mail address, phone number) that will not change while you use up all your labels.



Label Content Checklist

Optional

8. Quality

Let your customers know at first sight that this product lives up to high ethical and ecological standards.

Whatever is the most important attribute for your brand should be stated here. But keep it short . This could be: All Natural, Vegan & Cruelty Free; Non Toxic; Sulphate & Paraben Free; Made in Canada; etc. (See recommendations)

9. Branding or Product Text

For larger labels only like our 4.5 x 5.5 inch label, for 8-128 stock bottles!

Here is some more room to describe your brand values and what you are all about.

Or describe the product more by highlighting the most valuable ingredients and properties. For example: "Small batches made in Canada with: Fairly traded, organic Shea butter & Aloe Juice to hydrate and restore"...

This should not be longer than about 300 characters.

10. Icons

Icons are helpful to visually communicate information and enhancing aesthetic appeal.

These icons can for example communicate your brand values or where to find you on social media.

Please state if and what you would like to use an icon for. We recommend not to use more than 5 icons.

11. Multiple Capacities

To use one label for different vessel sizes, we recommend to show all available capacities on the label and mark them manually. If you choose this option you won't need #4 under essentials.

12. Barcode

Please provide barcodes for your labels as a vector file, if applicable. We do not generate barcodes.