

Alignment

The words along the top of the label are all aligned with each other. This helps to make them easier to read. The words are also repeated three times which means that they can still be read when the bottle is turned.

Harmony

The use of the yellow text helps to harmonise with the rest of the colour scheme of the label. Making the word 'ALL' a different colour from the word natural creates **emphasis** on that word.

Reverse text

Helps to create contrast with the orange background. This helps the product name to stand out.

Rotate

Rotating the text within the circles helps to create **contrast** with the rest of the text in the label which is horizontal and helps to create visual interest.



Harmony

The use of the orange, yellow and yellow-orange colours for the wavy flashbar help to create harmony with the colours in the mango. Using these colours repeatedly helps to create **unity** within the layout.

Depth / Dominance

The image of the mango is overlapping the wavy flashbar. This makes it appear closer than the flashbar which makes it look more 3D. Making the mango the largest item on the page helps to make it the most **dominant** and therefore the focal point of the label.

Balance

The label is asymmetrically balanced due to the lack of symmetry. This helps to make the label more visually exciting which is important for product packaging.

Repetition

Repeating these white circles throughout the layout helps to create **unity**. Repeating the larger red and green circles also helps to create unity in the layout.

Alignment

The body text in green is aligned with the heading above it. This helps to organise the layout and make the text easier to read.

Colour

The body text is in green which ties in with the green of the leaf on the mango. It is also the same colour as the circle which says '100% natural' which helps to create unity in the label. The colour green is a good choice for the list of ingredients as it will make people associate it with health.