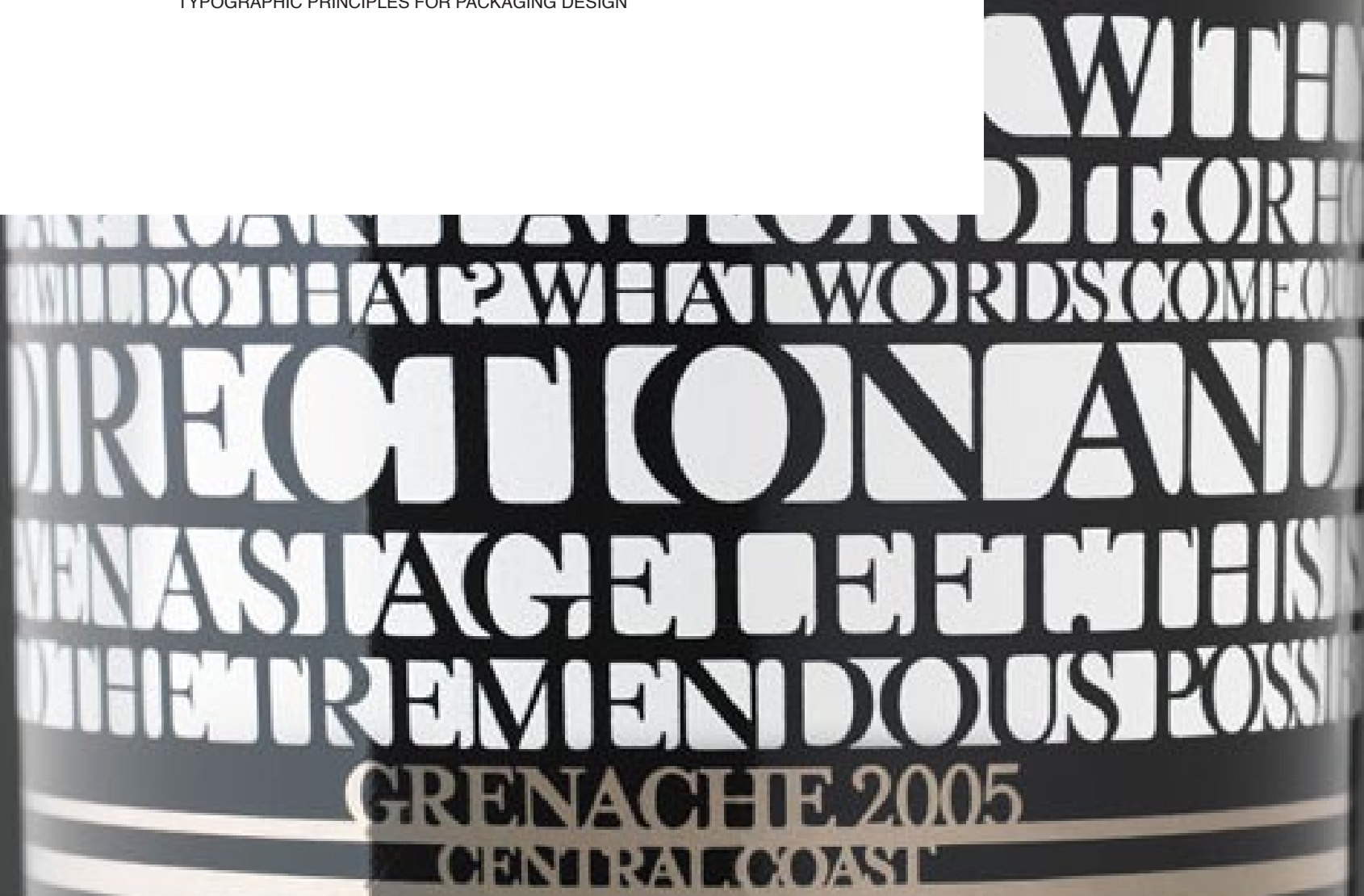


02 | Design

01_Typography

TYPOGRAPHIC PRINCIPLES FOR PACKAGING DESIGN



BASIC TYPOGRAPHY

TYPOGRAPHY & PACKAGING

- **READABLE FROM A FEW FEET**
- **DESIGNED FOR SCALE AND SHAPE OF 3D STRUCTURE**
- **UNDERSTANDABLE BY DIVERSE AUDIENCE**
- **CREDIBLE AND INFORMATIVE**

13 PRINCIPLES

PRINCIPLE 01: TYPOGRAPHIC PERSONALITY

Visual personality is what communicates how consumers perceive a design.





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PRINCIPLE 02: LIMIT TYPEFACES

Three typefaces is a general limit for any primary display in packaging.



PRINCIPLE 03: CREATE TYPOGRAPHIC HIERARCHY

Important and primary information can be emphasized by point size, and font style



PRINCIPLE 04: TYPOGRAPHIC POSITIONING

The placement of type in the label/package.



