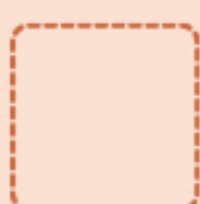




PACKAGING DESIGN CHECK LIST



Nutritional information

lists the nutritional content, the serving size, and the calories for a recommended serving, Make sure its readable and clear



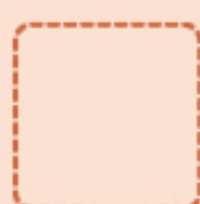
Ingredients

Make sure your ingredient list is accurately mentioned and keep the audience informed about the allergic oriented information through icons oriented designs.



Packaging Type & KLD

Check the Key Line Diegram with your type of final packaging, It can be Box, Bottle or pouch. Make sure all your content comes under the key line diegram measurements



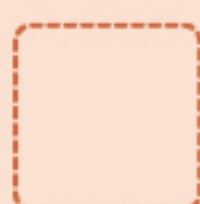
Unique selling propositions

Ensure to convince the audience to switch towards your brand through a display of USP. Make sure your brand provides of something that the other brands don't. It would be essential to resonate that.



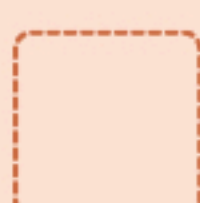
Tagline

Implementing a tagline TEXT on a product package design can help push a product further and also into memory.



Product name

The product name should clear, and without any error, should display on the front-side of the packaging. The colours and font should be use effctively.



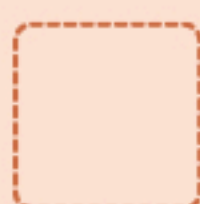
Images

Graphics and illustration should be a review just as precisely as the format of text. Make sure to identify and sort if any copyright concerns. You need to verify logotype, colours and dimensions.



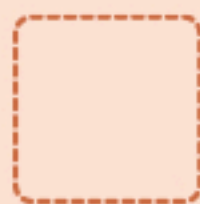
CMYK, Pantone Colours & Special Effects

Make sure all colours are in CMYK, Pantone format, If you are using any special colour or effect please mention in your file



Promotions If any

Marketers should ensure to check whether offers, discounts, coupons, or vouchers are present on the front of the packaging.



Quantity

As per the product type it can be in any unit, Make sure you mentioned it clearly E.g 200 Grms, 100 Pcs etc



Barcode

Each Product should have unique barcode



Address - Marketing & Manufacturing

Address and support center phone is clearly mentioned



Website URL & Social Handles

URL, QR codes, Social handles is to check properly



Storage Detail

Every product stored on some weather condition, Its clearly mentioned on back of the packaging



Certification Number - FSSAI, BIS etc

Most Impotant information according to govt. of India, Its should be mentioned on all packs

Important Placeholding & Icons

- Made in India

- Swach bharat



- Best Before

- Veg / Non Veg



- Batch No.

- Recycling



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