Using typography and colour in packaging design

Gürsoy Şeref *, Design Deparment, Graphic Design Programme, Nevşehir Hacı Bektaş Veli University, Hacı Bektaş Veli Vocational School, Nevşehir, 50800, Turkey.

Abstract

Package creates an identity for a product. It must have the feature to be able to reflect characteristics of product to consumers properly and convince them to give money for it. Impacts of packaging design on attracting consumers who interact with product through its package is incontrovertible. In this regard, it must be paid attention on use of typography and colour in packaging design. Typography must be used in a way in which it does not disrupt the integrity of package. It should be in harmony with any other designing elements. When selecting colours to be used in package, it must be made choices such a way that can allow elements, which are desired to be emphasized, to come into prominence. Colours to be able to reflect product properly and be in harmony with it must be preferred. It must be determined characteristics of target audience properly and then a typography to be able to affect their decisions positively must be selected, and favorable colours must be preferred. Besides, selecting image or illustration and background colours to be used in packaging design are also among other constituents to take into consideration in terms of typography.

In conclusion, functionality of typography and colour in packaging design has a crucial importance. Choices and selections must be done by considering the impressiveness of, the importance on interacting with customers of, and the ability of persuasion on consumers of typography and colour in packaging design, and it must be paid strict attention to proper use of these elements.

Keywords: packaging design, color, typography.

* ADDRESS FOR CORRESPONDENCE: Gürsoy Şeref, Design Deparment, Graphic Design Programme, Nevşehir Hacı Bektaş Veli University, Hacı Bektaş Veli Vocational School, Nevşehir, 50800, Turkey.
E-mail address: gursoyseref@nevsehir.edu.tr / Tel.: +09-0536-822-40-77

1. Introduction

It can be observed that due to our daily necessities many images influence the way we shape your lives due to our daily needs. In our daily lives we often need to choose between different options as packages that contain too much information. While assessing packages, we should not only take its functions as protection and preservability into consideration, but also its influence on the customer behaviour. This research examines the influence of package design on consumer behaviour through a case study. It focuses on the relationship between colour and design of typography and mainly on the impact of package colour on consumer behaviour.

Script is one of the most common components in communication. Although its influence can be bigger when combined with other design elements, it can be a strong communication tool on its own. As a design element, typography can be considered as the main feature of communication.

At this point attention must be paid to the function of typography as one of the indispensible features of package. Its direct role in the relationship with the receiver cannot be denied. Without any written information its influence and power to convince the consumer for purchasing will be less. When we consider the high competition level with similar products in contemporary world, it is not possible to imagine a good package design without typography. The most important feature of typography is its legibility. It should be easy to read.

While working with script, it is necessary to consider the layout of format and framework in terms of shape, structure, balance and hierarchy. Thereby it is possible to transfer the intended message to the target group (Ambrosse & Aono-Billson, 2013).

Typography of a package should mainly underline its difference from the typography used on products in the same category. Moreover it should draw attention. It should be convincing, easy to notice for the consumer, and it should encourage making a purchase. Although this offers an important strength for the first moment of communication, it's harmony with other design elements is more important to create a permanent long-term impression. It should be designed to create selective perception for the receiver to examine the product longer than others. In this aspect the typography and colour relationship is one of the most important components of package design.

Package should attract attention. Colour of the package is the first and foremost important feature that comes into mind. While selecting colours it should be taken into account that the colour of typography and font should increase the efficacy of the package.

"Colours create a silent language and add new dimensions to communication. They are a part of silent communication." (Yazmacı, 2012).

Attractiveness of each colour may be different depending on the place, light, dimensions, and used materials. The significance of package colours and its role in influencing the consumers will become clearer when we dismiss the external factors. The relationship of typography and colour is one of the most important components of package design. The selection process of the colour of typography to use on the package is essential. The colour of typography should be chosen according to the area of application and the colour of font. Typography should be compatible with the product it represents and related to the subject.

As one of the most common and indispensable visual communication and graphic components, the primary function of typography is "being read" (Ketenci & Bilgili, 2006).

Colour is a main design item because of its talent to create an emotional reaction on public. As a result colours are being defined with words as "cold", "warm", "calming", or "exciting" and most of the colours are associated with certain adjectives… Different groups in a society have different associations and reactions for colours. In order to create a certain reaction, designer should take into consideration that emotional reactions and instinctive associations may differ in different cultures. (Ambrosse & Harris, 2013).

