



STYLE GUIDE



Welcome to Private Label Dynamics!

This guide is designed to help you explore and select the label style that best suits your brand.

In this guide, you'll find:

9 distinct label styles for the White & Amber range

8 unique label styles for the Black range

Each style has been thoughtfully created to offer flexibility while maintaining a strong, cohesive brand identity.

On the following pages, you'll find detailed descriptions of each style, including design features and customization options available for your product packaging.

To get started, we'll need your logo files and brand assets in the required formats and don't worry, everything you need to know will be explained in this guide.

Please take your time reviewing the styles, and don't hesitate to reach out if you have any questions or need help choosing the right fit for your brand!



How it works...

1. Choose your style



Choose your preferred label style from the options in this guide.

2. Send us your logo



Please provide your logo in **vector format**. EPS, SVG or Ai. If you have a brand guide, feel free to attach it.

3. We design your label



Our team will create your label design and send it to you for approval.

4. You review & approve



Once you receive the artwork, you'll have a chance to review and approve the final version.

5. We send to print



After approval, your labels go to print. **No changes** can be made from this point.

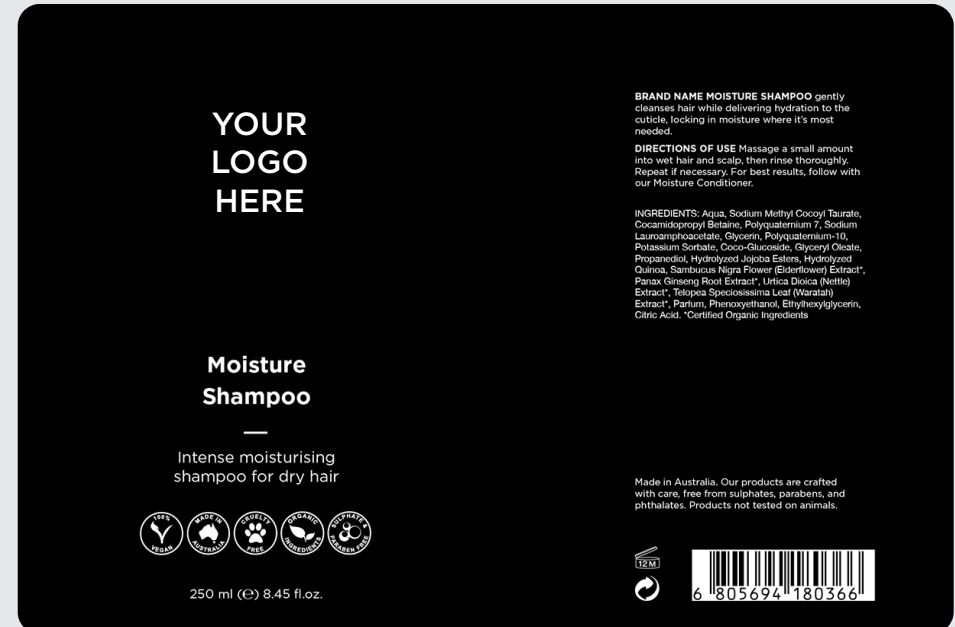
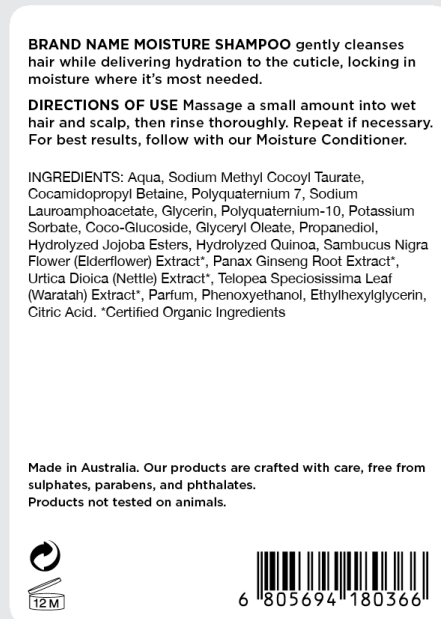
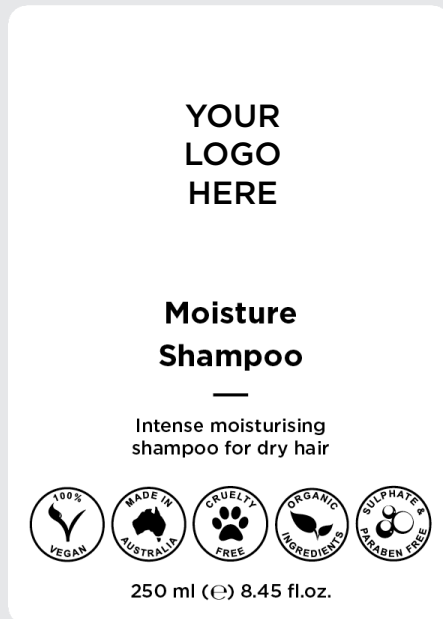
LABEL COMPONENTS



