

Tags

Tags are labels that individuals or companies use to link or associate an item, object, person, or property. It contains relevant information, identification, or simple yet expressive messages.



Tag Definition and Meaning

Tags are standard tools in the marketing and advertising industry, mainly for product labels that display the product and price information.

These tags also possess marketing details about sales promotions or price cut-off offers.

What Is a Tag?

Tags are an example of a label that serves as an attachment to objects or items using a ribbon, tie, or thread rather than a piece of tape. Companies and individuals use these tags from thick materials, including heavy paper stock or cards. After, they punch a hole in the die-cut paper for the thread, hanging for display or an object.

10 Types of Tag

Wedding Tag

Wedding days celebrate joy and new beginnings. Spend the occasion with friends and family, knowing that the entire day emanates and signifies love. Give out [wedding tags](#) with fancy designs and decorations to show appreciation.



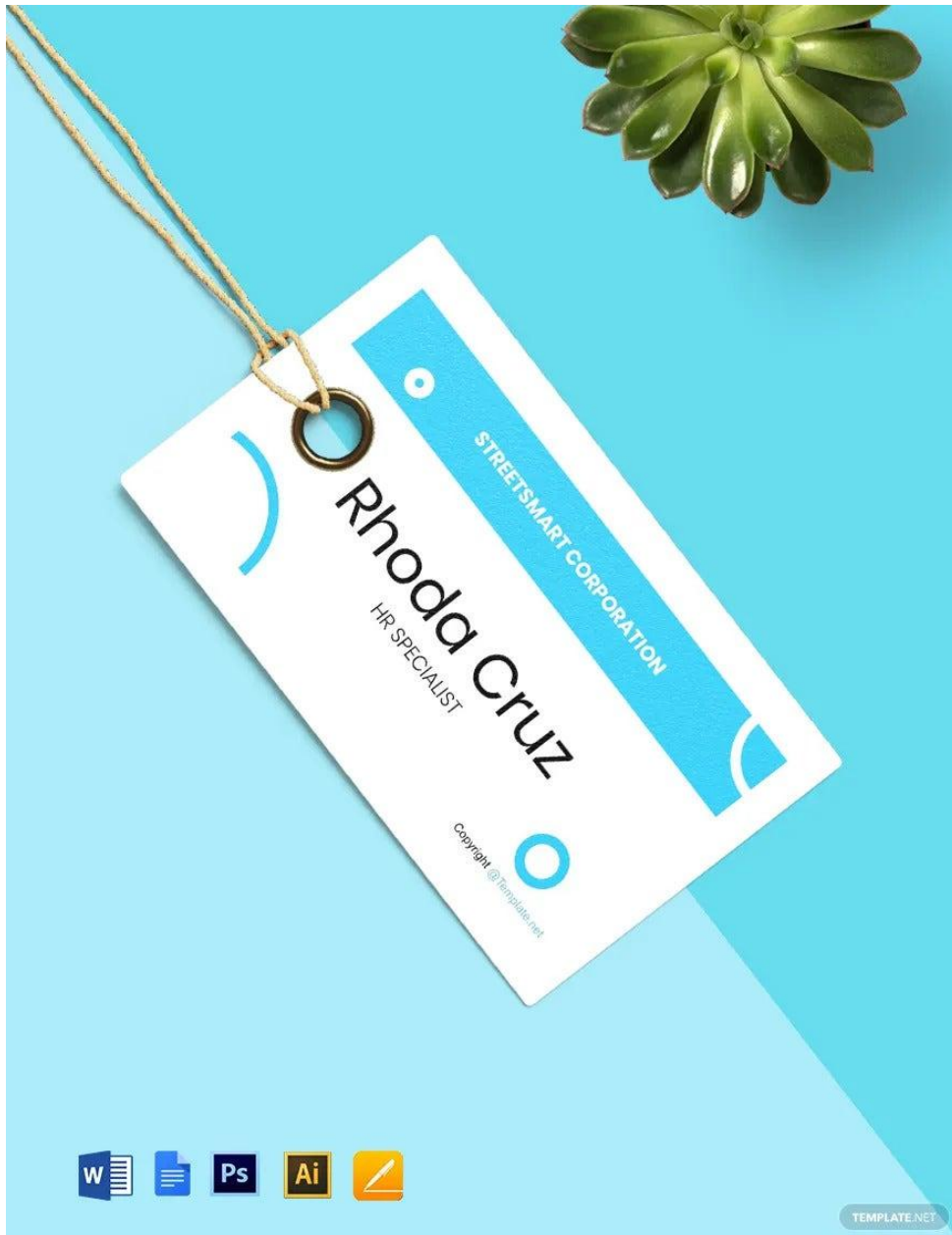
Name Tag

Identify personal belongings without sorting through numerous items using [name tags](#). These name tags allow individuals to personalize their means of identification by using various colors and styles. Try a unique tag for different personal items for ease of storage.



HR Name Tag

[HR name tags](#) come in different shapes and sizes. Companies can hand out these tags after team-building activities to acknowledge every individual's hard work and dedication. Writing their names for each tag makes it more personal.



Christmas Tag

No Christmas gift comes without a tag to let the recipient know the well wishes coming from the person sending the gift. Most of these [Christmas tags](#) have clipart designs to celebrate the season. You can start with a blank tag and edit its content for personalization.



Gift Tag

Individuals receive gifts throughout their childhood, especially on special occasions like birthdays. These gifts can be something as simple as clothes or modern, like Minecraft skins for their online games. [Gift tags](#) ensure that the respective person receives the correct present.



Thank You Tag

What better way to send a thank-you note to a person than with a heart-felt letter and gift? Express gratitude towards a person, group, or organization by having a personalized [thank you tag](#). Review the tag content to ensure that it arrives at the recipient.



Tag Layout Tag