Package should be designed according to the meanings of colours, product features, cultural features and target group. These points are significant in this aspect. It should not be forgotten that the main purpose of the package is to increase the sales and encourage making a purchase. Typography and usage of colours is important in this aspect. Cultural features and differences may influence the success of the package. It should also be suited to the age of the target groups and attract their attention.

Selection of the visual elements on the package is important for its integrity. It should reflect the product in the package correctly. It should be consistent with the number and shape of the visual element on the subject. Consistency is important for the consumer. Customer satisfaction at this stage is important in order to be able to re-sell the product. The colour of visual that will be used with the typography should be in harmony with the font and show integrity.

The harmony of typography and colour relationship is important for the recognition of the product and it creates a permanent image. The impact of this relationship should not be overlooked on creating a separate identity for the product and differentiation from other products.

Colour works in different ways with typography for presenting information and it contributes to the total visual effect of the design… Colour creates more clarity, contradiction, and additional meanings to the script. It can be used for creating a logical and visual hierarchy. This also applies to the printed colours and the surface where they are printed (Ambrosse & Harris. 2012).

Colour is a physical form and it appears with light. It is a significant design component. It also has a symbolic value. On its own it can give a message, conduct behaviour and it has influence on human physiology… Colour is an important graphic product that requires hard work and careful planning in package design. Research showed the significant role of colour on purchasing and selection processes. Only changing the package colour created surprising results in consumer behaviour… The graphic designer should be able to create the colour as a component of the design while dealing with problems as conceptual solution, typography and composition. Colour is at the same time a component of design. The degree of colour and shade either makes shapes and typography more visible or it puts them to the background. Colour is a significant element when it comes to organize a visual hierarchy. Colours should be analysed separately but their relationship among themselves should not be overlooked (Uçar, 2004).

Although each society attributes different meanings and emotional reactions to colours, generally accepted associations started to appear in the globalizing world.

Red is the colour of fast sports cars, anger, summer fruits, danger and blood. Research shows that when we see red colour our body starts to excrete epinephrine that increases blood pressure, quickens our breathing and heartbeat. Red is an exciting, dynamic and energetic colour. It is passionate, provocative, seductive, and tempting. Pink is a warm, exciting, funny and feminine colour. It is allocated strongly with love, romance, and good health. The pink colour becomes brighter and younger when the amount of red increases. However it becomes more fragile as it decreases. Orange is considered as one of the warm colours. It is very extrovert, funny, attractive and charming for teenagers and children. Although its bright and striking nature contains the passion of red, it is calmed down by the cheerful nature of yellow and creates a general feeling of warmth. Yellow is a bright and happy colour that reminds us of warm seasons. It evokes many images as the warmth of the sunlight, spring flowers, and the golden colour substance of fall foliages. As it can represent a lot of different emotions, it is a multi-faceted colour; bright yellows are usually associated with liveliness and happiness, greenish yellows are connected strongly with illness and nausea. Pale yellows may evoke the thought of the freshness of citrus fruits, but it may also express cowardice. Brown is a neutral, humble colour which is related to organic materials as wood and stone. Brown is massive and trustworthy. It gives the impression of warmth and natural goodness; its attractiveness can be related to the image of fresh and warm bread. Blue is a colour that reminds the mysteries and power of nature. It is the colour of the ocean and the sky. As it reminds us of water, it evokes permanent, lively,

reinforcing and life-saving images. Therefore it has a relaxing and soothing effect. Globally blue is perceived as cool and purifying. Green embodies goodness, nature, and environment. It evokes green fields and woods. It is the colour of spring. Consequently it represents health, life and new beginnings. Associations related to nature define it as a peaceful and soothing colour that gives the feelings of balance, harmony, consistency. Purple is the colour of royalty; it combines the warm shades of red with the cold shades of blue. It is an authoritarian colour that points out to kingdom, spirituality, nobility, and ceremony. Usually wisdom and enlightenment are among its positive connotations. However, it is also used to imply on cruelty and arrogance. Neutral shades are humble, classical and timeless as they are characterized with the absence of colour. Neutral colours are trustworthy and flexible. They can be used to complete or pacify stronger of heavier colours. Neutral colours are easy going; they rarely cause a strong reaction or despise the receiver. Therefore they are used very often in design. Black is a clear absence of colour. It is traditionally associated with death and mourning in Europe and North America. It is conservative and serious, as well as sexy, sophisticated and elegant. Special events are usually defined as "black tie" events and important persons travel in black limousines. White is associated with goodness, pureness, plainness, and emptiness in Western Countries. It is usually related to hospitals, marriages, wedding dresses, divine, and holy. In the East it is the colour of mourning and is associated with funerals and death. White is a neutral colour that creates a contrast to strong colours as black, orange, and blue (Ambrosse & Harris, 2013).