YOUR BRAND
TEMPLATE STYLES

CLASSIC STYLE

Simplicity. Elegance. Impact.



This style is great for brands that want:

A minimalist identity with a premium and bold impression.

Best for logos:

Centered, monochrome logos with clean lines.

Layout: Centralized front label.

Font: Gotham

Font Colours:

WHITE & AMBER



BLACK



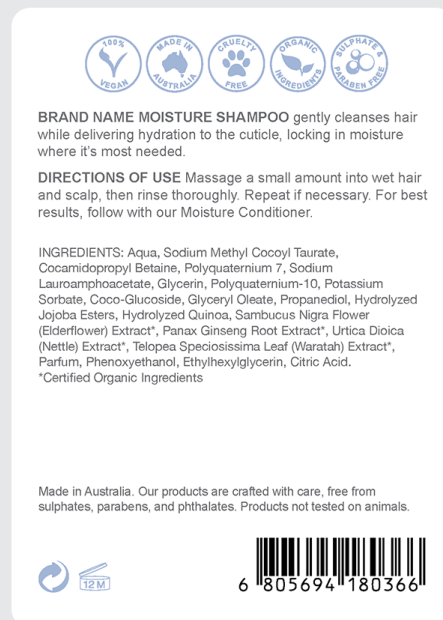
PACKAGING OVERVIEW

CLASSIC STYLE



PAUL MITCHELL INSPIRED STYLE

Sleek. Contemporary. Clean.



This style is great for brands that want:

A sleek and contemporary identity with clean lines.

Best for logos:

Vertical or stacked logos; works well left-aligned in black or grey tones.

Layout: Left-aligned label.

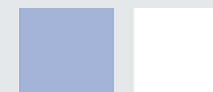
Font: Arial

Font Colours:

WHITE & AMBER



BLACK



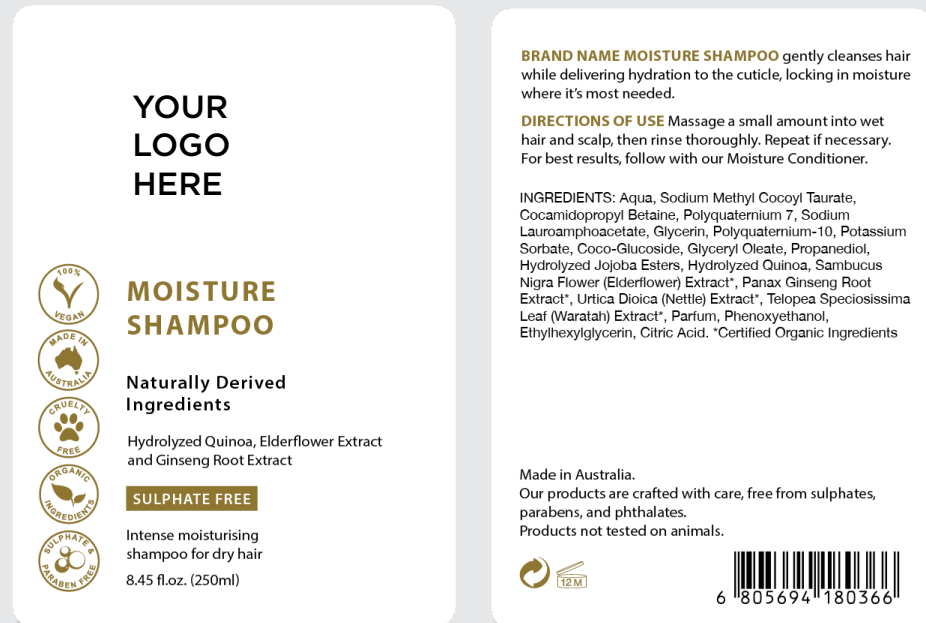
PACKAGING OVERVIEW

PAUL MITCHELL INSPIRED STYLE



THEORIE INSPIRED STYLE

Sophisticated. Earthy. Confident.



This style is great for brands that want:

A grounded, luxurious and nature-driven identity, leaning towards sustainability.

Best for logos:

Left aligned or centered logos, monochrome or warm-toned.

Layout: Left sized aligned label.

Font: Myriad Pro

Font Colours:

WHITE & AMBER



BLACK



PACKAGING OVERVIEW

THEORIE INSPIRED STYLE



KERASTASE INSPIRED STYLE

Luxury. Elegant. Premium.



This style is great for brands that want:

A luxury minded, polished and elegant identity.

Best for logos:

Centered logos, monochrome or metallic, ideally with clean lines and minimal detail.

Layout: Centralized label.

Font: Apex Sans

Font Colours:

WHITE & AMBER



BLACK



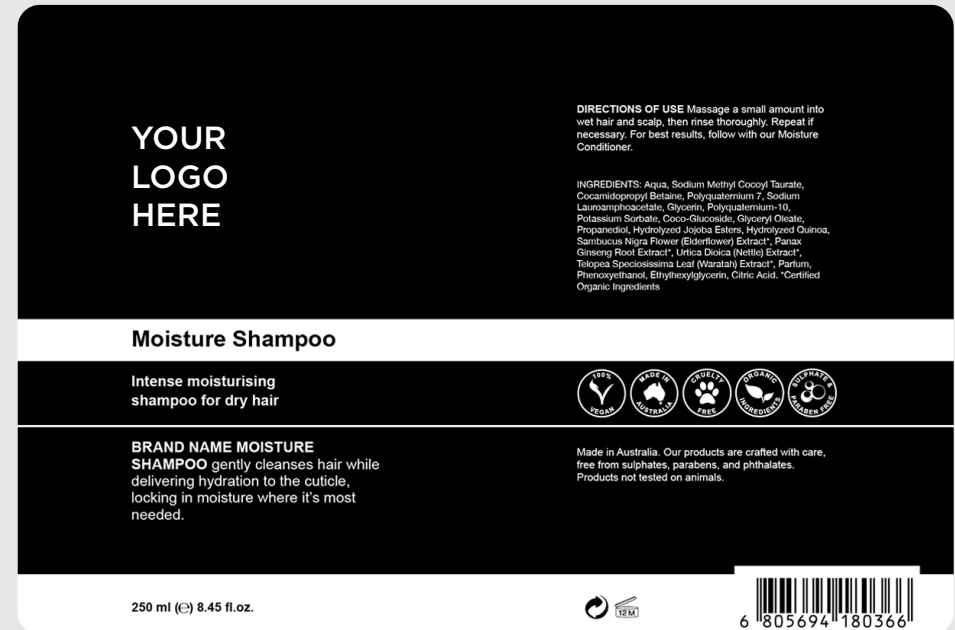
PACKAGING OVERVIEW

KERASTASE INSPIRED STYLE



AESOP INSPIRED STYLE

Elegant. Minimal. Cultured.



