# GURU Labels

How To Create A Product Label That Sells

1. Know Your Customer

The first step in creating an effective product label is understanding your target market. Knowing the needs of your customer will help you develop the perfect label for them.

2. Choose The Right Materials & Adhesives

Consider how your labels need to perform. Choosing the right materials and adhesives will ensure that your labels stay put no matter what.
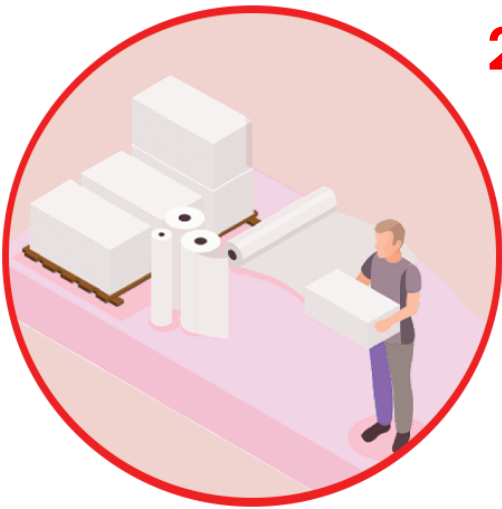
3. Choose A Layout

Consider what information needs to be on your labels, including any legislative requirements.

4. Choose A Font

Depending on how much information you need to display on your label, and how big your label is, will influence your font choice in part.

5. Choose A Colour Palette

As colours have the capability to evoke powerful emotions, they play a crucial role in marketing and branding.

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