

Effective Design for Equipment Tags

High Quality Custom ID Tags and Plates for Industrial and Commercial Applications



CUSTOM MADE FOR YOUR APPLICATION

You see metal ID plates every day and likely pay little attention until you need the information they provide. ID plates communicate critical details for proper use and maintenance of equipment. They are durable and versatile with the ability to withstand the most extreme conditions and environments while being highly adaptable to a wide range of industries and applications.



EQUIPMENT TAG DESIGN

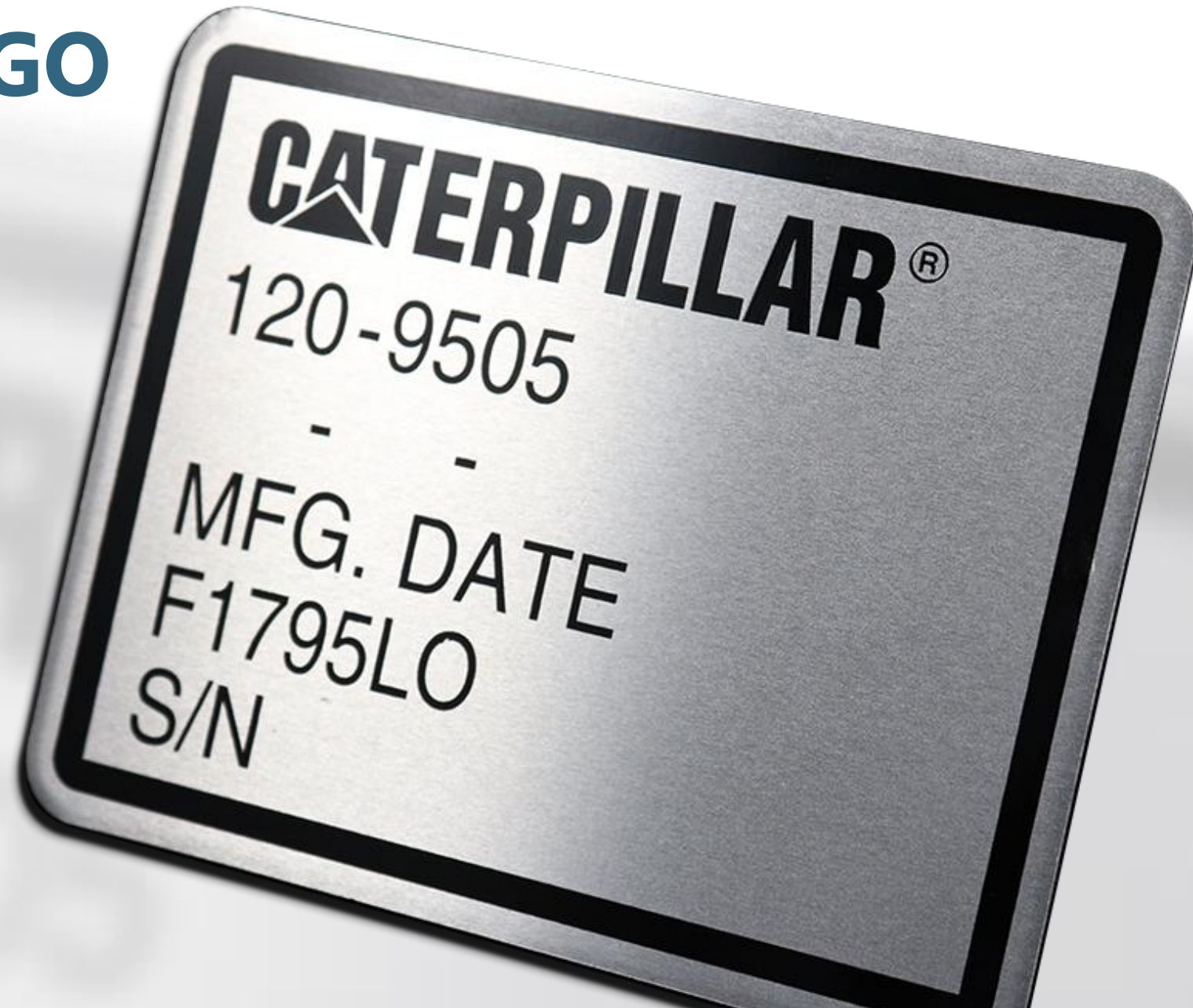
The first thing that needs to be decided before designing your equipment tag is what information is needed. There are five common types of design that manufacturers utilize for equipment tags.



