

50+ Label Ideas & Examples 2022

Going to a supermarket, you'd notice that most if not all products have [marketing labels](#) on them. It's impossible not to find products with signature labels on them, as it adds personality to goods and identifies which company produces particular merchandise. It also helps companies and organizations to allow their customers to remember their brands by a single look.

To create a label of your very own, follow the following steps:

- Browse through several label designs for inspiration and ideas for your own label.
- Customize Online or Download in your preferred File format and Print As Required

Creating eye-catching and unique label designs helps market products not only locally but across the globe. [Marketing plans](#) revolve around making your merchandise stand out while giving customers the best possible item in the market. Within the article, you'll find 50+ label ideas and inspiration to help expand and improve your marketing efforts worldwide.

1. Patterned Backdrops

Patterns uplift a simple design into having more flavor or personality. It's a good idea to add colorful patterns and even simple patterned backgrounds to accentuate plain text. Here are some examples of [address labels](#) utilizing the concept.



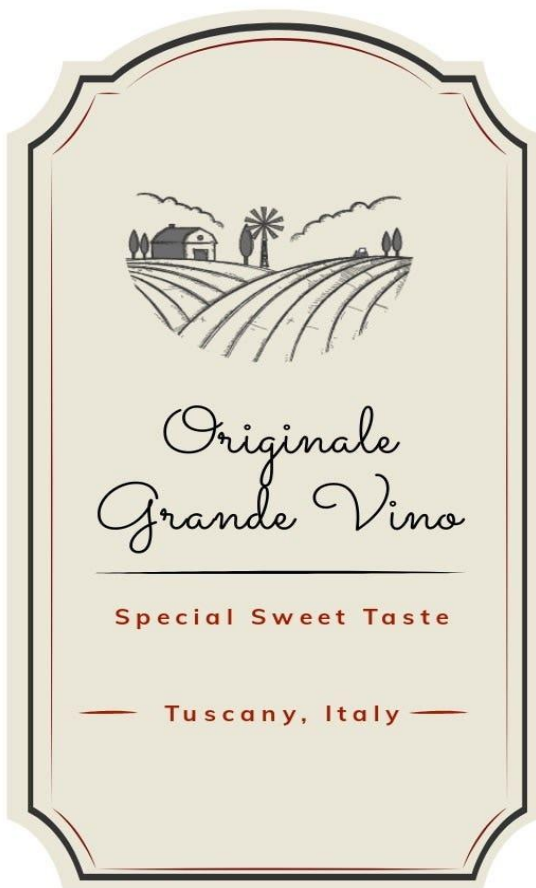
2. In Memorial

[Memorial Day](#) is celebrated to honor all military personnel who passed while doing their respective military duties. It's worth celebrating and commemorating their honor and bravery through a label pasted on significant items.



3. Standing Tall

Labels vary in shapes and sizes, and most [wine label](#) bottles occupy a decent area of the bottle in a vertical plane. Ensure that your labels are both pretty and serve their function for elegance.



4. Based on Facts

You'll find nutrition facts labels on any food product or products found in the supermarket or your local stores. These are staples in any consumable food for people. Make sure you have this label on your products, especially in food production.

Nutrition Facts			
Serving Size		1 Bag	
Amount per serving			
Calories	280	Calories from fat	40
% Daily Value			
Total fat	4.5g		5%
	Saturated fat	2.5g	10%
	Trans fat	3.5g	10%
Cholesterol	0mg		20%
Vitamin C	35%	Vitamin A	20%
Calcium	5%	Zinc	5%

5. Hats Off

Every university student is looking forward to [graduation day](#), and it's no wonder parties are celebrated afterward. Sponsors of these parties usually label paper cups and other items with themed labels to commemorate the occasion.



6. There Are Six Sides

Including various shapes in the design helps with creating a logo or brand for the business. Companies create their labels with different shapes, like triangles, diamonds, and other geometric figures, as shown below using [beer labels](#).



7. Flower Power

[Floral designs](#) are common in design schemes no matter what particular use it serves. Flowers give off a delicate and refreshing feeling that adds character to the label you are producing. Learn to use them well.



8. It's the 4th of July

Grand celebrations for the [4th of July](#) are commemorative as it is tied with the Independence Day of America. Most products given at public parties have labels similar to the one below to celebrate the event.



9. I Scream for Ice Cream!

If you have a sweet tooth, then going to the [ice cream parlor](#) is a walk in the park. Just don't forget to drink water right after. Notice the design below, and you may see something similar.