There are various [tag layouts](#) that people can use for different purposes. There are tags that fashion stores can use for their apparel for security purposes or a simple bag tag label for personal belongings. Construct tag layout with readable fonts and text sizes.



Favor Tag

Many businesses and educational institutions perform team-building activities, encouraging employees, staff, and students to engage in these activities to build harmonious relationships with one another. After, show appreciation by providing [favor tags](#) to commemorate the event. Choose the appropriate designs and vectors to incorporate into the tag.



Fashion Tag

Most hang tags that are visible in stores and shops are for products or items that are expendable, including bath essentials and apparel. Fashion brands use fancy designs on their [fashion tags](#) to ensure that the brand identity shines. Whether it is for a renewal design or enhancement, incorporate elements of the apparel the brand markets.



Luggage Tag

It is safe to say that many local and international passengers use [luggage tags](#) to identify their belongings. Many people craft unique tags in varying sizes for easy identification, especially in large crowds or with similar luggage. Personalize tags using unique fonts, borders, and outlines.



Tag Uses, Purpose, Importance

Tags are essential labels that marketers and advertisers use for marketing and packaging purposes. However, not many people see the significance of these tags during their purchase of items and goods, and it is necessary to cover their uses in the section below.

Attract Audience Attention

One of the goals of marketers incorporating tags on their products is to attract potential consumers into purchasing. Businesses spend a lot of money creating visually appealing tags through research and development for the best possible tag selection. Doing so ensures that the tag design aligns with the target audience.

Identify Products

Attaching tags to items allows consumers to know what they are buying. Since there are instances that products are similar, it is necessary to label them accordingly. These tags can help consumers know that they can find the product they need with ease.

Inform Consumers of Product Details

Tags also provide consumers with information about the product they want to purchase. Many items that have the product details are consumables, like food and cosmetics that details key ingredients and when products are expired. The information tells consumers what they can expect after purchase and use.