MODEL AND SERIAL NUMBER



ADD YOUR LOGO



ADD CONTACT INFORMATION



ADD CERTIFICATIONS



ADD PRODUCT INFORMATION

MANUFACTURED FOR:

BAILEIGH
INDUSTRIAL

P.O. BOX 531
MANITOWOC WI, 54221-5031
PHONE (920) 684-4990
www.baileigh.com

MODEL:

SERIAL:

DATE:

PHASE:

VOLTS:

AMPS:

HERTZ:

MADE IN U.S.A.

SIMPLIFY YOUR DESIGN

How do you simplify your design? That's what we are looking at in this eBook – a few tips to keep in mind to make your equipment tag readable.



Information

Order information logically and only list what is required



Layout

Present information in a simple, clean layout



Size

Use size to signify level of importance

Clarity

Place clear labels for fields of information



Type

Take care with typography



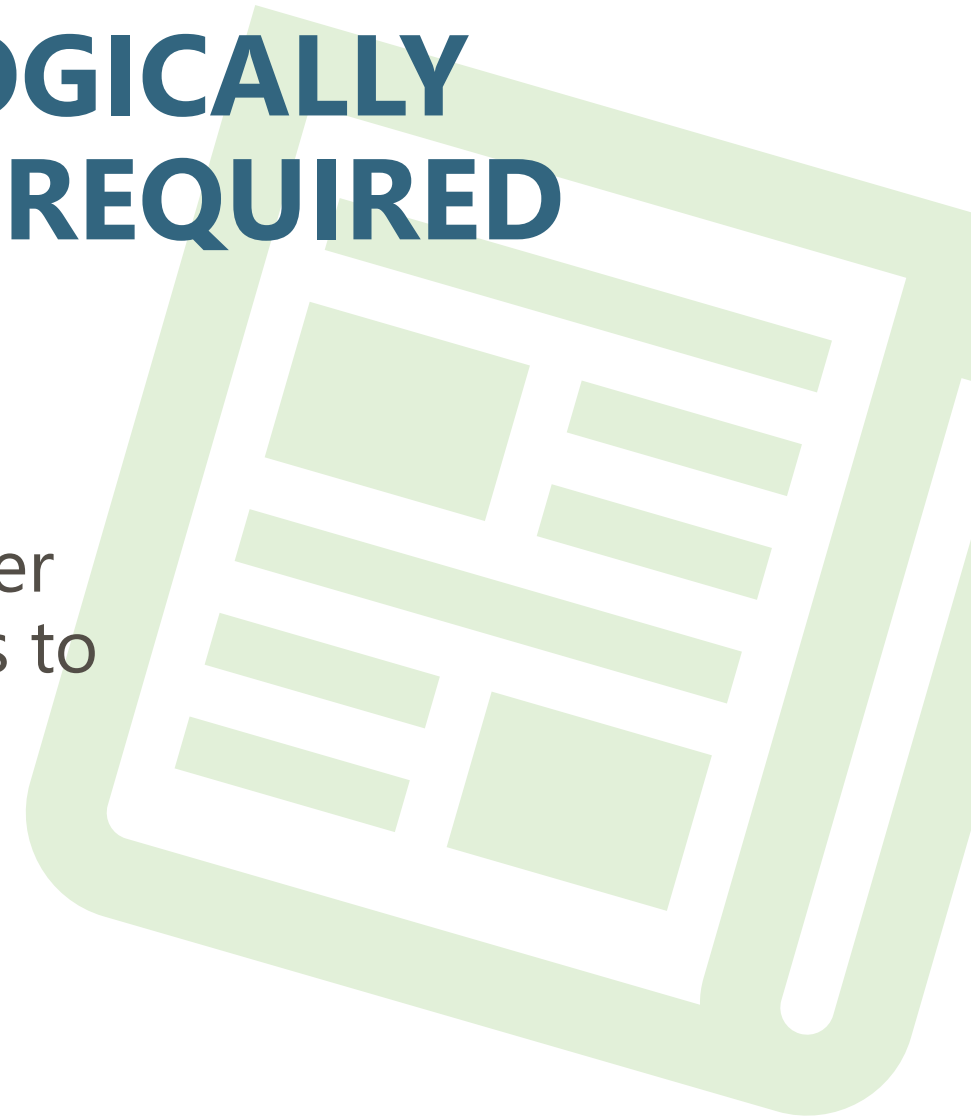
Color

Stick to a color palette



ORDER INFORMATION LOGICALLY AND ONLY LIST WHAT IS REQUIRED

Clear communication is a goal for every equipment tag. Information needs to be large enough to read and arranged in order of importance to the user. A good guide is to move from general to more specific.



