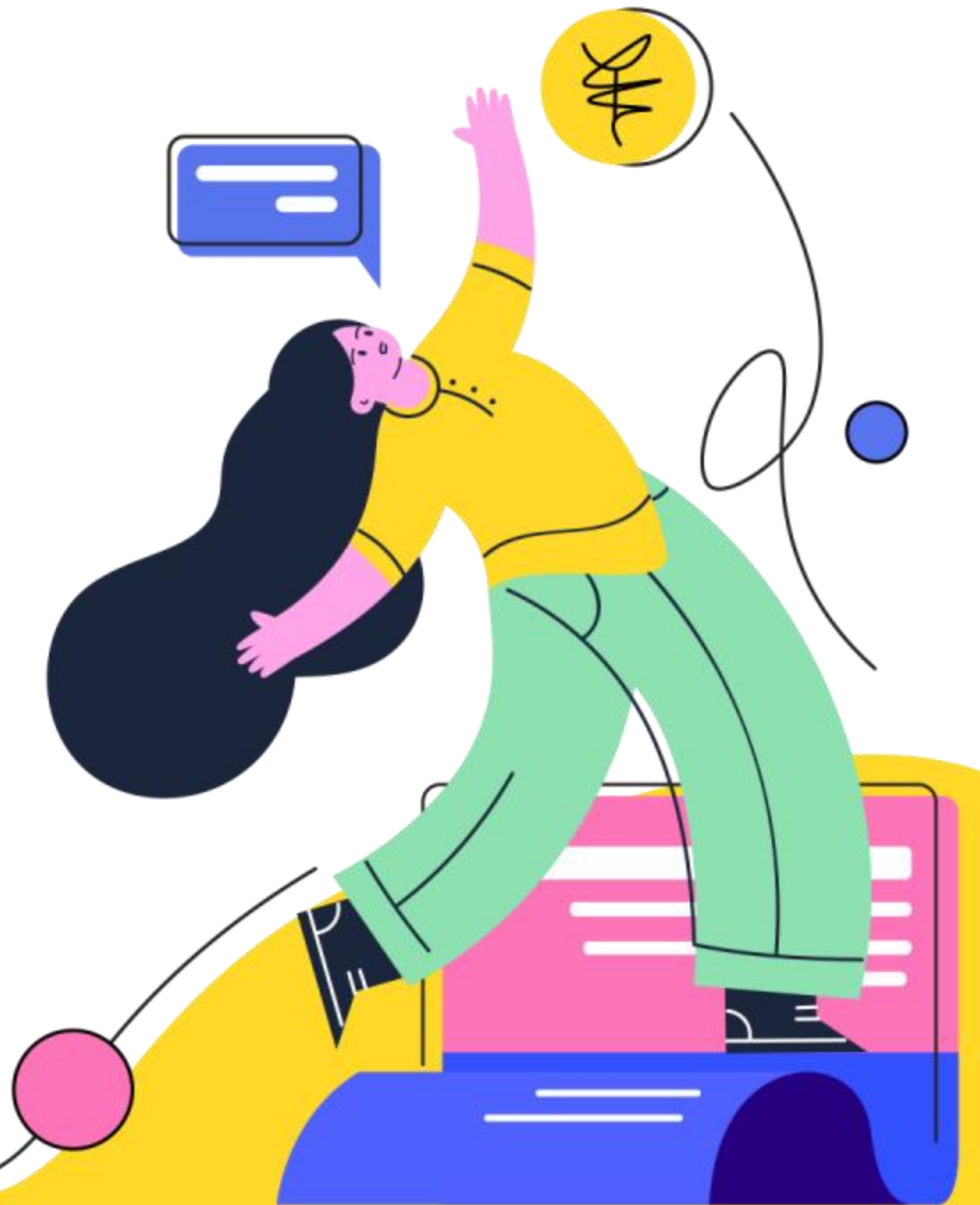




# 文字在包装设计中的编排

## Typography in Packaging Design





在包装设计中，文字的编排起着至关重要的作用。

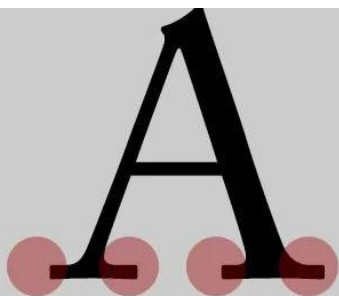
Typography plays a crucial role in packaging design.





# 1. 字体选择

## 1. Font Selection



SERIF  
衬线字体



SANS-SERIF  
无衬线字体

01

选择字体时，需要考虑产品的定位和目标受众，以选择适合的字体风格。

When selecting fonts, consider the product's positioning and target audience to choose an appropriate font style.

