

# ID Plates: Application & Design

Safety | Asset Tracking | Equipment ID | Branding



# **Companies *around the world* use industrial data plates to communicate *critical information* to end users.**

ID Plates are used on tools and equipment to communicate important information on proper use, safety measures, and equipment maintenance for companies across every industry. They provide information on things like voltage, pressure, and temperature ratings.

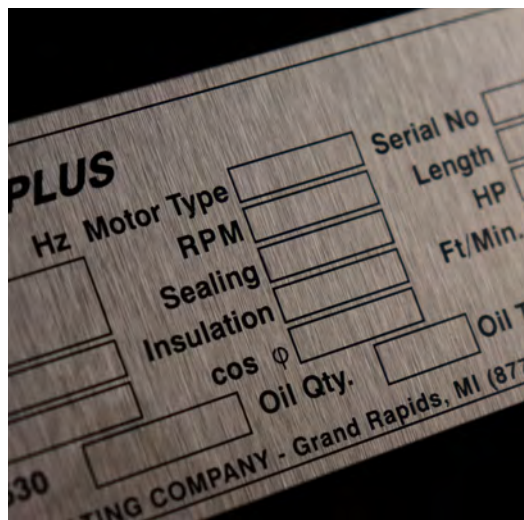
Equipment installed both indoors and outdoors, in harsh environments, near heat, water, chemicals, or other caustic materials require durable ID Plates - ensuring legibility throughout the equipment's lifespan.

*This eBook will breakdown common applications and effective design elements for ID plates, helping to effectively guide your design.*

# ID PLATE APPLICATIONS

Data plates and tags convey vital information to operators, installers, and equipment users. *Where and how* the ID plate is used, dictates the type of information included.

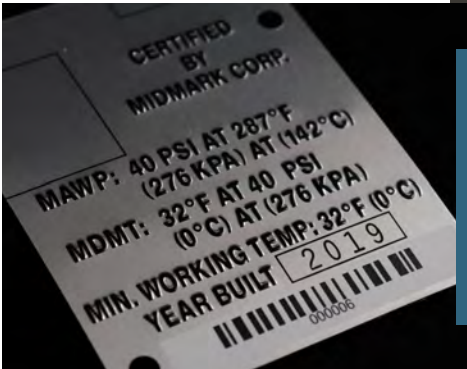
ID Plates typically have four main purposes, discussed in the following sections. Select one or a combination of these to steer your design!





## BRANDING

Customize your ID plates by incorporating graphics like your company logo or any other image that *effectively showcases your brand.*



## ASSET TRACKING

Asset tracking for equipment, maintenance management, purchase and requisition processes, audit and physical verification, and the scanning of assets are *made simple with ID plates.*



## SAFETY INFORMATION

We adhere to the global standards from OSHA, ANSI, and other organizations for symbols, text, and colors on safety labels, ensuring accurate translation. Include specific information and operating instructions relevant to your equipment. *Improperly labels equipment may cause equipment or component failure, leading to poor performance, damage to machinery, or injury to workers or consumers.*



## EQUIPMENT IDENTIFICATION

ID plates display the specs important for safe equipment installation, operation, and preventative maintenance.

*Types of Information Include:*

*Manufacturer Name*

*Model Number*

*Serial Number*

*Certifications*

*Min/Max Values*



Longevity



Durability



Secure Attachment



Materials

# ID Plates that Last

Durable ID plate design begins with understanding the application and determining what essential information to include. The next step involves determining the requirements for durability based on the intended use.

*Key factors to consider include the permanence of the graphics, the durability of the tag, and the available material options. Keep in mind the environments, will your tag need to withstand extreme temperatures and corrosive conditions?*

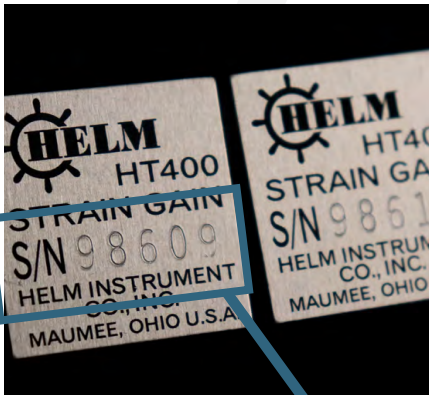
# Durable Graphics

ID plates need to adhere to the strict regulations set by organizations like OSHA and NFPA; requiring legible, durable, and clearly visible information that withstand the test of time.