10. Summer Vibes

If your company is offering to sponsor a [summer event](#) of any sort, you should plan to label the products accordingly to match the vibe. Try using these designs and give that summer feel to guests attending.



11. Glug, Glug, Glug

It might seem out of place, but branding [water bottles](#) is an efficient way to recognize the product. Cliche as it sounds, better branding attracts customers, so make sure yours stands out.



12. Be Thankful

[Thanksgiving parties](#) and events deserve to be recognized. Use labels on products to market the event, handing it out to individuals in and out of the event.



13. Use Paint Mediums

Watercolor paints look beautiful on prints, and it's also applicable even on marketing labels. Utilize the texture of the watercolor medium on your next label design similar to the ones below.



14. Get Food

Labels on [food items](#) are necessary, especially when customers come in and out of shops to purchase the goods you manufacture and produce. Create a design that is recognizable and picked out with ease.



15. Go for Green

Healthier food equates to a healthier lifestyle. Observe what you eat and remember to consume earth-friendly products. Use a simple yet environmentally friendly design to support the cause for organic products.



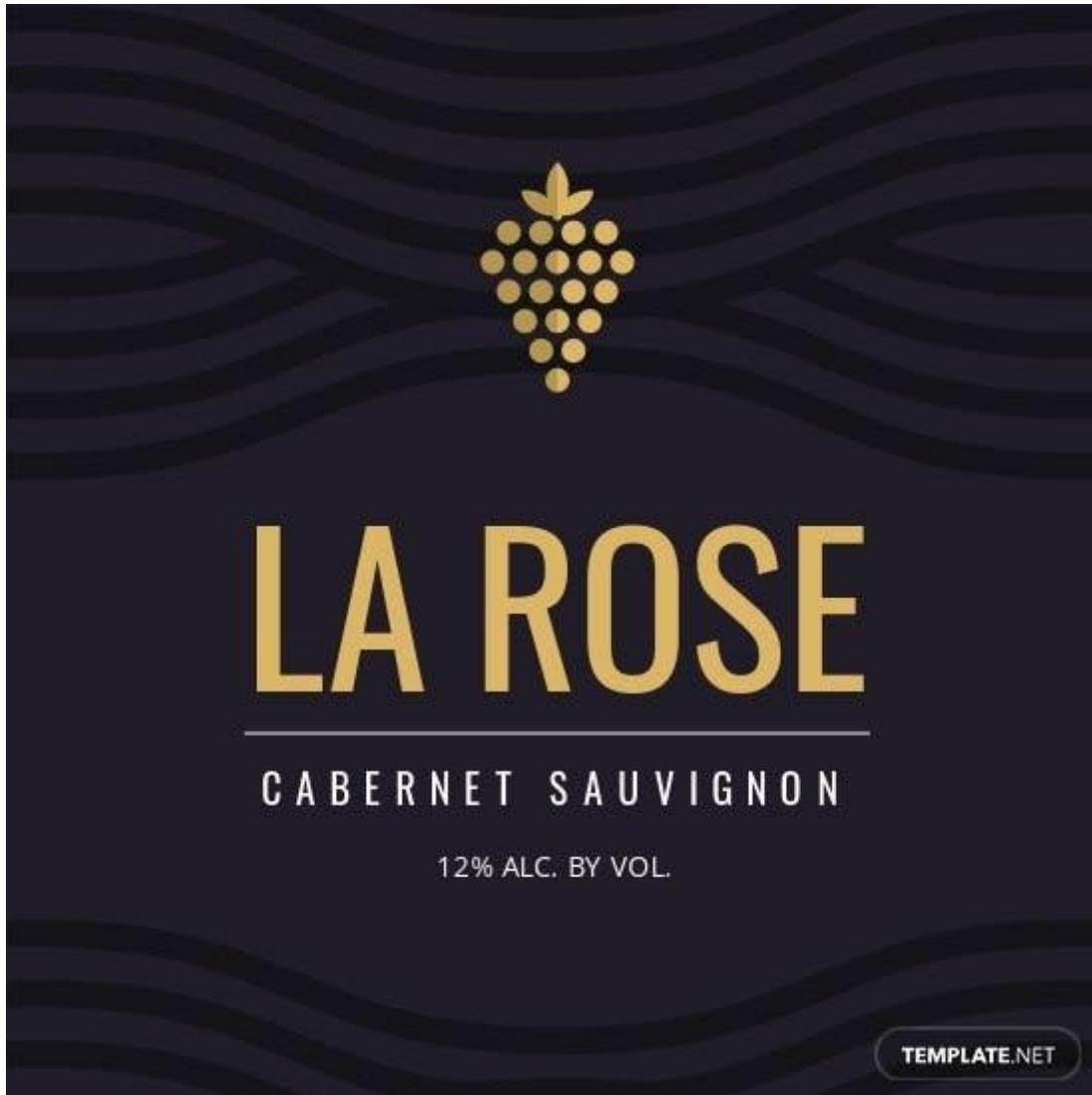
16. Go Back in Time

[Vintage designs](#) are used at present because it works. There's something about the quality and timelessness of the design that captures consumer attention across the world, making it a classic.



17. Only the Best

Would you pass out on an opportunity to taste fine wines like Chardonnay and Cabernet Sauvignon? Pair these names with an excellent wine label design, and sure enough, you'll have plenty of customers recognizing your brand.



18. Suit and Tie

A formal event at a [fancy restaurant](#) requires fine dining etiquette paired with the food and service. Why not include a bowtie design to thank your servers for a job well done?



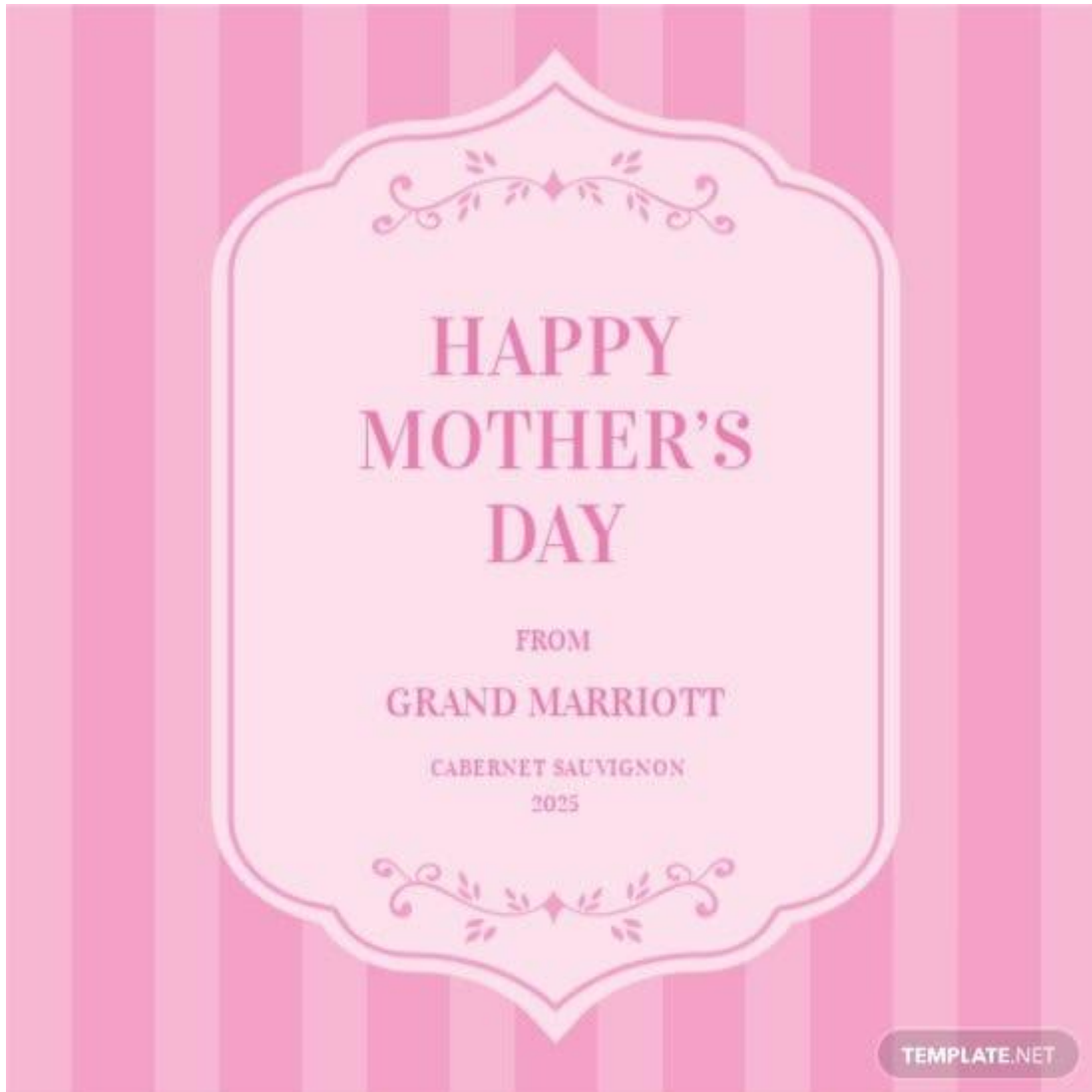
19. FUN-Fetti!

