

# Create Your Own Can Label – Ideas to get you started



## Brand, Product & Text:

1. What is your brand name \_\_\_\_\_ and product \_\_\_\_\_?

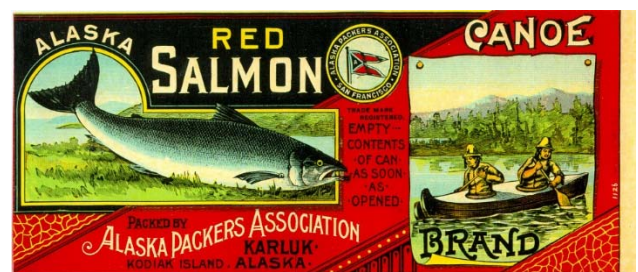
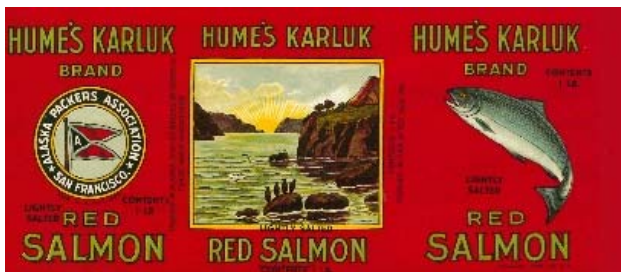
Examples:

- HUME'S KARLUK BRAND – RED SALMON
- PINK PIXIE BRAND – WILD PINK SALMON
- TAQUKA'ASINAQ – SAVORY FISH HEADS
- LILLY LAKE BRAND – PICKLED TROUT
- SALTY DOG BRAND – SMOKED CHUM
- HAPPY FOREST BRAND - SPRUCE TIPS

2. What other information is on your can \_\_\_\_\_?

Examples:

- CONTENTS 1 LB
- LIGHTLY SALTED
- ALASKA PACKERS ASSOCIATION – SAN FRANCISCO
- PACKED IN THE POURING RAIN
- CANNED WITH CARE
- SETNETTERS UNITED PACKERS ASSOCIATION



Some salmon can labels have a three section layout. This “*Hume’s Karluk Brand*” is an example of the three section design. The brand name and the product name are in each section so when you turn the can you see each individual section. Other labels have two main sections such as this “*Canoe Brand*” label.

3. Will your can have your brand name and product displayed in two or three sections?
4. What style of lettering will you use in your brand? (PLAY with these fonts on your computer)

*Fancy* CAPITALS THICK *Old Hand* Fun STYLISH  
OLD WESTERN SPECIAL Old Text WIDE Script  
Happy STENCIL Fabulous RUSSIA