Increase Brand Recognition

Using tags helps with brand familiarity and recollection. It makes it easier for companies to sell similar products under the same brand. There are also higher chances that a product achieves and becomes successful due to the item being in the same brand name.

Notify of Health Risks

Marketers often incorporate health warnings for products. The information alerts consumers about possible health safety protocols, especially for those individuals suffering from health risks. Warnings such as allergens, poisonous content, and choking hazards are often visible on product tags.

What's in a Tag? Parts?

Heading

The heading of a tag represents the brand name, slogan, or sale headline. The font sizes that marketers use for headlines are bigger in comparison to the other text elements in the tag, and marketers differentiate fonts to emphasize the principal subject of the tag.

Body Text

These are text attributes that are fairly smaller in size, providing additional information about the product or the purpose of the tag. For product tags, these are supporting details like contact numbers, and gift or name tags contain information about the recipient and sender.

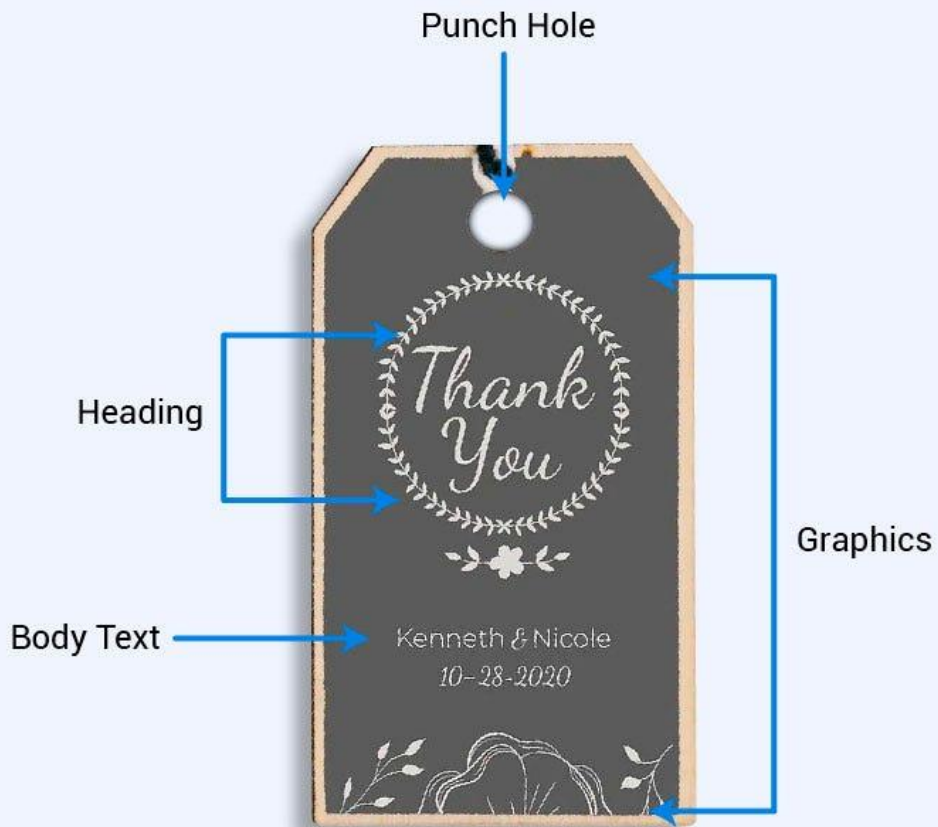
Graphics

Graphics range from simple clipart styles, graffiti backgrounds, or the product logo. The graphics that tags use must represent the company brand or the purpose of the tag, and ensure they are clear and eye-catching.

Punch Hole

Tags are unique labels due to their punch-hole design, and it is what separates tags from other types of labels. These punch holes are where companies can attach a ribbon, ties, twills, or threads.