White represents surrender and peace in war… It is associated with positive and virtuous values as light, knowledge, brightness and divine light as the reflection of positiveness, purity, peacefulness and obedience. Most importantly, it is the only colour that emphasizes cleanliness and hygiene on its own. Almost all detergent advertisements claim that they whiten more and better (Uçar, 2004).

Colours influence the perception of the customer and they may have a positive or negative impact on the consumer behaviour. When product packages of the same category are examined, it can be observed that similar colours are applied. For instance, mainly brown and red colours are used in chocolate package designs, while colours like green, white, and cream are used to identify and emphasize other ingredients of the product.

Colour of cacao forms the raw ingredient of brown chocolate. The real colour of chocolate is a dark shade of brown. While other ingredients change the colour of chocolate in the production process, the same happens with its package. Chocolate can be categorized according to its compound as dark, milk, and white, while another categorization can be made according to its ingredients as nut, pistachio, almond, caramel, etc. Both categories may influence the colour of package design. From a marketing strategy perspective, it is only natural that there is a differentiation between the products in the same category. It is necessary to present the variety and make it simpler for the customer to understand the small differences between the products.

It is scientifically accepted that chocolate activates endorphin. Red has a clear seductive effect. Therefore it is not surprising that red becomes a preferred colour for chocolate package designs. When examined, it can be observed how common this colour is used on the packages of chocolate products. However this can create series of common packages. Products can disappear among their competitors and this makes it more difficult for the package to attract attention.

It has been longer than 100 years since the company Nestlé entered the Turkish market offering many alternatives of chocolate. Among these products "Damak" clearly differentiates itself with its package. "Damak" is put up for sale in Turkey in 1933. Despite the small changes in additional colours, the package preserved its white-coloured design. When compared to similar products of other brands, it stands out because of its colour. Nestlé logo is white typography on red. In the white design, the name of the product is written with two different shades of green. The red-coloured logo of the brand attracts attention. Product name is written with a simple font. Typography is readable. The package also shows a visual of a piece of chocolate and a few pistachios. The visuals are plain and do not take a lot of space.
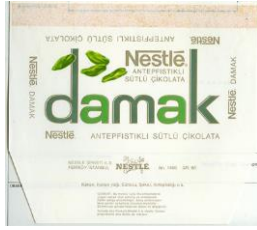
Fig. 1. Damak Packaging Design (1977)

Fig. 2. Damak 75th Anniversary PackagingDesign (2008)

Identified with cleanliness and pureness, white colour represents the same values on this package. When the high level of calorie in chocolate is taken into consideration, it will be clear that white package also gives the impression of being a healthy product. Therefore it can be argued that the target group of this product is rather adults who like chocolate than children the most commonly accepted group of chocolate consumers. In addition to the message given by the package design the high price in the market supports this argument. The product is trying to differentiate itself with its taste and aims to create a special target group that can be considered as a special customer status.

Fig. 3. Damak Packaging Design (Old)

Fig. 4. Damak Packaging Design

Colour is an important feature in package design. It should be used carefully on packages as it can create different meanings and emotional reactions. Even though colour comes to the forefront, typography is an instrument that should not be overlooked due to its functionality. Therefore the harmony of these two design components is very important. Readability of typography and its function of passing information should be used correctly. Colour of typography and the colour of surface should form integrity to reach the aim of readability. Obviously colour influences the perception of the receiver. It should not be ignored that the main goal of package design is to influence the consumer to buy the product. The case study shows that even though evaluations can be made based on accepted meanings, it is possible to create a differentiation by using colour in alternative means. The case study shows that such successful examples exist.

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