It's no [birthday surprise](#) without confetti in various colors. Attach a colorful design to your bottle of wine present, and it'll be a sure 'fire' way to get the birthday celebrant's attention; perhaps even add the confetti cannon.



20. For Mama

We celebrate mothers from all over the world daily, but an event like [Mother's Day](#) is dedicated to them and their hard work in taking care of their family members. Remember to give them something special.



21. For Papa

If we celebrate Mother's Day, it's a must that we celebrate and give praise to all fathers in the world. Commemorate [Father's Day](#) with a bottle of wine with a fine greeting upfront. It'll be sure to make fathers smile.



22. Delicate Lace

During [wedding celebrations](#), the bride and groom send out wedding favors to their guests, and there are various design labels to choose from. Aside from flowers, couples can utilize other designs like lace, as shown below. Get creative! The more creative it is, the more memorable the event will be.



23. Gold Rush

Most designs utilize colors that give shine, and the gold color gives that, along with a sense of affluence. Match it with dainty elements, and it brings luxury to the event you are promoting.



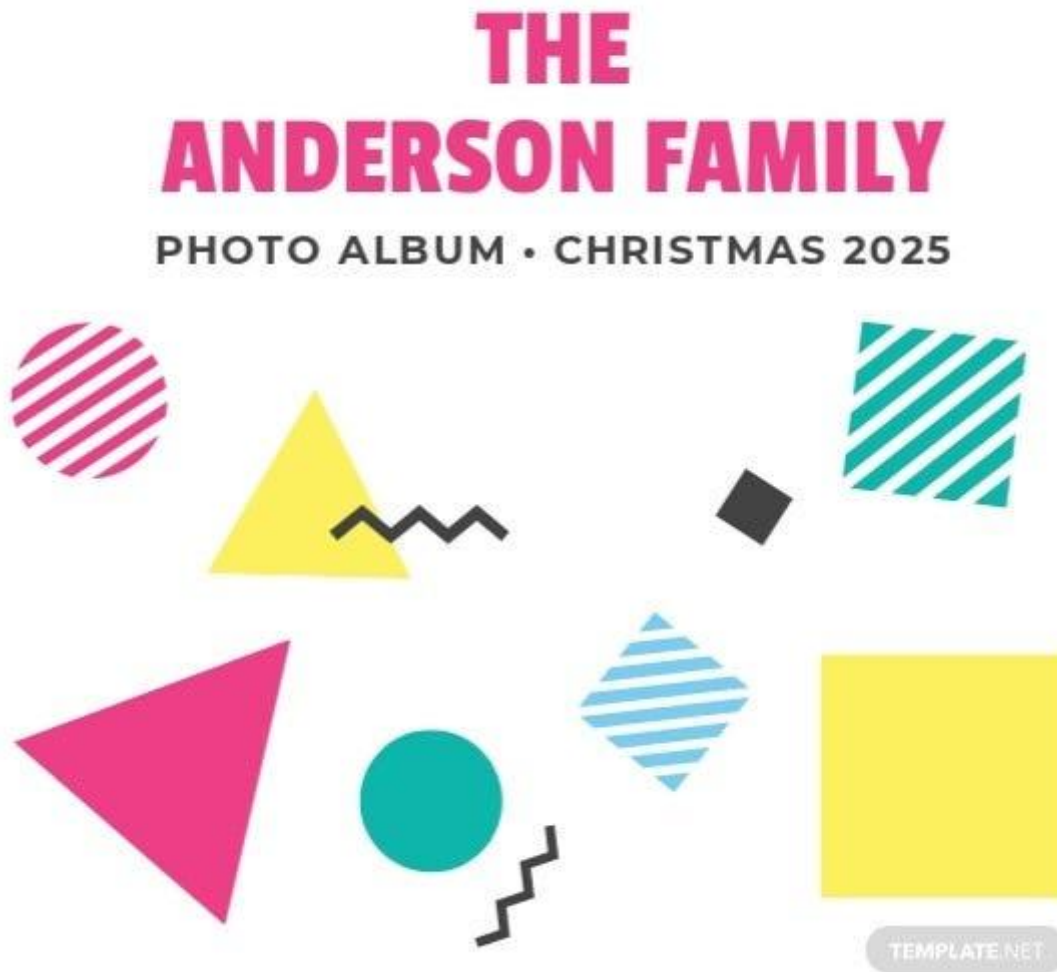
24. Use Sets

Wedding favors vary from each wedding, and there are times the bride and groom prepare more than one [thank you](#) gift. In such cases, it's beneficial to make more to accommodate multiple trinkets as it saves money.