Tag Anatomy



How to Design a Tag

1. Determine the tag size.
2. Specify the purpose of creating the tag.
3. Pick a [tag template](#)
4. Construct a catchy headline.

5. Edit the content of the body.
6. Finalize changes and save your work.

How to Design a Tag?

 **TEMPLATE.NET**

1. Determine the Tag Size
2. Specify the Purpose of Creating the Tag
3. Pick the Tag Template
4. Construct a Catchy Headline
5. Edit the Content of the Body
6. Finalize Changes and Save Your Work

Tag vs. Label

Tags are types of labels without adhesive, and they are attachments with strings, ties, or ribbons.

Meanwhile, labels are die-cut papers, plastics, or other materials, that stick to containers and surfaces, containing information about the specific product.

What's the Difference Between a Tag, Ticket, and Badge

Tags are labels made from stock or paper material with a punch hole to attach them to products and items using ties.

Tickets are documents that represent proof of purchase, entry or travel passes, and other related purposes for single use.

Badges are items or tokens that symbolize membership or an award or emblem to signify accomplishments.

Tag Sizes

Tags, or hang tags, are the most common tags that marketers use for their products, and many printing companies have standard sizes for their tags that companies can select from depending on their advertising needs. Select the specific size for your product by selecting from the tag size table below.

Tag Sizes

| Tag Number | Size (in) |
|------------|---------------|
| #1 | 1.375 × 2.75 |
| #2 | 1.625 × 3.25 |
| #3 | 1.875 × 3.75 |
| #4 | 2.125 × 4.25 |
| #5 | 2.375 × 4.75 |
| #6 | 2.625 × 5.25 |
| #7 | 2.875 × 5.75 |
| #8 | 3.125 × 6.25 |
| #9 | 3.625 × 7.25 |
| #10 | 4.125 × 8.25 |
| #11 | 4.625 × 9.25 |
| #12 | 5.125 × 10.25 |

Tag Ideas and Examples

Since tags have a variety of uses, companies can use them to their advantage, whether they are for marketing or personal use, and tags are effective marketing tools despite their compact size. Check out our selection of free [tag ideas](#) and examples below.

- Tag Ideas and Examples
- Clothing Tag Ideas and Examples
- Unique Ideas for Luggage Tag Examples
- Gift Tag Ideas and Examples
- Graffiti Tag Making Ideas and Examples
- Beautiful Wedding Tag Ideas and Examples
- Birthday Tag Ideas and Examples
- Tag Ideas and Examples for Sale
- Thank You Tag Ideas and Examples
- Price Tag Ideas and Examples

FAQs

Why do I need a custom tag?

Companies with custom tags give the brand a lasting impression on consumers through their style and uniqueness.

What are its necessary elements?

The necessary elements of a tag include the brand name, logo, contact information, and punch hole.

What are the key features of a tag?

Companies use tags to provide information, identification, or express personal messages.

Is tag quality important?

Tag quality is necessary to show security, especially when it comes to having product tags.

What are the steps to design a tag?

When designing a tag, the first step is to select the appropriate size of the tag, choose readable font and text, incorporate necessary information, use superb designs, and review the details before printing.

What are the most common tag specifications?

The most common tag specification is 2 × 3.5 inches or 2 × 4 inches.

Is a graphic symbol required in the tags?

Tags do not require a graphic symbol, but most marketers recommend having one to showcase their brand.

What size to make tags in Photoshop?

Set the dimensions of the tag according to the parameters the company needs, for example, 2 × 3.5 inches, and set the resolution to 300 PPI for print.

What should be on a hang tag?

A hang tag must have the company logo, tagline, product, and company information.

Is there a limit on the number of tags I can add to an item?

Physical items have one to three tags that consist of various information about the product and company, including social media pages like Facebook, Instagram, or Tumblr pages.

What is the purpose of tags?

Tags attract audience attention, provide product information, identify products, increase brand recognition or prevent health risks.