02

例如，如果产品是传统、高端的，那么可以选择一些经典的衬线字体；

For instance, if the product is traditional and high-end, you might opt for classic serif fonts.

03

如果产品是现代、简洁的，那么可以选择无衬线的字体。

If the product is modern and minimalist, sans-serif fonts could be a better choice.



## 2. 字号大小 2. Font Size

过小的字号会导致文字模糊，难以辨认，因此需要根据实际情况选择适当的字号。通常情况下，包装设计中的标题和重要信息的字号会较大，而说明性和附加信息的字号会较小。

Fonts that are too small can become blurry and hard to read. Choose an appropriate size based on the actual circumstances. Generally, the font size for titles and important information on packaging is larger, while explanatory and supplementary information use smaller sizes.

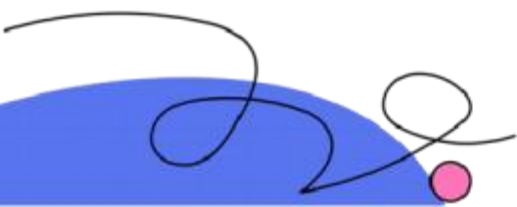


# 3. 字距与行距

## 3. Kerning and Leading

一般来说，字距不宜过大，以免影响文字的识别；而行距则应根据字体的特性进行选择，不宜过窄或过宽。合适的行距能够创造出舒适的阅读节奏，使文字更加易读。

Typically, kerning should not be too wide to maintain legibility, and leading should be chosen based on the font's characteristics, avoiding overly tight or wide spacing. Suitable leading creates a comfortable reading rhythm, enhancing readability.



## 4. 文字颜色

## 4. Text Color

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不同的颜色会引起不同的心理反应，从而影响产品的销售。选择颜色时，需要考虑到产品本身的特点以及目标受众的喜好。

Different colors can evoke various psychological responses, influencing product sales. When choosing colors, take into account the product's characteristics and the preferences of the target audience.





## 4. 文字颜色

## 4. Text Color

例如，如果产品是儿童用品，那么可以使用鲜艳的颜色和趣味的字体；

For example, if the product is for children, using bright colors and playful fonts may be suitable.





## 4. 文字颜色 4. Text Color

如果产品是高端化妆品，那么可以选择较为低调且优雅的颜色。

If the product is a high-end cosmetic, more subdued and elegant colors would be appropriate.







## 5. 图文关系

### 5. Text-Image Relationship

好的图文关系能够使包装设计更加生动有趣，增强消费者的记忆。

A good relationship between text and imagery can make packaging design more vivid and engaging, enhancing consumer memory.



## 5. 图文关系

### 5. Text-Image Relationship

在处理图文关系时，可以通过直接或间接的方式将图像与文字结合，如使用插图、边框、底纹等元素来装饰文字。

When processing the relationship between images and text, you can combine them directly or indirectly by using elements such as illustrations, borders, and background patterns to decorate the text.





## 6. 编排布局

## 6. Layout Design

1

在布局时，需要将文字内容进行合理的编排，考虑到整体的美观性和易读性。

When arranging the layout, ensure that the text content is organized logically, taking into account overall aesthetics and readability.

2

要避免出现过于复杂或混乱的布局，以免影响消费者的阅读体验。

Avoid overly complex or chaotic layouts, as they can negatively affect the reader's experience.





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同时，要注意文字的层次感和引导性，标题、品牌名、产品名等重要信息应当突出，引导消费者关注主要信息。

Additionally, pay attention to the hierarchy and guidance of the text. Important information such as headings, brand names, and product names should be highlighted to guide consumers' focus towards the main information.

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## 7. 创意与个性 7. Creativity and Personality

在编排文字时，也可以通过创意和个性的表现手法来吸引消费者的注意力。例如，可以采用手写体、艺术字体等非常规字体来增加设计的趣味性。

When arranging text, you can also use creative and personalized techniques to attract consumer attention. For instance, using unconventional fonts like handwriting or artistic typefaces can add an element of fun to the design.



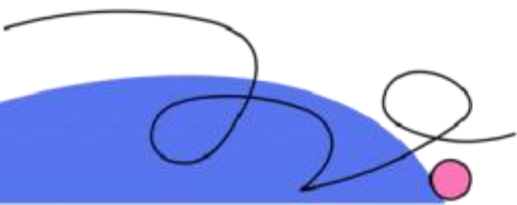


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在包装设计中的编排文字时，需要考虑上述因素，同时需要注意整体布局的整洁美观和易读性，以提高产品的吸引力和竞争力。

In the typographic arrangement of packaging design, consider these factors while ensuring the overall layout is clean, attractive, and easy to read, to enhance the product's appeal and competitiveness.

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感谢各位的观看  
Thank you for  
watching.

