



# 5 Building Blocks for Metal Nameplate Design

Eye-Catching Product Identification to Enhance Brand Awareness

# IS IT WORTH THE ATTENTION?

Any product that is introduced to the market needs some way of showcasing a logo or company name, and there are many ways to accomplish this. It can often be tempting to go with a transfer or pad printed graphic. While this may satisfy the basic need, does it send the appropriate message and put the right value on your product?

Remember, a nameplate is an extension of your brand. It is what people take as an indication of the value of your product.

An attractive nameplate can boost brand awareness in the market, so it makes sense to take time to design product identification that elevates and enhances your message. Isn't your brand worth the attention?

We think so!

# ELEMENTS OF NAMEPLATE DESIGN



No matter if you are brand new to product identification or well seasoned in pulling together the specifications for your label, there are certain pieces of information that each project needs.

## **Building Blocks for Metal Nameplate Design**

Substrate

Size and Shape

Artwork

Attachment

Impact

This eBook walks through these building blocks for all types of product identification that elevates your brand, helping you make an impact in the market.

# SUBSTRATE



Aluminum is the metal of choice for product designers looking for durable and strong nameplates, badges and ID plates. It is 100% recyclable, lightweight, formable and can be decorated to look like other metals such as brass, pewter or steel. Other common metals used in industrial applications are brass and stainless steel.

## Metal Substrates

### *Aluminum*

- .002" Matte or Bright Foil
- .012" - .032" Mill Finish or Bright
- .012" - .063" Anodized
- .062" - .090" Mill Finish

### *Brass*

- .020" Brushed

### *Stainless Steel*

- .018" - .036" Brushed

Not sure which metal to use for your design? No worries!

**We'll work with you to identify a substrate that will work with your application and environment.**

[Click here to get a copy of our Substrate Guide](#)



# SIZE AND SHAPE

One of the must-have pieces for producing any product identification is size and shape. This is an area that is completely customizable and open to your imagination. Need a long, skinny rectangle overlay? No problem! How about a circle with a pierced hole in the center? Also, not an issue! What about an irregular shape like a swirl or a cut-out? Absolutely, although some shapes or sharp corners may need to be revised depending on the material and part geometry.

**A library with thousands of existing dies means many options are readily available.**



# ARTWORK – SPECIFY COLOR



Specify color with specific Pantone (PMS) color and their locations. If PMS color is not available, provide a reference to the color target. A McLoone standard color may be used. A color chip may be necessary for review and sign off.

## Color

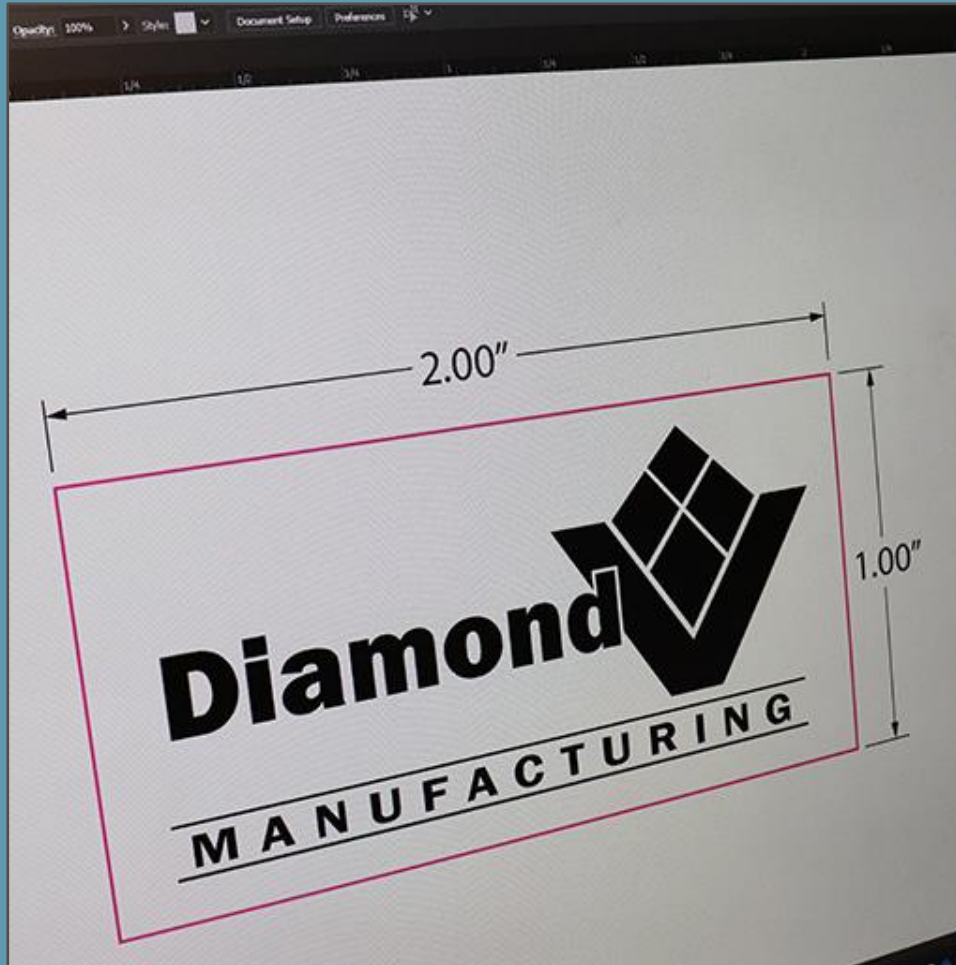
*Metallic, Opaque* – Metallic and opaque inks are developed based on standard Pantone colors and matched in high or low gloss on metal surfaces.

