

The Application of Minimalist Style in Food Packaging Design

Xinxin Jing

Zhengzhou University of Science and Technology, Zhengzhou450000, China

Abstract: With the continuous pursuit of simplicity and beauty in modern society, minimalist style has been widely used in various fields, including food packaging design. Taking food packaging design as an example, this paper discusses the application of minimalist style in food packaging, in order to provide reference for related practitioners.

Keywords: Minimalist style; Food packaging design; Apply

Introduction:

In modern society, people pay more and more attention to the appearance and packaging of products. As a medium of direct contact with food, food packaging not only needs to have protection and storage functions, but also must be attractive, can arouse consumers' interest, and encourage them to choose to buy. Therefore, food packaging design has become a crucial part of the food industry. Minimalism, as a design style that focuses on simplicity, purity and refinement, is being applied in more and more fields.

1. The characteristics and advantages of minimalist style

First of all, a simple design style can lead consumers to focus on the product itself. The goal of food packaging is to highlight the characteristics and quality of food, rather than the packaging itself. By adopting a minimalist style, you can reduce unnecessary visual distractions and make it easier for consumers to notice the product. Secondly, the minimalist style focuses on purity and refinement, which helps to convey the high quality and precision of the product. Consumers tend to believe that the simpler the packaging, the higher the quality of the product. Therefore, the minimalist style can enhance the trust of the product and improve the purchase willingness of consumers. In addition, a balanced and orderly design style helps to create a sense of beauty. Beauty is one of the key factors to attract consumers, and the balance and order of the minimalist style makes the packaging more attractive. Finally, it also makes packaging easier to recognize and remember, which is crucial for brand marketing.

2. The application of minimalist style in food packaging design

2.1 Simple use of color

Color needs to be chosen wisely, making sure it matches the nature and brand positioning of the food. Considering the psychological impact of different colors, people should understand the impact of different colors on consumers' emotions and perceptions. For example, red is often associated with vitality and excitement, and is suitable for packaging energy drinks or spicy foods. In contrast, green is often associated with healthy and organic foods, making it suitable for use in the packaging of vegetables or organic products. Such a color choice can resonate with the characteristics of the product and arouse the resonance of consumers. At the same time, simple color matching also needs to consider the contrast and saturation of colors. By choosing bright colors that highlight key elements, such as a product name or logo, you can direct the consumer's eye. On the contrary, light colors can convey the softness and delicacy of the product. This contrast and balance helps to enhance the visual effect. Second, avoid too much color and decoration. One of the keys to minimalism is to keep things simple, so avoid using too much color in food packaging. In general, it is best to choose two or three main colors and keep them consistent throughout the package. This consistency contributes to a sense of uniformity in packaging and brand recognition. Unnecessary colors and complex patterns

can lead to visual confusion, which lessens the appeal of the packaging. It is also key to consider cultural and geographical factors. Different cultures have different understandings and preferences for color, so if the product is sold in the international market, it is necessary to consider the color preferences of different cultures. Finally, it is necessary to regularly review and update the packaging color. Market and consumer trends are constantly changing, so packaging colors may need to be adjusted accordingly. By reviewing the packaging design on a regular basis, you can ensure that it still remains connected to the target audience and remains fresh. When updating packaging, care should be taken to retain the consistency of the brand so that consumers can still easily identify and remember the product.

2.2 Font selection and layout

Choose a font that suits your product and brand. Different fonts have different styles and emotions, so it is necessary to choose the right font according to the nature of the product and the target audience. For example, if the product is high-end chocolate, choose an elegant and fluid font to convey a sense of luxury. In contrast, for organic foods, a more concise and natural font may be more appropriate. The choice of font should be consistent with the product's positioning and values to ensure consistency and brand recognition. At the same time, it is crucial to pay attention to the readability of the font. No matter how gorgeous or unique the font, if consumers can't easily read the information on the package, then the package loses its essential function. Therefore, the font should be clear enough and the spacing between the letters should be appropriate. When choosing a font, it's a good idea to test it to make sure it can be read clearly across different sizes and backgrounds. Second, consider the typography and hierarchy of fonts. In packaging design, the size, thickness and arrangement of the font have an important impact on the visual effect. The product name should usually be the largest and most visible text so that consumers notice it first. Key information, such as ingredients, nutritional information, or brand taglines, should be presented in a secondary font size and thickness, but still clearly visible. By establishing a good hierarchy, you can direct consumers' attention and ensure that they have access to key information quickly. Also, avoid overusing decorative fonts or complex font arrangements. Minimalist style emphasizes simplicity and clarity, so typography should minimize decorative elements and avoid excessive embellishment. Simple fonts and typography are usually easier for consumers to accept and understand. But this doesn't mean that fonts have to be boring, choose a font that is unique, but make sure it doesn't affect the message. Finally, it is also important to review and update font choices and typography regularly. As with color, market and consumer trends are constantly changing. Font selection and typography on packaging may need to be adjusted according to new trends and market demands.

