



# Metal Nameplates that Stand Out

Adding Dimension to Product Identification with Embossing



# MAKE AN IMPACT

Your logo is instantly recognizable on products and equipment. There is a lot to be said for the way you choose to portray your brand when you design your product identification. Even details as seemingly minor as whether you choose to add dimension have an impact on the overall appearance and perceived value.



# STAND OUT IN THE MARKET

Choosing to add dimension through embossing is one way to stand out among competitors.

In this eBook we'll look at options in embossing dimensional nameplates to increase the impact of your product identification.



# EMBOSSING METAL NAMEPLATES

Embossing is a custom tooling process where a metal die creates a three-dimensional image. The die squeezes and pushes the metal up from the surface.

The height of embossing depends on the thickness of material and the type of tool used. The embossed details can be decorated or left bright in contrast with the background.

Aluminum, brass and stainless steel can be embossed.





# DIMENSIONAL BRAND AWARENESS

There is something to be said for the impact that a custom embossed nameplate brings to the table. It naturally draws your attention. Options for embossing product identification include:



Logos or Text



Borders



Backgrounds



Multi-Level Emboss



Patterns

# LOGOS OR TEXT

Make your brand stand out with embossed graphics on your product identification.



# BORDERS

Embossed borders create visual and tactile dimension in metal nameplates.



# BACKGROUNDS

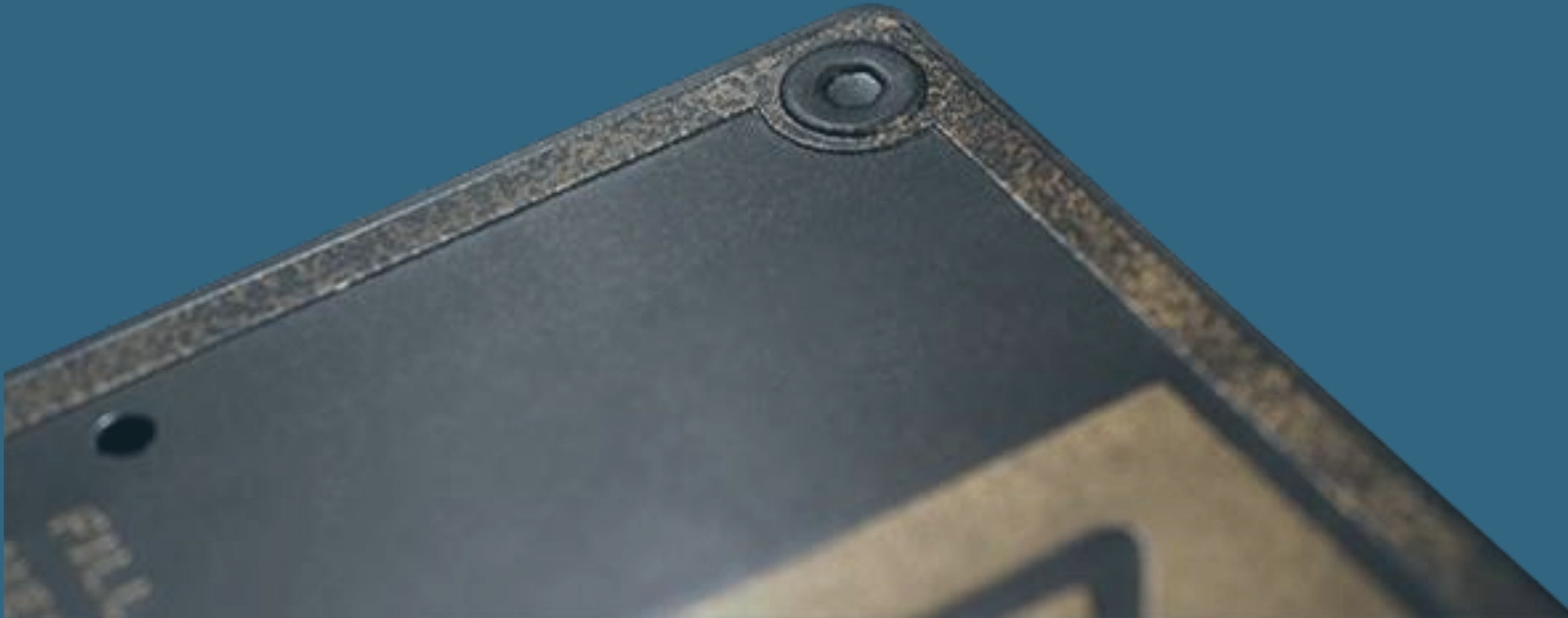
Embossing a pad or background of a nameplate gives the appearance of debossed or recessed graphics.





# MULTI-LEVEL EMBOSS

A 3-D emboss creates intricate detail and depth by raising aluminum into multiple flat planes.



# PATTERNS

Embossed elements are not limited to graphics, borders or raised backgrounds. Take advantage of background space to add an interesting pattern with dimension.



# GUIDELINES FOR EMBOSSING NAMEPLATES

These standards are for reference on .020" thick aluminum. Other options in material type, thickness and emboss height are available.

<b>Height</b>	Maximum height = .015"
<b>Logo or Text</b>	Minimum stroke or line width = .015" Space between embossed characters = .030"
<b>Border</b>	Minimum stroke or line width = .015" Space of .030" to edge of part
<b>Background</b>	Edge of part must return to original height Minimum lip of .030"



# STAND OUT AND MAKE AN IMPACT

There are several options to increase the perceived value of your product identification. Embossing is one of these and we can help walk you through the possibilities that will make the most impact and reflect the image you want in the market.

[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

Embossed Metal Nameplates Explained

## 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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