25. Find the Right Mix

Multiple elements become overwhelming if not incorporated into a design expertly. With an ample balance of color and shades, it gives just the right mixture to give a unique and alluring look to a [CD label](#) design.



26. Behind the Lens

Marketing products and services using appropriate designs and ideas help reach a greater audience and maintain brand presence. Ensure that the designs you incorporate on labels are eye-catching in a snap, similar to the [photographer's CD label](#).



27. Wonderful Melody

Labels are made to promote products, services, and events. It means that various companies utilize different designs for a particular purpose. Take musical designs like notes and instruments to market [music-related functions](#) and objects.



28. Business Resource

Labeling is also used to sort and classify materials, may it be for selling or archiving. It helps to label training and [coaching resources](#) for employee development and growth. Ensure proper labeling is observed for company property.



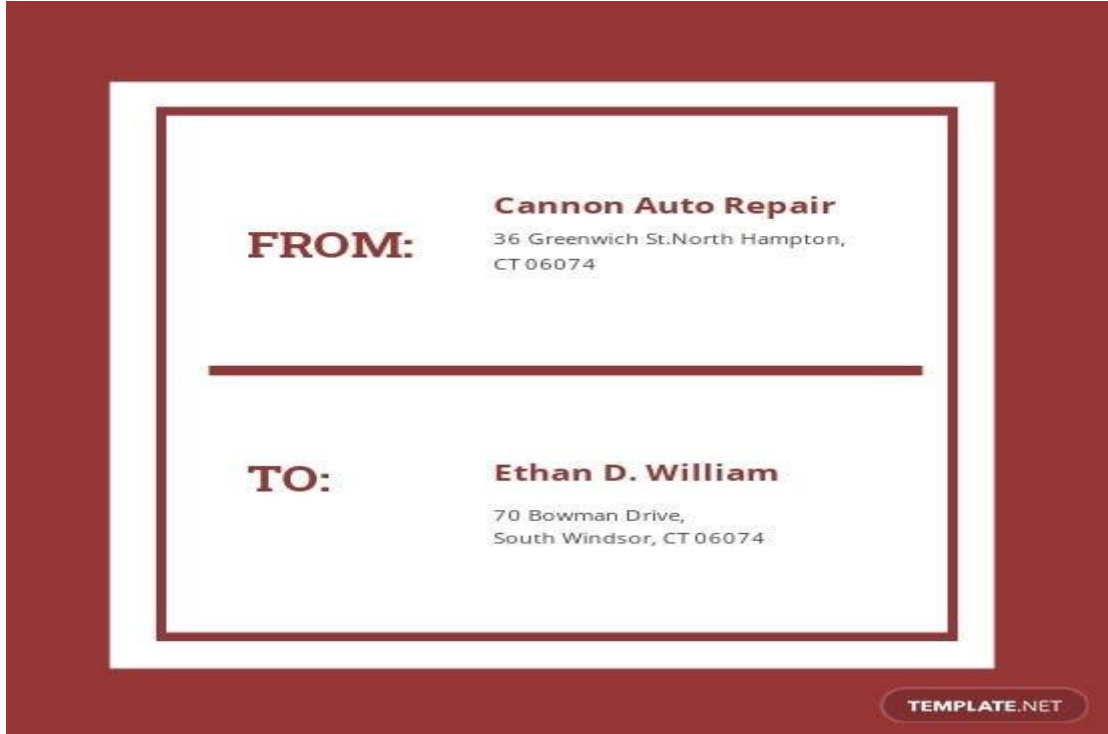
29. Clean and Simple

It's a satisfying feeling to see the perfect balance between spaces and design that makes it initially appealing visually. [Product labels](#) that utilize this concept are sure to have consumers purchase their items because of the aesthetic.



30. A Passionate Red

The color red symbolizes life, health, vigor, and passion, among other things. Designers use this color to catch attention to give a striking presence to products, catching consumers' eyes in a glance.