## EMBOSSED GRAPHICS

Embossing is an option that provides dimension and creates permanent graphics. The raised areas stand up in damaging environments, ensuring the essential information remains legible after years of use.



## STATIC AND VARIABLE DATA

Data plates and asset tags can be customized with static or variable fields. This can be pre-configured during production or left blank, allowing for stamping, laser engraving, or other customizations at your convenience.

*Sequential numbering, bar codes, voltage, and temperature ratings are examples of the type of data that can be customized.*



## FORMING

Aluminum and stainless steel ID plates can be formed to be shaped around equipment, pipes, or valves, guaranteeing a secure and permanent attachment to the contoured surface.



# Longevity

Durable solutions like anodizing, protective topcoats, and high temperature inks are some durable solutions we offer. Each stands up to indoor and outdoor environments, ensuring ID plates last the lifetime of equipment.

*All processes follow strict compliance guidelines to ensure quality and industry standards are met.*

## Secure Attachment

An important element to ID plate design is the attachment method. A compliant label, with all the correct and important notations and markings, is only good if it stays in place.



### **Adhesives**

There are many situations where a self-adhesion option is the best solution for attachment. Consider the mating surface and the environment to ensure a lasting bond.



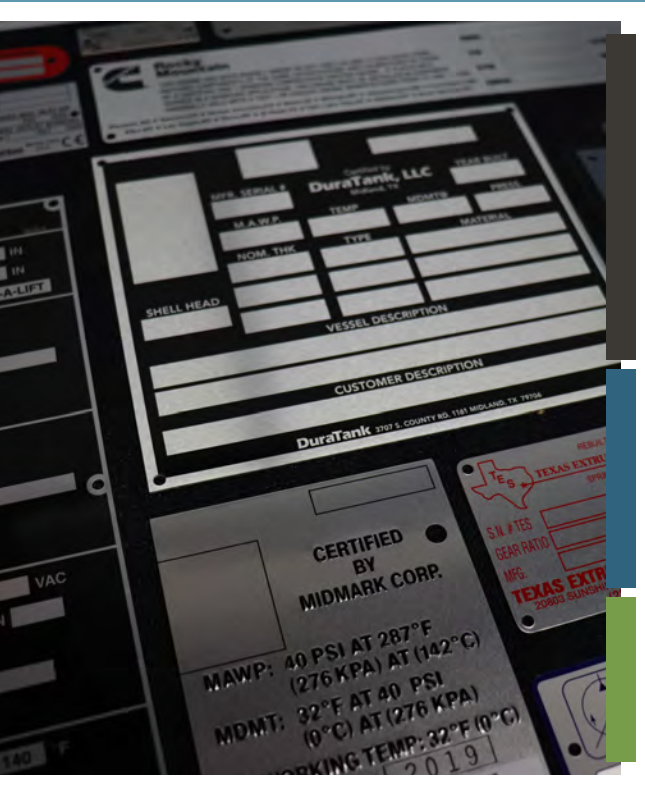
### **Mounting Holes**

Some surfaces or environments are better suited for attachment with rivets or screws, which can be configured for single or multiple holes.



### **Combination**

Extreme applications with exposure to harsh environments or chemicals requires extra security - combining pressure sensitive adhesive with rivets or screws is a very effective solution.



# Industrial Data Plate Materials

Choosing the right material for your application, means taking into consideration the specific end-use and expected performance requirements. A diverse range of materials are available, both metal and flexible substrates.