2.3 Use of images and icons

Clarify the purpose of images and ICONS. In food packaging design, images and ICONS can be used to highlight product features, ingredients, consumption patterns or brand logos. Therefore, one needs to clarify their functions first to ensure that they are aligned with the goals of the product and brand. At the same time, choose concise and clear images and ICONS. The minimalist style emphasizes minimalism, so images and ICONS should avoid over-embellishment or complex designs. Simple images and ICONS are easier for consumers to understand and recognize. For example, the packaging of a fruit juice product could use a clear fruit icon to emphasize its taste, rather than having to use complex illustrations. Second, make sure the images and ICONS match the overall style and color of the package. The images and ICONS should coordinate with the theme and colors of the packaging to create a uniform visual effect. This helps to improve the overall appeal and brand recognition of the package. For example, if the packaging is mostly blue and white, then the colors of the images and ICONS should also match those colors. Also, consider the size and position of images and ICONS. The product name is usually the focus on the packaging, so the size of the image and icon should be moderate, not so large that it masks the product name. Finally, the selection of images and ICONS is regularly reviewed and updated. Market and consumer trends are constantly changing, so the choice of images and ICONS may need to be adjusted to new trends and market demands.

2.4 Selection of material and texture

Choose the right material according to the nature and brand image of the product. Different materials convey different feelings and messages. For example, high-textured paper can convey a sense of high quality and luxury, suitable for packaging products such as high-end chocolate or wine. In contrast, environmentally friendly materials such as cardboard or recyclable materials are suitable for use in the packaging of organic foods or environmentally friendly products, emphasizing sustainability and responsibility. At the same time, consider the tactile and visual effects of the material. The texture and gloss of the material can increase the visual appeal and tactile experience of the package. For example, the use of smooth packaging materials can convey the smooth taste of a product, while the use of rough texture can convey the original feeling of a food. When selecting materials, it is necessary to consider the

characteristics of the product and the expectations of consumers to improve the sensory appeal of the packaging. Secondly, ensure that the selected material is consistent with the overall style and color of the packaging design. Materials and textures should be coordinated with the theme and color of the packaging to create a uniform visual effect. This helps to improve the overall appeal and brand recognition of the package. For example, if the theme of the packaging is nature and health, then you can choose to use sustainable materials and natural textures to fit in with this theme. In addition, consider the practicality and protection of the packaging. The packaging material should be able to protect the food from the external environment, such as moisture, light and temperature changes. The quality and durability of the material should also meet the needs of the product to ensure that the product is not damaged during transportation and storage. Finally, the selection of materials and textures is regularly reviewed and updated. Market and consumer trends are constantly changing, so the choice of materials and textures may need to be adjusted according to new trends and market demands.

Conclusion:

The application of minimalist style in food packaging design brings new ideas and possibilities for product packaging. Through simple, pure and exquisite design, the minimalist style can highlight the characteristics of the product, enhance the attractiveness and competitiveness of the product, in order to create an attractive packaging design and enhance the market competitiveness of the product.

References:

- [1] Li Mingyang. The effective application of Minimalist style in modern brand packaging design [J]. Art Education Research,2022(11):94-95.
- [2] Hou Yanxin. Research on the application of minimalist style in Mongolian jewelry packaging design [D]. Inner Mongolia Normal University,2019.
- [3] Zhu Hongyan, Zhang Xiaokun. Research on the application of Minimalist style in Yellow Crane Tower Cigarette packaging design [J]. Popular Literature and Art,2017(13):69-70. (in Chinese)