31. Handle with Care

Most labels are seen on packages, especially when [shipping items](#) are involved. Depending on the package, particular symbols, like the fragile sign, are present to ensure the objects make it to the consumer in one piece.



From:

JQ Consolidated

4462 Chapmans Ln.
Albuquerque,
NM 87114



To:

Purplelabs Inc.

790 Twin Oaks Drv.
Grand Rapids,
MI 49503

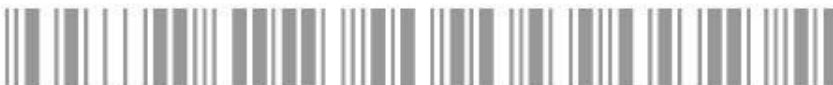


Order number
001852993901

Tracking Number : 112-399-992-1

Lot Number : 1038-A

Item Number : 119-994-2332-2



swiftshippingcorporation.com

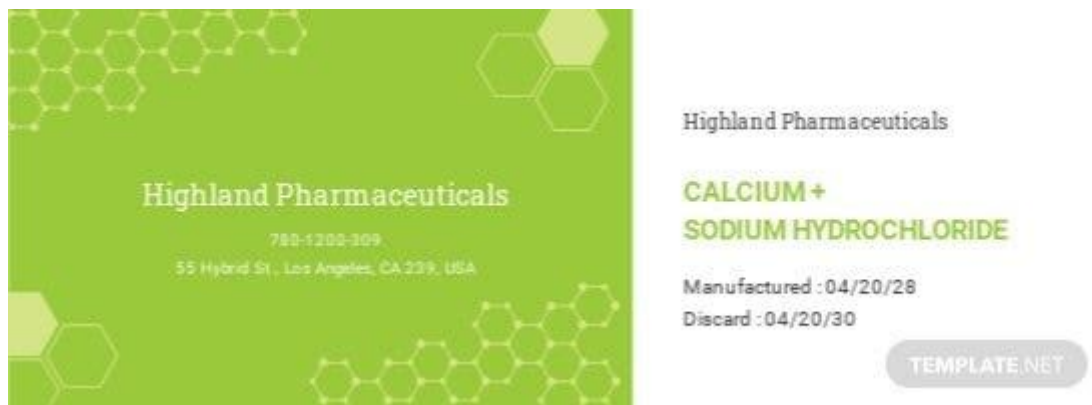
32. Grab a Discount

What word attracts consumers to buy multiple products in one go? None other than SALE. Discounts are everywhere, and a slash on prices allows consumers to buy more. Make sure to emphasize the percentage discount, especially on [Black Friday](#) sales.



33. Understand Prescription

[Medical product](#) labeling is necessary, not only for the classification of items but also to notify consumers of ingredients and possible dietary restrictions. Medicine consumption must be under regulation for particular circumstances, and labels help to prevent any side effects.



34. New Beginnings

In the Catholic belief, [Easter Sunday](#) symbolizes hope for new beginnings. Families celebrate the occasion by gifting each other presents for this joyous event. In handing out gifts, make sure to add colorful and appropriate symbols on your present labels.



35. It's Mine

Objects and items need labels to show possession, especially if there are similar items. Ensuring that the label presents the owner's name, including their address, just in case a person accidentally loses their things.



36. Something for the Sweet Tooth

Sweets are something that persons around the world look forward to on special occasions. If you've ever wondered if there's a day dedicated to it, the answer is yes. Celebrate [World Chocolate Day](#) with a personalized chocolate treat.



37. Clothes Tag

Whenever you purchase any clothing brand, it comes with a label. Aside from the name of the brand, each manufacturing agency also puts [clothing labels](#) that ensure it passes the safety quality checks of the company.



38. Bubble, Bubble

Products sold in supermarkets have labels on them, helping consumers know which brands manufacture particular products. Similar to consumables, hygiene labels classify products, including soaps, shampoos, and other hygiene items.



39. Book Your Stay

If you are in the [hotel business](#), there are limited ways to market your services to people. The best method to get clients is to give out simple gifts to guests with the hotel's name and logo plastered as a label on items you offer.