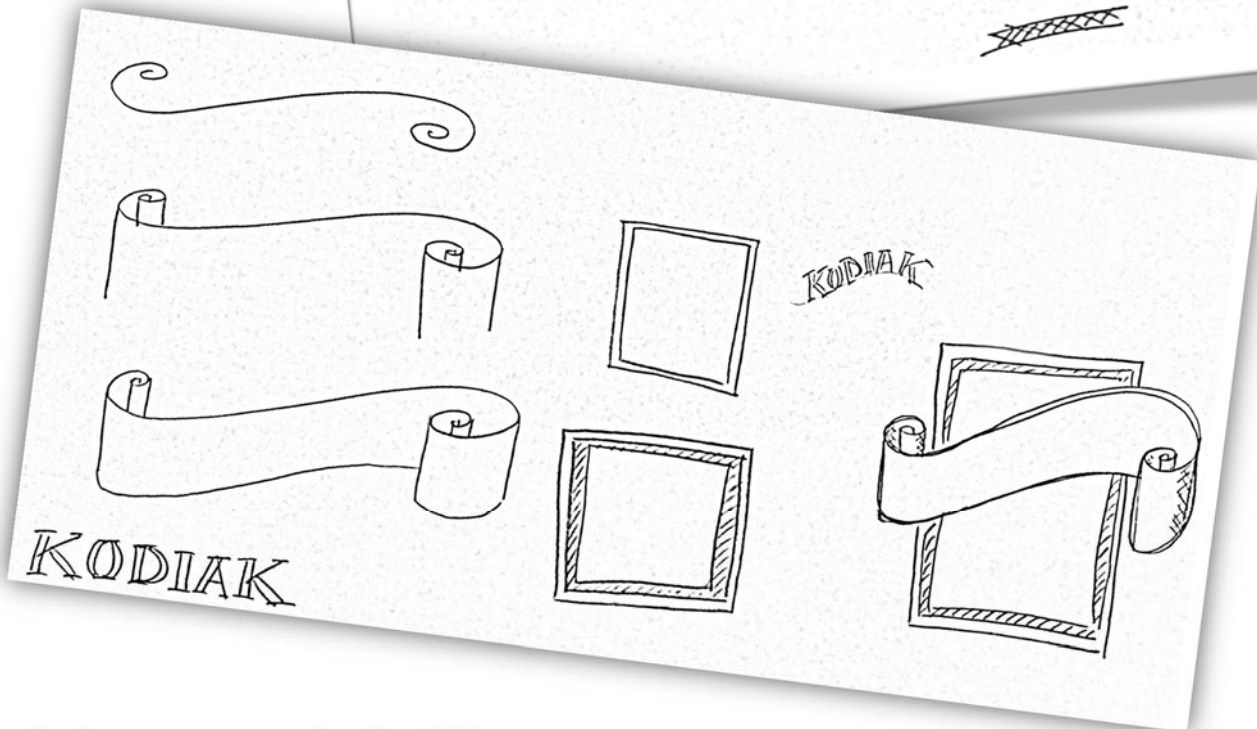
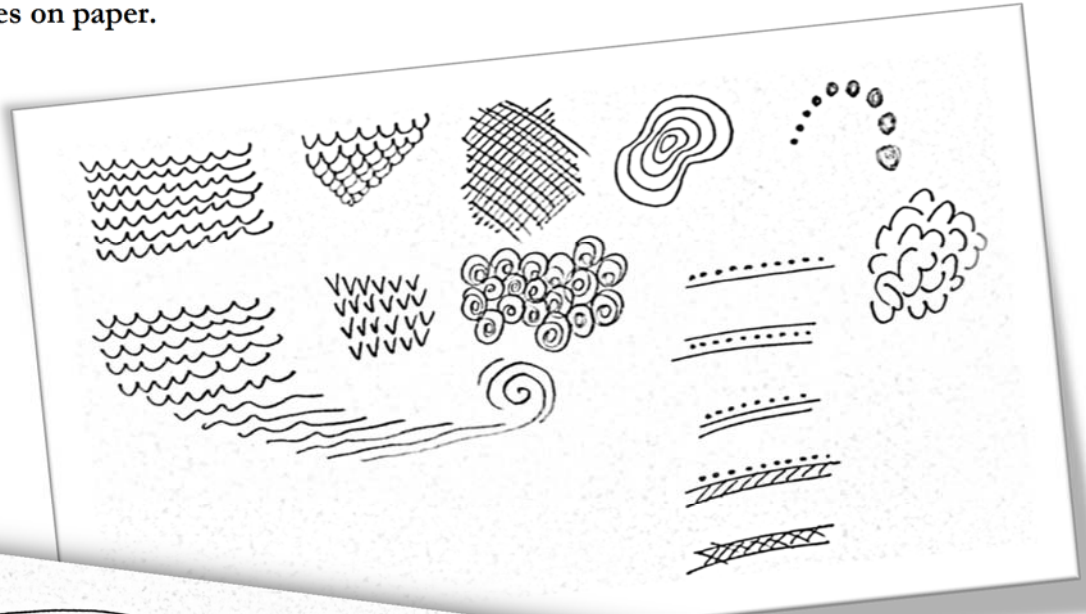
5. What images would you use to represent the product in your can and your brand name?

Example: “Bear Brand - Fish Heads” could have a bear body, a bear paw print, or a close view of a bear head or behind representing the brand name as a logo. The label could also show the product – fish heads – as one head, a pile of fish heads, or even fish heads floating on the surface of a large soup pot.

6. What colors will you use on your label? \_\_\_\_\_

7. What shapes, symbols, and textures will you use for added meaning and visual interest? Play with some lines and shapes on paper.

8. Will you use doodles in your design?



*Have fun designing your canned product label.*