*Process Color* – Combination of primary CMYK colors results in picture clear graphics.

*Transparent* – Colors which allow the reflective quality of metal to show through are transparent. Tints on metal that are matched in a low gloss take on a matte or satin, anodized look.

[Click here to read more about color for nameplates and labels.](#)

# ARTWORK – FONTS, GRAPHICS & MORE



Color is just one element of the artwork needed to complete your nameplate or label design. Any graphics, text or decoration including gloss levels, texture or pattern are just as important. These are the aesthetic pieces that carry your message to the market.

## Fonts

*Convert to Curves* – Send all fonts with artwork files to avoid any font discrepancies.

## Gloss Level

*Low (Matte) or High* – Protective top coats produce the required gloss level along with protecting the decorated surface from fading, scratching and environmental exposures.

*Selective* – Subtle contrast can be achieved with selective gloss levels for added interest or to draw attention to a logo.

## Graphics and Images

*Vector Format* – All images should be saved at high resolution, 100% scale and in vector format.

Need help with your artwork?

**Our experienced and creative graphic artists are here.**

# ATTACHMENT OPTIONS

Attachment to the product is one of the checklist items of nameplate design that can be overlooked. Nameplates and badges reinforce your brand value while ID plates and safety labels communicate important information for the proper use and operation of equipment – **but only if they stay in place as intended.**

Many options exist that result in a secure application. Adhesives ranging in thickness from thin to foam and in heat activated to pressure sensitive are common specs. Assembly to a molded carrier or tooling options to allow for rivet or screw assembly can also be reviewed.

**We're ready to review your project and help identify a solution!**

## Metal Attachment Solutions

Adhesive – Selective or Overall Coverage

Molded Backplate

Pierced Holes

Custom Tabs

[Click here to learn more](#)



# IMPACT WITH DOMING



Doming applies a clear urethane protective coating to the decorated surface, resulting in a 3D, jewel-like effect. The material is chemical and weather resistant which lasts in indoor or outdoor applications.

**Custom domed labels make your product identification pop.**

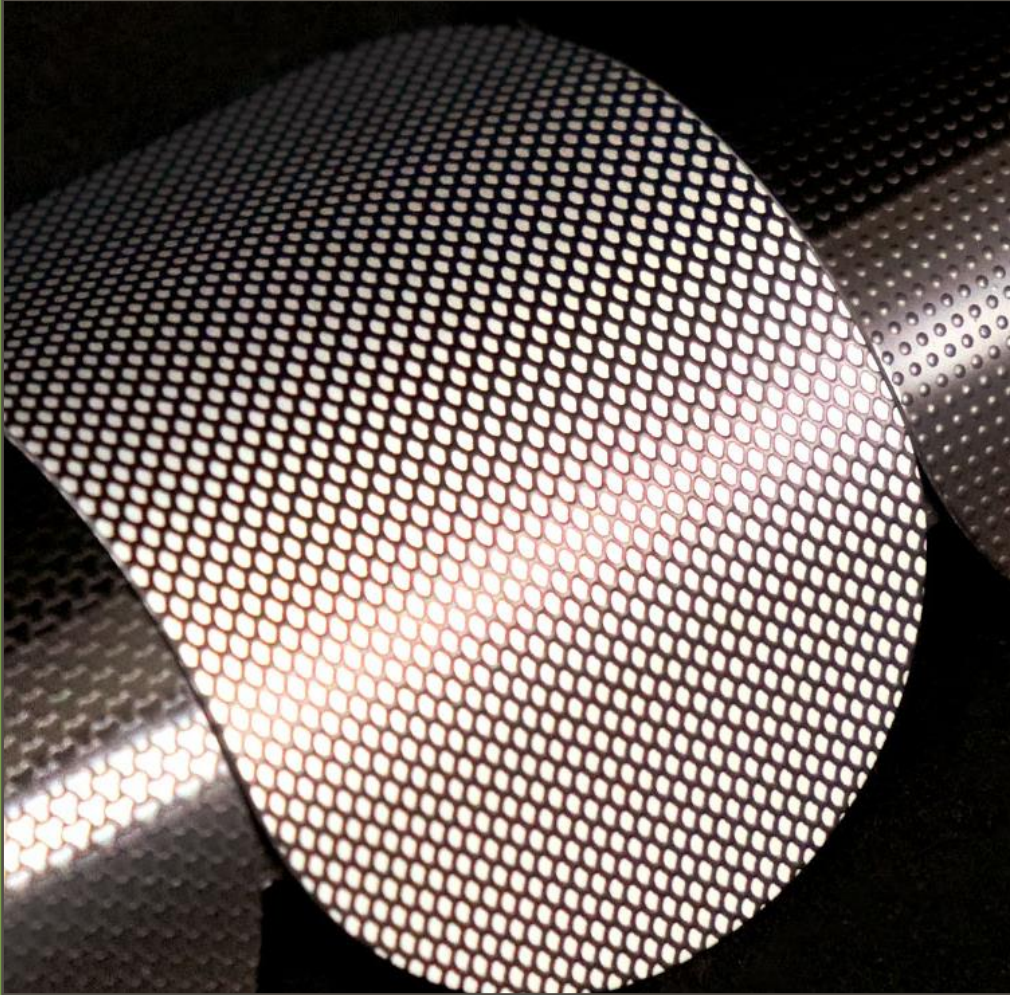
## **Options for Domed Nameplates and Labels**