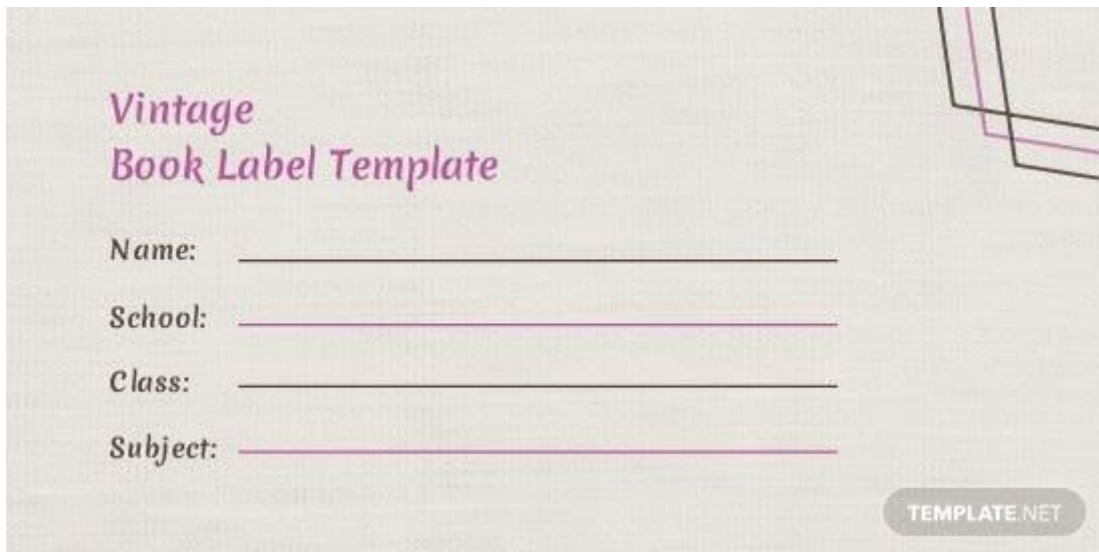
40. In Different Shapes and Sizes

Upon hearing the word bottles, the first thing that comes to mind is beverages. However, bottles are constructed for various purposes. Thus, [bottle labels](#) are attached to products despite their shape and size. Here are some examples below.



41. Book Labels

It's advisable to have your name and address on many possessions, and stationery and books are no exception, especially if you value your books. Have [book labels](#) handy whenever you need them, for anything, not just books.



42. Back to School

For students, returning to school brings a fresh set of writing materials, books, notebooks, and other stationery items. If you ever lost one of your [school items](#) without labels on them, chances are, you won't get it back. Remember to put a name label on them to know it's yours.



