

GUIDE

PLAN & PRINT A FOOD OR BEVERAGE LABEL

With a Graphic Design Studio or Agency



PLANNING A NEW LABEL

*that your customers will love
and others will notice.*

Welcome to our checklist for product label design projects! We know that starting a new label design project might seem a bit daunting, especially if it's your first time working with a design studio on a label or if it's been a while since you last did. That's exactly why we've put together this checklist—to help you navigate the process one step at a time.

This checklist is designed to make it simple for you to understand what information we need from you and what you can expect from our end. By addressing the points mentioned in this checklist, you'll be providing our design team with all the essential details about your brand and product, along with your expectations and needs. In return, our team will keep you in the loop about best practices, timelines, and important contacts. The outcome? A seamless and effective process that results in a stunning label design for your product.

Armed with this checklist, you'll feel confident and prepared as we kick off this exciting design journey together.

So whether you're a business owner, marketer, solo entrepreneur, or designer looking to up your creative game, this guide is for you.

Have fun!



Part 1

ONBOARDING & OVERVIEW

Tell Everyone About Your Company

Share your story and a brief description to help us understand what makes your brand and/or product unique.

Brand Information

Time to dive into your branding. Give us your brand name, categories, and a quick overview so we can capture the true ideas.

Product Information

Now, let's talk about your product. Share the product name, category, and a short description to help us get a clear picture of what we'll be designing for.

Objectives & Goals

What are the main objectives and goals for your new label? Understanding your vision will help us create a label that meets your expectations.

Timeline

What is your desired timeline for project completion? This information will help us plan accordingly and ensure timely delivery.

Budget

What is your budget for the project? Knowing your budget will enable us to tailor our services to meet your needs.

Additional Details

Don't hesitate to share any other relevant details that will help us better understand the project and your expectations. The more we know, the better we can meet your needs.



Part 2

THE DETAILS EVERYONE NEEDS

Project Manager

Let's get everyone on the same page. Introduce your project manager by providing their name and contact information. This helps us stay connected.

Design Preferences & Brand Guidelines

Do you have any specific design preferences or brand guidelines that need to be followed? Understanding your brand identity will help us create a consistent and visually appealing label.

Printing House Contact

Give us the contact information for your printing house. If you don't have one, no worries—we can suggest one for you.

Label Measurements

If possible, provide the exact measurements of your existing labels. This helps us tailor designs that fit your requirements perfectly.

Bottling Plant Contact

Share the contact information for your bottling plant, so we can coordinate without a hitch.

Delivery Address

Let us know the delivery address for the print products to ensure a smooth delivery process.



Part 3

WHAT YOU CAN EXPECT FROM THE AGENCY

Best & Worst Design Practices

We'll share collected material outlining our design team's preferred and discouraged practices, so you know what to expect from us.

Creative Brief

You'll receive a ready-to-fill creative brief for discussion and alignment. This will help us craft a design that exceeds your expectations.

Design Timeline

We'll provide you with an estimated timeline for the design process, so you can plan your schedule accordingly.

Print Production Timeline

You'll get an estimated timeline for the print production, ensuring you stay on track with your product launch.

Design Project Manager

We'll introduce you to our design team's project manager, including their name and contact information, to guarantee seamless communication.

THE PROJECT IS READY TO GO!

Congratulations! You've made it through the process of writing a creative brief.

Follow us for more Tips and Resources on Branding and Design on [Instagram](#) and [Facebook](#).

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