This style is great for brands that want:

A high-end, editorial identity, with an understated sense for luxury.

Best for logos:

Left-aligned logos. Monochrome ideally with clean lines and minimal detail.

Layout: Left-aligned label.

Font: Arial

Font Colours:

WHITE & AMBER



BLACK



PACKAGING OVERVIEW

AESOP INSPIRED STYLE



DAVINES STYLE

Artisanal. Poetic. Natural.

MOISTURE / shampoo

BRAND NAME Moisture Shampoo gently cleanses hair while delivering hydration to the cuticle, locking in moisture where it's most needed.

YOUR
LOGO
HERE

250ml (e) 8.45 fl.oz.



DIRECTIONS OF USE Massage a small amount into wet hair and scalp, then rinse thoroughly. Repeat if necessary. For best results, follow with our Moisture Conditioner.

INGREDIENTS: Aqua, Sodium Methyl Cocoyl Taurate, Cocamidopropyl Betaine, Polyquaternium 7, Sodium Lauroamphoacetate, Glycerin, Polyquaternium-10, Potassium Sorbate, Coco-Glucoside, Glyceryl Oleate, Propanediol, Hydrolyzed Jojoba Esters, Hydrolyzed Quinoa, Sambucus Nigra Flower (Elderflower) Extract*, Panax Ginseng Root Extract*, Urtica Dioica (Nettle) Extract*, Telopea Speciosissima Leaf (Waratah) Extract*, Parfum, Phenoxyethanol, Ethylhexylglycerin, Citric Acid. *Certified Organic Ingredients

Made in Australia.
Our products are crafted with care, free from sulphates, parabens, and phthalates. Products not tested on animals.



MOISTURE / shampoo

BRAND NAME Moisture Shampoo gently cleanses hair while delivering hydration to the cuticle, locking in moisture where it's most needed.

YOUR
LOGO
HERE

250ml (e) 8.45 fl.oz.



DIRECTIONS OF USE Massage a small amount into wet hair and scalp, then rinse thoroughly. Repeat if necessary. For best results, follow with our Moisture Conditioner.

INGREDIENTS: Aqua, Sodium Methyl Cocoyl Taurate, Cocamidopropyl Betaine, Polyquaternium 7, Sodium Lauroamphoacetate, Glycerin, Polyquaternium-10, Potassium Sorbate, Coco-Glucoside, Glyceryl Oleate, Propanediol, Hydrolyzed Jojoba Esters, Hydrolyzed Quinoa, Sambucus Nigra Flower (Elderflower) Extract*, Panax Ginseng Root Extract*, Urtica Dioica (Nettle) Extract*, Telopea Speciosissima Leaf (Waratah) Extract*, Parfum, Phenoxyethanol, Ethylhexylglycerin, Citric Acid. *Certified Organic Ingredients

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This style is great for brands that want:

A refined, elegant and expressive identity. Evokes a feeling of knowledge and experience, working well for boutique brands with industry know-how.

Best for logos:

Left-aligned and serif logos with delicate typography.

Layout: Left-aligned label.

Font: Baskerville

Font Colours:

WHITE & AMBER



BLACK



PACKAGING OVERVIEW

DAVINES STYLE



EVO STYLE

Playful. Bold. Minimal.

moisture shampoo

brand name moisture shampoo gently cleanses hair while delivering hydration to the cuticle, locking in moisture where it's most needed.

250 ml (8.45 fl.oz.)

YOUR
LOGO
HERE



directions of use massage a small amount into wet hair and scalp, then rinse thoroughly. repeat if necessary. for best results, follow with our moisture conditioner.

