Type Analysis

1.0 Introduction

The packaging I chose for this analysis is the **Great Value Fruit-Filled Apple Cinnamon Bar**. This snack packaging is a great example of how typography plays a crucial role in product branding and information delivery.

To better understand its design, I will analyze this packaging in **5 key areas**:

Grid System & Layout – Examining how the information is structured

Typographic Hierarchy – Identifying the levels of importance in the text

Typographic Contrast – Analyzing how different font styles, sizes, and colors create distinction

Readability & Legibility – Evaluating how easy the text is to read

Strengths & Possible Improvements – Highlighting what works well and what could be improved

By breaking down these elements, I will explore how typography enhances clarity, visual appeal, and user experience on this packaging.

2.0 Grid System & Layout

The packaging uses a **modular layout** divided into **3 main sections**:

1. **Primary Information** – Brand and product name

2. **Secondary Information** – Product description and nutritional highlights

3. **Tertiary Information** – Ingredients, nutritional facts, and disclaimers

It follows a **2-column grid** for the nutritional section, ensuring readability, while the branding and product name are centered to attract attention.

3.0 Typographic Hierarchy

The hierarchy on this packaging is clear and well-structured. Different font sizes, weights, and colors are used to guide the reader's eye through the most important details first.

Level	Text Example	Font Style	Weight	Color	Size	Alignment
Primary	"Great Value", "FRUIT-FILLED APPLE CINNAMON"	Sans-serif	Bold	Dark (High Contrast)	Largest	Centered
Secondary	"Made with real fruit", "38g", "Nutrition Facts"	Sans-serif	Semi-Bold	Black	Medium	Left-aligned
Tertiary	Ingredients, detailed nutrition facts, French translation	Sans-serif	Regular/Light	Black/Grey	Smallest	Left-aligned

Observations:

- **Primary information** uses **bold, large fonts** to immediately capture attention.
- **Secondary information** is slightly smaller and supports the primary message.
- **Tertiary information** is the smallest, ensuring it does not distract from the key details.

4.0 Typographic Contrast

This packaging successfully applies **contrast** to emphasize different levels of information. The main methods of contrast used include:

Contrast Type	Description
Size Contrast	The brand name and product name are much larger than other text elements.
Weight Contrast	Important details like "Fruit-Filled Apple Cinnamon" are bold, while ingredients are in regular weight.
Color Contrast	The primary text is darker, creating a high-contrast effect against the lighter background.
Spacing & Alignment	The product name is centered as a focal point, while details like ingredients are left-aligned for readability.

5.0 Readability & Legibility

The text on the packaging is **clear and easy to read**, following good typographic principles. However, there are a few minor areas for improvement:

Strengths:

- **Good font choices** – Sans-serif fonts keep the text modern and readable.

- **Effective hierarchy** – Important details stand out clearly.

- **Balanced layout** – The structured grid keeps everything organized.

Possible Improvements:

- The **nutritional facts text is quite small**, which may be difficult for some people to read.

6.0 Conclusion

The typography on this packaging is clear, structured, and effective. It successfully uses grid alignment, typographic contrast, and hierarchy to create a well-organized layout.

The brand and product name are prominent, while additional details are neatly arranged. Minor adjustments, such as increasing the font size for the nutrition facts, could enhance readability further.