

5 Building Blocks for Metal Nameplate Design

Eye-Catching Product Identification to Enhance Brand Awareness



Is Your Brand Worth It? *We Think So.*

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 it?*

Substrates

Aluminum is the preferred metal for product designers looking for durable nameplates, badges, and ID plates. Loved for its recyclability, lightweight nature, and malleability, aluminum offers versatility, allowing it to 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.

ALUMINUM

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

BRASS

.020"	Brushed
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STAINLESS STEEL

.018" - .036"	Brushed
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Not sure which metal to use for your design? *No worries!*

We'll work right alongside you to identify the best substrate for your application and environment.

Size and Shape

Designing effective product identification requires consideration of the size and shape and the impact that will have. They are completely customizable aspects, limited only by your creativity! Whether you need a long, skinny rectangle overlay or a circular shape with a pierced hole, the possibilities are endless. Even irregular shapes with swirls or cut-outs are achievable. *However, adjustments might be necessary for shapes with sharp corners, depending on the substrate and part geometry.*

We've got a library with thousands of dies, which means there are countless options for you to choose from!

We can create a nameplate as small as a fraction of an inch up to 34" x36"



Artwork

Specify Color

Please specify your colors with the specific Pantone (PMS) color and their locations. If the PMS color is not available, no worries! We just ask that you provide a reference to the color target. A McLoone standard color may be used and a color chip may be necessary for review and sign off.



Metallic and Opaque

Inks developed based on standard Pantone colors, matched in high or low gloss on metal surfaces.



Process Colors

A combination of primary CMYK colors results in picture-clear graphics.



Transparent

A layer of color that allows the reflective surface to shine through. Tints on metal that are matched in a low gloss take on a matte or satin anodized look.



Artwork

Fonts, Graphics and More

Graphics, text, or decoration including gloss levels, texture, or patterns are just as important. These are the aesthetic pieces that help your brand stand out!



Font

Please send all fonts with your artwork files to avoid any discrepancies. Please convert all type to curves.



Gloss Level - Low (Matte) or High

Protective top coats can produce the required gloss level and protect the decorated surface from fading, scratching, and environmental exposures.



Selective Gloss

Subtle contrast can be achieved using selective gloss for added interest or to draw attention to a specific area.



Vector Format

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

Attachment Options

Often overlooked, the attachment of the nameplate to the product is just as important as the actual design. Nameplates and badges not only reinforce your brand identity, but convey crucial information. However, the effectiveness completely relies on maintaining proper attachment.

We offer many solutions that can ensure a secure application, ranging in thickness, with or without foam, heat activated, and pressure sensitive are the common choices. We can form your nameplate to fit around an organic shape like a pipe, and offer tooling options that allow for rivet or screw attachment.



Adhesive - Selective or Overall



Formed



Pierced Holes



Custom Tabs

Impact with Doming

Doming is a process that applies a clear urethane protective coating to the decorated surface, resulting in a 3D, jewel-like effect. This results in a nameplate that is chemical and weather resistant, ensuring lasting legibility in indoor or outdoor applications.



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 effectiveness 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.



BACKGROUND SURFACE DECORATION



METALLIC PIGMENTS AND
CONTRASTING GLOSS



TECHNICAL FINISHES AND
OTHER STRUCTURES

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.



EMBOSSING
Raised



DEBOSSING
Recessed

Durable Graphics Made Simple.

What you need, when you need it.



Related Resources

Check out our other blogs and eBooks for more helpful information about durable solutions for ID plates, nameplates, overlays, and labels.

Blogs

[What is Pantone?](#)

[Get it Right the First Time: Preproduction Samples and Free Concept Drawings](#)

[Elevate Your Branding: A Guide to Embossed Metal Nameplates for Products](#)

[7 Design Options to Give a Boost to Your Embossed Nameplate](#)

[How to Use the Look of Aluminum in Nameplate Design](#)

[Metal Nameplate Sizes](#)

[Where and When it Makes Sense to Emboss Metal Nameplates](#)

[3 Ways to Add Dimension to Nameplates](#)

[5 Ways to Prepare for Your Nameplate Project](#)