INGREDIENTS: Aqua, Sodium Methyl Cocoyl Taurate, Cocamidopropyl Betaine, Polyquaternium 7, Sodium Lauroamphoacetate, Glycerin, Polyquaternium-10, Potassium Sorbate, Coco-Glucoside, Glyceryl Oleate, Propanediol, Hydrolyzed Jojoba Esters, Hydrolyzed Quinoa, Sambucus Nigra Flower (Elderflower) Extract*, Panax Ginseng Root Extract*, Urtica Dioica (Nettle) Extract*, Telopea Speciosissima Leaf (Waratah) Extract*, Parfum, Phenoxyethanol, Ethylhexylglycerin, Citric Acid. *Certified Organic Ingredients

made in australia. our products are crafted with care, free from sulphates, parabens, and phthalates. products not tested on animals.



moisture shampoo

brand name moisture shampoo gently cleanses hair while delivering hydration to the cuticle, locking in moisture where it's most needed.

250 ml (8.45 fl.oz.)

YOUR
LOGO
HERE



directions of use massage a small amount into wet hair and scalp, then rinse thoroughly. repeat if necessary. for best results, follow with our moisture conditioner.

INGREDIENTS: Aqua, Sodium Methyl Cocoyl Taurate, Cocamidopropyl Betaine, Polyquaternium 7, Sodium Lauroamphoacetate, Glycerin, Polyquaternium-10, Potassium Sorbate, Coco-Glucoside, Glyceryl Oleate, Propanediol, Hydrolyzed Jojoba Esters, Hydrolyzed Quinoa, Sambucus Nigra Flower (Elderflower) Extract*, Panax Ginseng Root Extract*, Urtica Dioica (Nettle) Extract*, Telopea Speciosissima Leaf (Waratah) Extract*, Parfum, Phenoxyethanol, Ethylhexylglycerin, Citric Acid. *Certified Organic Ingredients

made in australia. our products are crafted with care, free from sulphates, parabens, and phthalates. products not tested on animals.



This style is great for brands that want:

A clean, no-fuss, identity expressed with a modern edge.
Delivered with confidence and a sense of approachability.

Best for logos:

Lowercase, bold or simple logo that embrace minimalism with personality.

Layout: Left-aligned label.

Font: Lower case Myriad Pro

Font Colours:

WHITE & AMBER



BLACK



PACKAGING OVERVIEW

EVO STYLE



VIBRANT STYLE

Energetic. Colorful. Bold.



This style is great for brands that want:

A lively and eye-catching look. Leaning towards the use of colours to evoke strong impressions and identity.

Best for logos:

Full-color logos. Works well with colored accents, while keeping layout clean and structured.

Layout: Centralized label.

Font: Gotham

Font Colours:

WHITE & AMBER



BLACK



PACKAGING OVERVIEW

VIBRANT STYLE



ORGANIC STYLE

Simplicity. Elegance. Light.



This style is great for brands that want:

A minimalistic and premium identity delivered both boldly and softly.

Best for logos:

Centralized logos.

Layout: Centralized front label.

Font: Gotham

Font Colours:

WHITE & AMBER

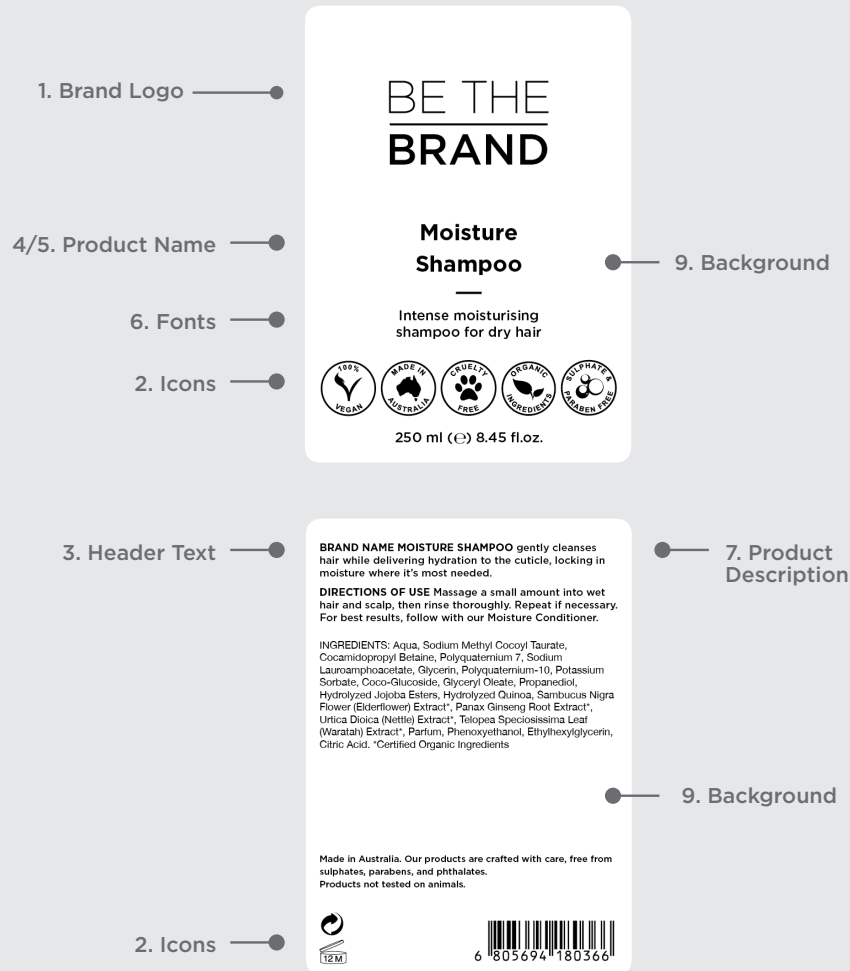


PACKAGING OVERVIEW

ORGANIC STYLE



CUSTOMISATION OPTIONS



Included changes *per invoice*:

	ORDERS UP TO \$800	ORDERS BETWEEN \$800-\$1500	ORDERS BETWEEN \$1500-\$3000	ORDERS OVER \$3000+
1. Brand Logo	✓	✓	✓	✓
2. Icons <i>Colour</i>	—	✓	✓	✓
3. Header Text <i>Colour</i>	—	✓	✓	✓
4. Product Name <i>Colour</i>	—	✓	✓	✓
5. Product Name (<i>Re-name it</i>)	—	—	✓	✓
6. Fonts	—	—	—	✓
7. Product Description (<i>Wording</i>)	—	—	—	✓
8. Directions of Use (<i>Wording</i>)	—	—	—	✓
9. Background <i>Colours</i>	—	—	—	✓

* Please note:

- Approved files will be saved in our system for future orders.
- For future orders, if you're requesting new packaging with artwork that *hasn't been created* before, a *fee may apply* to cover design costs.

How we should receive your logo and the guidelines

To ensure the best design quality for your products, please send us your logo using the following specifications:

FILE FORMAT

Preferred: Please provide your logo in **vector format**.
EPS, SVG or Ai (Illustrator)

Accepted: High-resolution PNG (with transparent background)

Not Accepted: JPEG

RESOLUTION AND SIZE

Minimum: 300 DPI

Size: At least 1000 x 1000 pixels if it's a PNG file

COLOR

Please make sure your logo is in CMYK.
We don't accept RGB.

If you have a brand guide, feel free to attach it.

If your logo is not in the correct format, we're happy to assist with the conversion, where possible, for a small design fee.

How to know if you logo has a transparent background?

Open the logo if you see a **gray-and-white checkerboard** behind the logo, that means it's transparent.
Or drop the file into a document (like PowerPoint, Google Slides, or Canva) with a colored background. If you see a white box around the logo, it's **not transparent**.