PRINCIPLE 05: FONT ALIGNMENT

Carefully considered since words that are centered, flush left or right, or justified, communicate differently.





PRINCIPLE 06: VARY TYPOGRAPHIC SCALE

Various typographic sizes in relation to one another.



PRINCIPLE 07: CONTRAST

Light vs. bold, italic vs. roman, serif vs. san serif—adds visual interest to design.



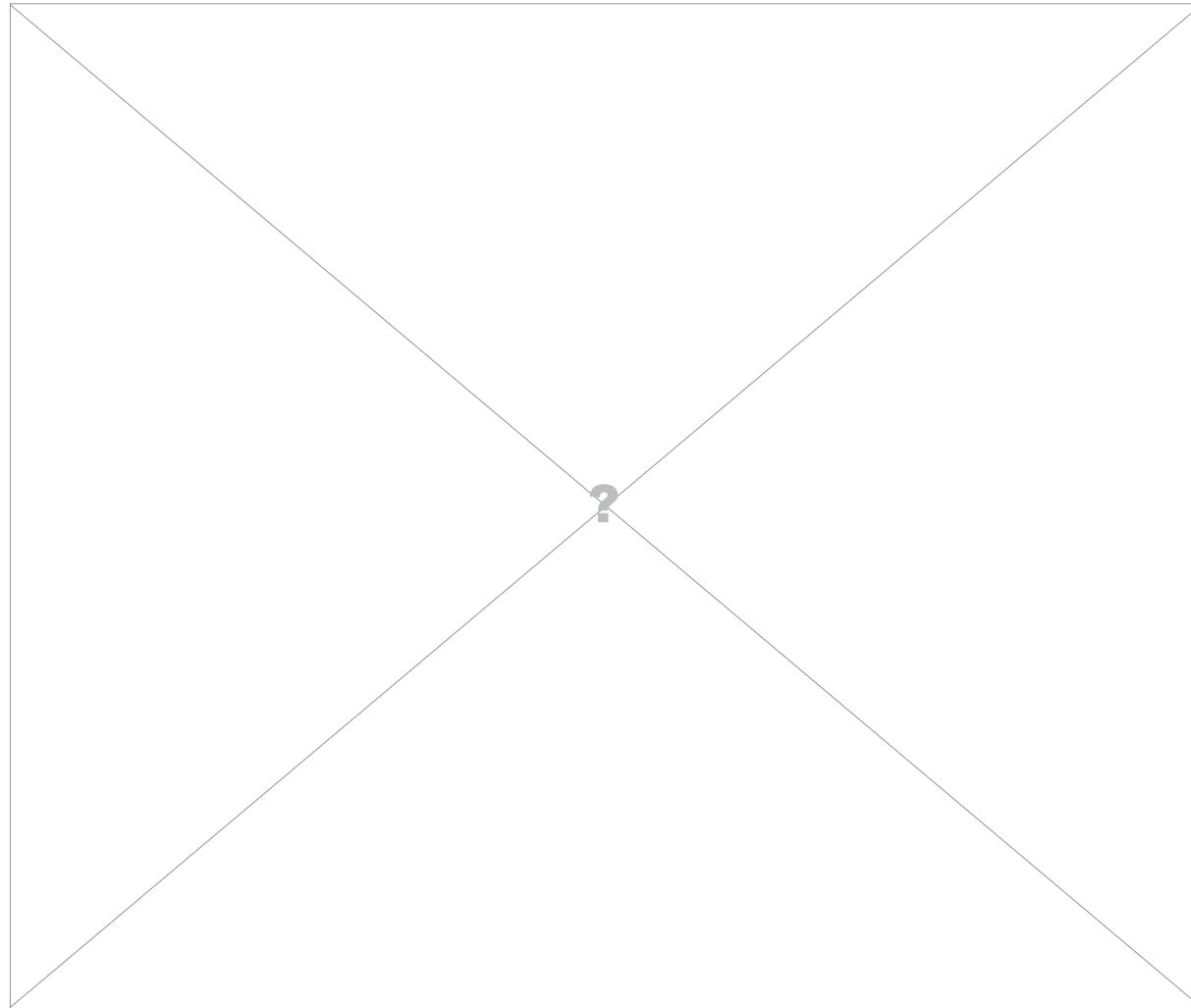
PRINCIPLE 08: EXPERIMENT WITH TYPE

This enables the designer to come up with a greater range of distinctive solutions.



PRINCIPLE 9: STACK CHARACTERS CAREFULLY

Humm...





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43% alc/vol NEW YORK SINGLE MALT WHISKY 70cl e

PRINCIPLE 10: REMOVE VISUAL BASIS

It is important that the designer's personal preferences do not interfere with his or her typographic experimentations.



PRINCIPLE 11: MAKE IT OWNABLE

Typography used should be unique to the brand — ownable.



PRINCIPLE 12: BE CONSISTENT

Consistent use of typography can help to build brand equity.





PRINCIPLE 13: REFINE FOR EXCELLENCE

The development of a brand logo can take a considerable time to perfect.





