



Is Your Product Identification Effective?

5 Options for Using Finishes to Make Your Brand Stand Out



WHAT DIFFERENTIATES YOUR BRAND?



Let's be frank – product design for brand awareness can be downright mind boggling! Don't get discouraged. You are not alone.

In today's marketplace, a product's ability to stand out is crucial to its success.

There are numerous options using finishes to give your product identification a boost.

Patterns

Custom Colors

Special Effects

Let's explore.

BACKGROUND PATTERNS

Geometrics, carbon fiber and patinas are some of the options for structures in patterns.

Color, gloss and scale are fully customizable to fit your needs.

CREATE *CONTRAST*

A metallic color or contrasting gloss level are cost effective ways to grab attention for brand awareness.

When paired with a bright aluminum graphic they make an impact.



ADD INTEREST

Use a pattern in an accent area to add an eye-catching element to the design.

The finish can be fine and subtle or bold and dramatic.

INCREASE *PERCEIVED VALUE*

Incorporating a pattern into your design achieves a premium look that adds visual dimension.

The end result is increased perceived value for your product.



DIFFERENTIATE BETWEEN PRODUCT LINES

Patterns help distinguish between product lines, giving you flexibility in the brand message. A low-end model may make use of standard decoration.

A higher-end model utilizing pattern for added visual interest becomes more attractive. The nameplate design can be updated by simply changing the finish.



DISTINCT BRANDING

Patterns, custom colors, and special effects are attractive and effective elements to make your brand stand out.

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These options provide flexibility in creating unique looks that enhance nameplate design.



RELATED RESOURCES

Check out these articles and eBooks for even more helpful information about incorporating patterns and finishes into nameplates, labels, and trim.

Articles

Where and When It Makes Sense to Use Patterns

Enhance Nameplate Design with Patterns

Background Finish Adds Interest for Nameplates and Labels

eBooks

7 Ways to Increase Product Branding Impact

Custom Domed Nameplates and Labels

5 Building Blocks for Metal Nameplate Design



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

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