PRESENT INFORMATION IN A SIMPLE CLEAN LAYOUT

Use a single-column format for a straightforward and streamlined layout. Double-column designs are an option with numerous fields of data. Align copy to the left for a natural flow of information.



USE SIZE TO SIGNIFY LEVEL OF IMPORTANCE

Text must be big enough to be legible. 12 pt is recommended as a minimum. Sizing depends on the context for the tag and how much data is on the plate. When in doubt, make it bigger.



PLACE CLEAR LABELS FOR FIELDS OF INFORMATION

When you have the space to show labels, do so. Provide clear, visible labels for each field of data.



TAKE CARE WITH TYPOGRAPHY

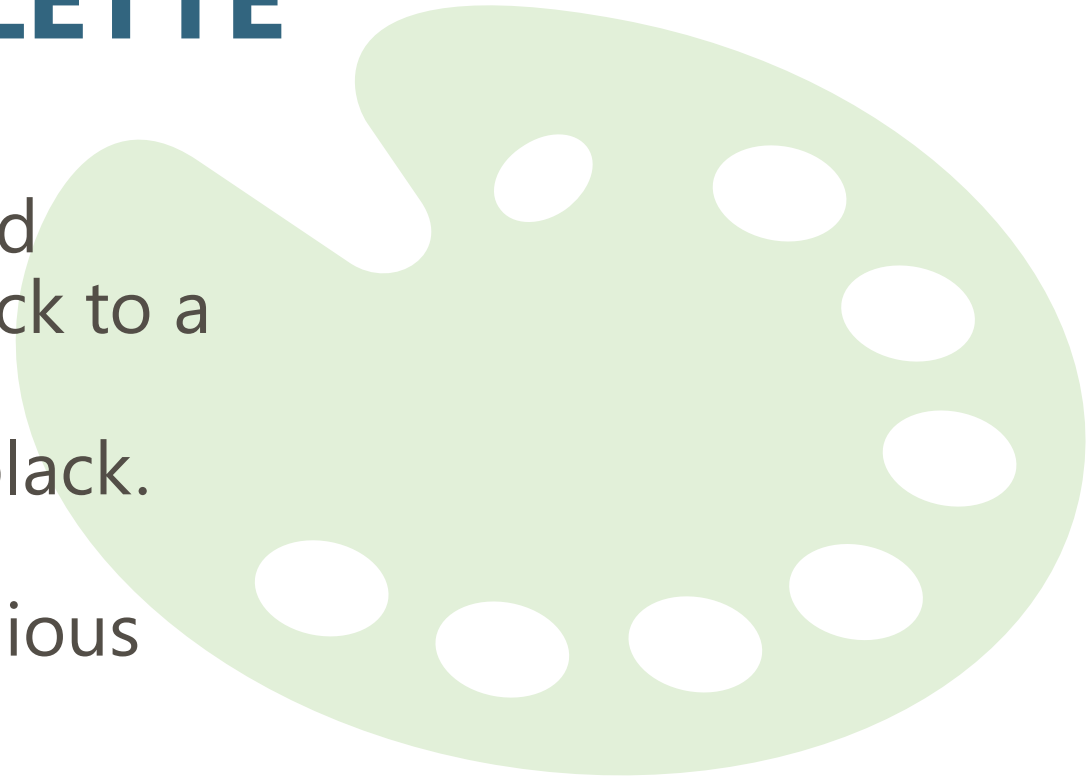
Typefaces that are easiest to read have standard shapes, uniform stroke widths, and few embellishments. The letters need to include enough heft to be readable and contrast with the background.



Aa

STICK TO A COLOR PALETTE

While a variety of color can be fun and engaging, it is also overwhelming. Stick to a basic color palette. One color is most popular. And the color most used is black. The simple contrast against the metal background is functional and harmonious with most equipment.



DURABILITY & EFFECTIVE DESIGN

An ID plate that's too complicated or hard to read can get in the way of what you want to communicate. Remember your objective and what you want users to learn from the data plate. Whether it is asset tracking, safety information... every design element supports this goal.

Users like clean, simple, and easy to read designs. This is particularly true in industrial settings where information is critical. Combine your effective design with the durability of metal for an ID plate that will last in harsh environments.

[CONTACT US](#)

RELATED RESOURCES

Check out these articles and eBooks for even more helpful information to create durable and effective equipment tags.

Articles

Common Metal Options for ID Plates

Style Options for Metal Plates and Tags

Basic Tool Information for Metal Nameplates and Badges

eBooks

Nameplate Substrate Guide

Metal Data Plates

Premium Outdoor Metal Nameplates



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 you with communicating critical information on your equipment tags.

GET A QUOTE

info@mcloone.com