*Custom Colors* – Full color graphics, transparent tints, metallic or opaque colors can be enhanced with the doming process.

*Custom Shapes* – Circles, ovals, squares, along with unique shapes are all possibilities.

*Overall or Selective Coverage* – Typical design specs call for doming to cover the entire surface of a nameplate. Added impact and emphasis on a logo can be achieved with a selective area.

# IMPACT WITH VISUAL DEPTH



Patterns, custom colors and special effects are attractive design elements that can enhance your metal nameplate or trim and make your brand stand out. The versatility and possibilities are endless.

## Options to Achieve Impact with Visual Depth for Nameplates

Background Surface Decoration

Technical Finishes and Other Structures

Metallic Pigments and Contrasting Gloss

Integrated Design Elements

Need some inspiration? **[Click here for a resource showing options to make an impact with finishes on metal surfaces.](#)**

# IMPACT WITH DIMENSIONAL GRAPHICS



While standard printing processes can provide a visual dimension for product identification, embossing creates three dimensional graphics you can see and feel. Custom tooling is engineered that will literally take your nameplate or badge to the next level.

Does this mean a long and drawn out timeline? No!

**In-house tooling means quick turnaround for custom builds.**

## **Dimensional Graphics for Metal Nameplates**

*Coining* – Subtle dimension achieved by slight recessed graphics.

*Debossing* – Recessed graphics

*Embossing* – Raised graphics (most common)

Need some inspiration? [Click here for our resource reviewing emboss options for metal nameplates.](#)

# GETTING STARTED

Whether your needs are a basic and functional identification tag or a more complex and decorative nameplate to build brand awareness, we can help.

McLoone offers durable processes which add dimension, visual interest and perceived value to nameplates, emblems, badges, ID plates and overlays. This versatility in decorating options for metal and plastic substrates gives you opportunity to design unique branding components integrated into your final product. Custom pack and assembly options can also be reviewed on a case by case scenario.

Your brand is worth the attention to design an attractive and compelling part.

All your nameplate and label needs are met from a single source with McLoone. Let's discuss how your product identification can move from concept to reality.

GET A QUOTE



## RELATED RESOURCES

Check out these articles and eBooks for even more helpful information to explore ways to make an impression and enhance brand awareness with nameplates, labels, overlays, and trim.

## Articles

## Where and When It Makes Sense to Emboss Metal Nameplates

## 3 Ways to Add Dimension to Nameplates

## 5 Tips to Prepare for Your Nameplate Project

## eBooks

## 7 Ways to Increase Product Branding Impact

## Custom Domed Nameplates and Labels

# Nameplate Substrate Guide



# ABOUT MCLOONE

At McLoone, we combine creativity and expertise to custom manufacture graphic solutions that help you professionally brand your product. Whether building to print, creating rapid prototypes or collaborating on a custom solution, we're known for meeting deadlines and exceeding expectations.

Quality is integrated into every area at McLoone, from prototyping through delivery. We are ISO 9001:2015 registered and comply with RoHS3 and REACH requirements.

**65 YEARS** STRONG AND GROWING

Submit your requirements for pricing and see how McLoone can help create an attractive nameplate or label.

GET A QUOTE

*info@mcloone.com*

