How to Make Your Logo Stand Out on Your Product Packaging

Logos are one of the most important elements of company branding. They go hand in hand with your brand identity. They are what help people connect your company with your products at a glance.

Because logos are so important, you will want to make them visible on all the materials your company provides and that include your **custom design packaging**. This article will review how to include your logo on your package design for ultimate visibility.

Account for Bordering

No matter what shape or size your logo may be, you will want to account for a clear space border. This is also known as a safety zone or exclusion zone.

The border should be 10% of the total width of your logo. So if your logo is taking up 10 cm. Your border should be 1 cm on all sides. These measurements ensure your logo will appear uncluttered and highly visible.

Placement

The way you place your **California logo design** can affect consumers on a psychological level. Here are some placement options to consider.

Center: People love symmetry. Placing your logo in the center will make for a pleasing aesthetic and it will make your logo easy to spot.

High vs. Low: Placing a logo high up on your package will provide an image of power. But this is not always a desired effect. For instance, if you want your brand to have a more accessible, more affordable image, you may consider placing your logo lower on the product.

Left vs. Right: Left placement is almost always preferable to right because American consumers read from left to right.

Here are other placement tips that may come into play depending on the style and shape of the logo:

- A wordmark on the top center of the package may be reminiscent of a document title.
- A script wordmark placed on the bottom left will look like a signature.
- A square logo on the top right will look like a stamp.
- A circular logo in the middle center will remind customers of a letter seal.

Getting Creative

Getting creative with the way you incorporate your logo into your packaging can make your product, and brand, stand out.

This can really come into play if you ship your products. In these instances, you can try wrapping your packages in a wrap with your logo printed on it.

You can use a tissue paper that shows your logo in bold letters to wrap products inside of boxes. That way, customers will see your logo first thing during the unboxing experience.

You can also create logo packing tape or stickers with your logo for sealing purposes.

At Lien Design, we understand what a huge role your logo plays in your brand identity. We create **great packaging design** that prominently displays customer logos ensuring it is effective in getting your brand name out there while making your products look attractive. Call us to find out how we can take your packaging to the next level.

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