A positive logo is a dark version (usually black) used on light backgrounds.
A negative logo is a light version (usually white) used on dark backgrounds.

Using the correct version ensures your logo has proper contrast and stays clear and readable.

Positive



If you're ordering products a **white background label**, please send your logo in **positive**, either as a **vector file** or a **PNG with a transparent background**.

Negative



If you're ordering **black background label**, please send your logo in **negative**, either as a **vector file** or a **PNG with a transparent background**.

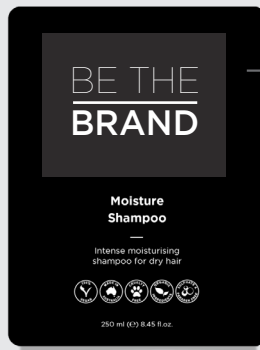
Vector format or a PNG with transparent background is preferred to avoid the following issues:





● If you send us our logo in JPG or PNG format with a white background for a black packaging, it will be applied on top and will have a white box around.





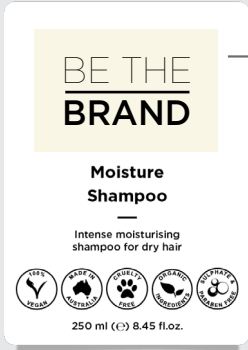
● If you send us our logo in with a black background it could have black variations colours and your label could look like this.





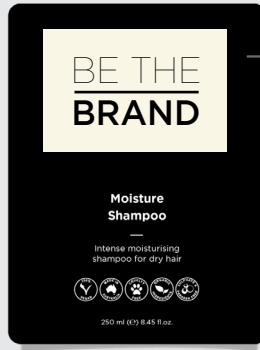

● If you send us your logo in **vector format or PNG with a transparent background**, we can apply it to the labels without any issues.





● If you send us our logo in JPG or PNG format with a background for a white label, it will be applied on top and will have a box around.





● If you send us our logo in JPG or PNG format with a background for a black label, it will be applied on top and will have a box around.

DESIGN FAQS

CAN I CHANGE THE BARCODES?

Our barcodes are generic and can be used without any issues. Depending on where you will be selling the products, you have the option to create your own barcodes and send them to us for inclusion in the artwork. It's important to note that certain countries and online retail platforms may have specific regulations for barcodes. As the brand owner, it would be your responsibility to research and comply with any applicable regulations.

CAN I CHANGE MY LOGO/STYLE?

You are allowed one logo and style change per year at no additional cost. If you require more than one change within a year, a fee of \$105.00 will apply for each additional change.

IS IT POSSIBLE TO REACH THE DESIGN TEAM BY PHONE?

Due to our extensive client base, the Design Team can ONLY be reached via email. Our order, design, and print queue operates on a first-come, first-served basis.

CAN I CHANGE THE LABEL'S DIELINE?

If you would like to change the dieline (label dimensions), we charge a design fee of \$420.00 per custom dieline. For this service, we have a MOQ of 100 units per SKU. Limited dieline options/variations available.

CAN I ORDER LABELS ONLY?

Yes, there is a charge of \$0.50 per label, in addition to shipping costs. Please reach out to our Sales Team directly, and they will assist you with this. Please note we only supply labels for the products we make.

CAN I ADD AN EXTRA LABEL TO THE PACKAGING?

When applicable, we have a fee of \$0.50 per additional label, along with a \$420.00 label setup fee (dieline setup). For this service, we have a MOQ of 100 units per SKU.

HOW MANY TEMPLATES CAN I CHOOSE?

To maintain brand consistency and streamline production, only one template can be selected per account.

CAN I HAVE DIFFERENT LOGOS?

We allow only one logo per account to ensure brand cohesion. However, logo variations such as a primary logo, secondary logo, or submark are accepted.

WHAT LABEL FINISHES DO WE OFFER?