Name : _____

Class: _____

Subject: _____

TEMPLATE.NET

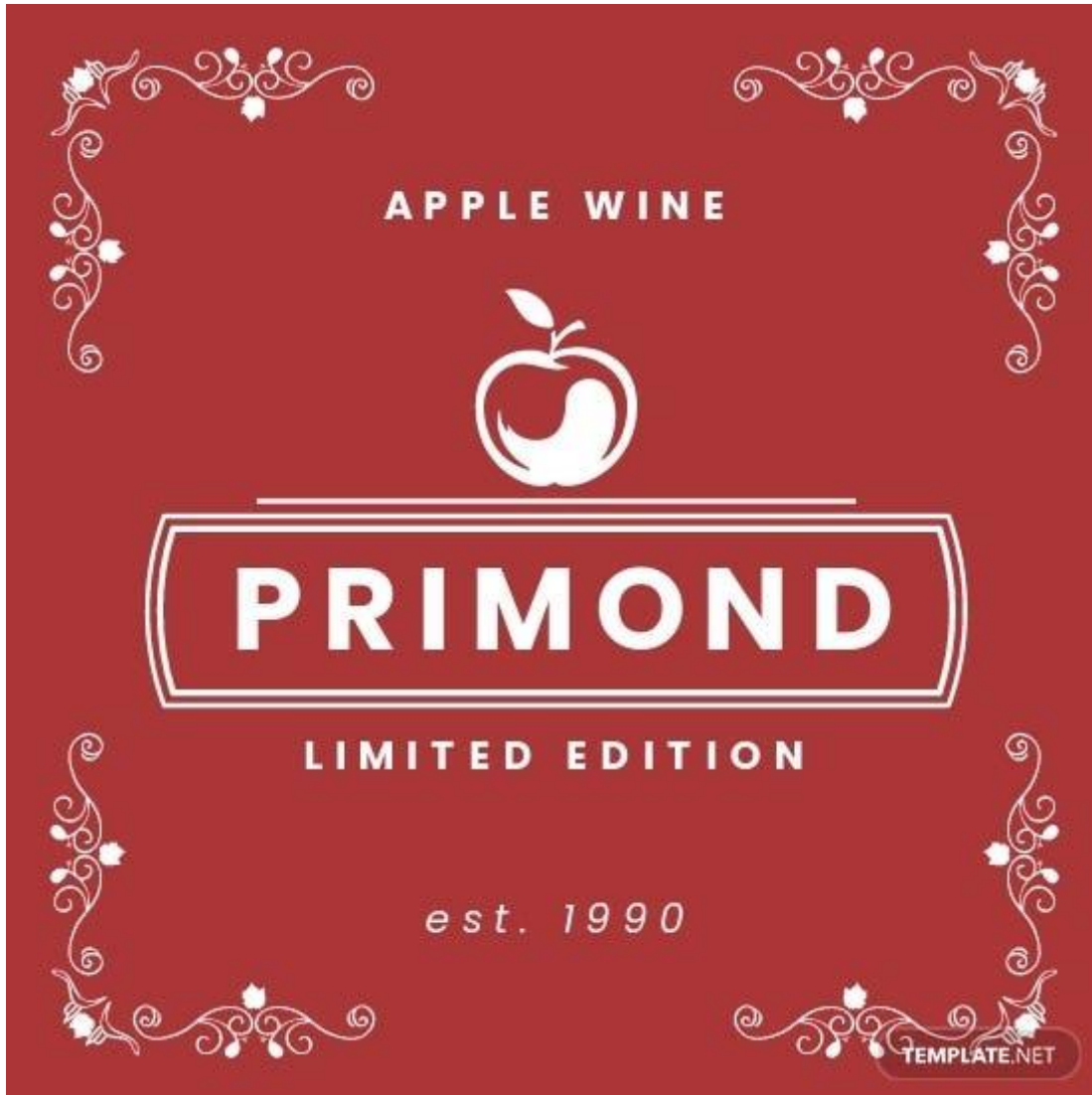
43. Get Creative

Creativity involves various factors, visions, and ideas. A person's creative knowledge differs from another, and the outcome designs speak for themselves. [Creative labels](#) express the company's vision; thus, no two creative labels are ever the same.



44. It Is What It Is

Marketing products can either be complicated or simple, depending on the marketing team's strategy. Most are creative and would require thorough research, while others are pretty straightforward. Take the examples below. It's straight to the point.



45. Who Are You Gonna Call?

Unforeseen circumstances are a pain, especially if you're stuck in your car, in the middle of the highway, or even in the middle of nowhere. As an [automotive provider](#), give out branding labels to customers to ensure they remember just who to call before the worst happens.



46. Keep Clean

It's no mystery that germs and bacteria are all around us. The best way to keep ourselves healthy is through proper hand washing and sanitizing. The [safety signs](#) of washing our hands and sanitizing constantly remind us to always clean up after ourselves.



47. Practice Social Distancing

As the world is still recovering from the [COVID-19 pandemic](#), citizens from all over the world must uphold the minimum safety protocols and standards. Being on the receiving end of the virus is not something that people would wish upon themselves, and we must learn to follow our health authorities.



48. Show Your Gratitude

There's something about a person saying 'Thank You' that gives just the right amount of serotonin to make your day. Brighten other people's day by sending out a simple greeting along with a [gift of gratitude](#).



49. Hear the Bells

A wedding day is important not only to the newlyweds but to the people around them as well. This is why the bride and groom prepare gifts to reciprocate their gratitude. Most of these wedding trinkets contain [wedding labels](#) to commemorate the unforgettable day.



50. CAUTION

[Warning notices](#) are there to indicate that people must practice caution to prevent individuals from harm. It's beneficial to be alert and keep a keen eye on signs and labels that call for alarm, especially in entering various establishments.



FAQs

What is a label?

A label is a piece of paper, cloth, parchment, or other material, plastered on a product that includes necessary information and symbols relating to its production.

What is the purpose of labels?

- It describes the product and its content.
- It helps identify the product and brand name.
- It indicated the grading of the product.
- It aids in promoting the brand name.
- It is attached to show proper coordination with rules and regulations.

What should a product label include?

- Brand name
- Product name
- Series name
- Packaging size
- Company contact information
- Barcode
- Mandated information

How much do labels cost?

Labels start at \$1 each for a minimum of 12 pieces, and the price varies depending on the size, shape, and design.

What are the types of commercial labels?

- Brand label - gives information about the brand and company
- Grade label - describes the quality and aspects of the product
- Descriptive label - defines how a product is used