We offer gloss and matte finishes as standard options for each product. If you'd like to customize the finish for your packaging, please let us know and we will update the specifications in your file.

CAN I PRINT METALLIC OR FOIL COLOUR ON MY LABELS?

We only print CMYK. No Pantone.

CAN I HAVE BRANDED SAMPLES?

Yes, when placing a sample order, we offer two options regarding label artwork:

- Generic "Be the Brand" Labels
- Branded Samples: If you prefer to use your own logo, it will be applied to one style from our Style Guide. If this option is chosen, our Design Team will contact you via email to request your logo in the correct format (as outlined in the "How to Submit Your Logo" guidelines).

For more information, please refer to our Design FAQ's on our website.

DESIGN TERMS & CONDITIONS

CONTACTING THE DESIGN TEAM

Due to the high volume of clients, our Design Team is available **strictly via email only**. All orders, designs, and print jobs are managed on a first-come, first-served basis.

LABEL DESIGN

Design work will commence only after full payment is received. Once confirmed, our design team will contact you via email to request your logo and preferred design style. It is the client's responsibility to provide the logo in the correct format as specified in the "How to Submit Your Logo" guidelines. Supplying the correct file format from the start will help speed up the design process significantly.

APPROVAL OF ARTWORK

Whilst Private Label Dynamics takes every care to avoid errors, we are not responsible for any spelling mistakes, incorrect ingredient lists, grammatical or typographical errors, omissions, or inaccurate information in the final product. It is the client's sole responsibility to carefully check all final artwork proofs and provide written approval via email. No artwork will proceed to print without this approval.

Please note that when approving labels, the file may contain multiple pages or product variations, some of which may not be part of your specific order. This is due to the way files are set up and stored in our system.

BARCODES

Our barcodes are generic and can be used without any issues. As the brand owner, it is your responsibility to research and ensure compliance with any applicable guidelines based on where you intend to sell your products.

USE OF PREVIOUSLY APPROVED ARTWORK

If you choose to proceed with previously approved artwork, we will use the artwork files saved in our system. In doing so, you acknowledge and accept full responsibility for the accuracy and suitability of the content. In cases where you choose to proceed with previously approved artwork, but we don't have the files or they are not marked as "approved" in our system or if our Design Team identifies the need for clarification, updated proofs may be sent to you.

CHANGES ON PACKAGING RANGE

If changes were made to the product name or details in a specific packaging style (e.g., renaming "Moisture Shampoo" to "Hydrate Shampoo" on white packaging), and you are now ordering a different packaging colour/size (e.g., amber), it is your responsibility to inform the Design Team of these updates. Our team will not automatically apply changes made to one version of a product label to all versions unless clearly instructed to do so.

COLOUR VARIATION

Please note that colour variation may occur between what you see on your screen and the final printed product. This is due to the difference between screen colour formats (RGB) and print colour formats (CMYK). Screen proofing is not an exact representation of printed colours, which may also vary across different printers, jobs, and print runs. Private Label Dynamics is not responsible for colour variations, as these are outside of our control. If colour accuracy is critical, test prints can be organised upon request and will be sent at the client's expense.

COPYRIGHT

All design work and associated copyright remain the property of Private Label Dynamics until full payment has been received. Once payment is made and the project is complete, the client gains copyright and reproduction rights for the final design. Any unused design concepts remain the property of Private Label Dynamics and may be reused or repurposed for future clients.

IN-HOUSE CLIENT FILE STORAGE

All design files are stored on our internal servers. To manage space and maintain efficiency, we reserve the right to remove unused files if there has been no client interaction or order activity for a period of 2 years.

SAMPLES ARTWORK PROOF

Unless requested when placing your order, no artwork proofs will be provided for samples. Artwork proofs are only issued for samples included in bulk orders.

For more information, please refer to our Design T&Cs on our website.



BE THE BRAND

CONTACT US

hello@privatelabeldynamics.com
www.privatelabeldynamics.com