## Durable Metal Plates

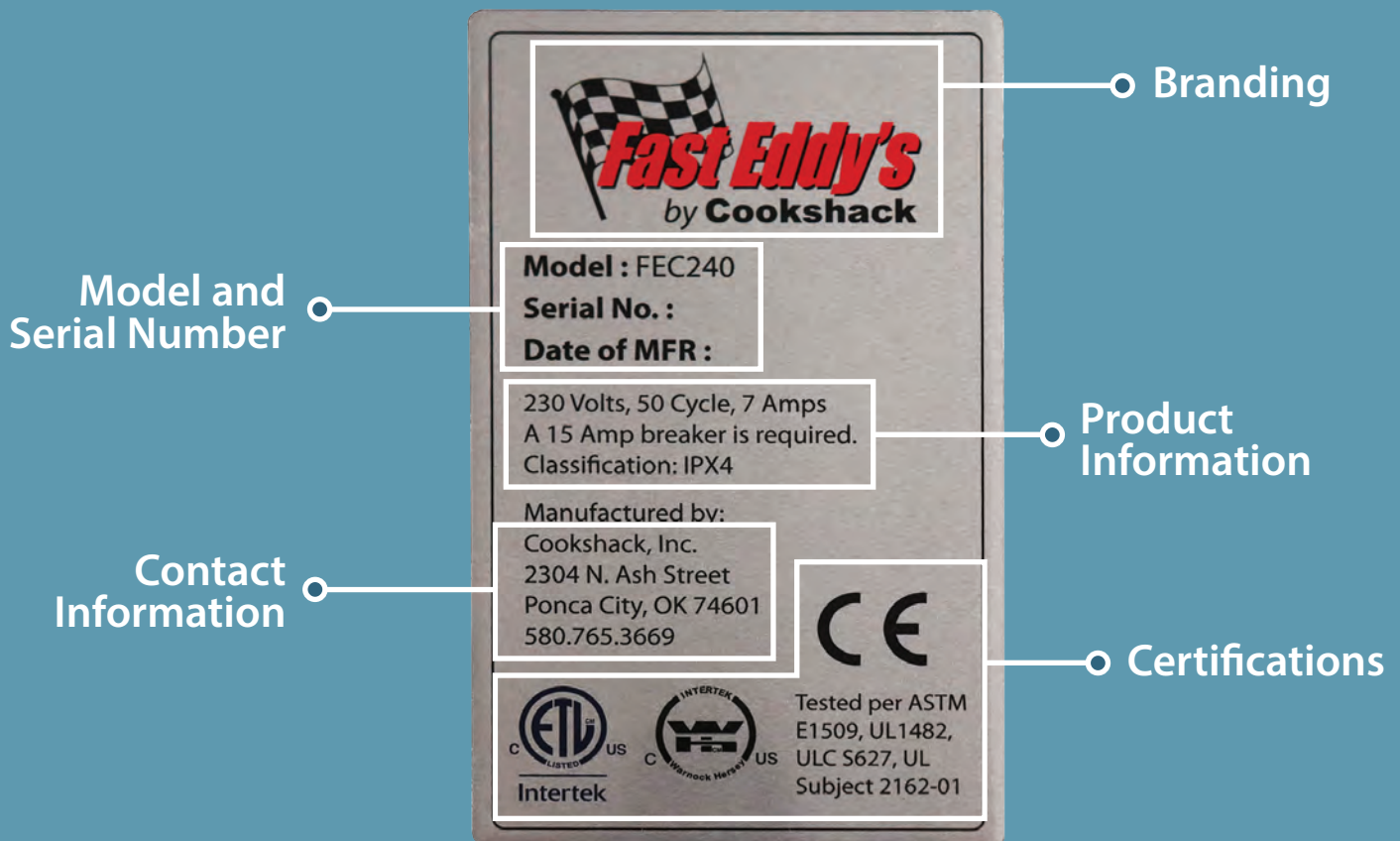
Metal nameplates are ideal for equipment installed in harsher environments, exposed to heat, vibration or grease - such as metal valve plates or pump tags in boiler rooms.

Aluminum and stainless steel are the metals of choice for data plates because of their robust qualities in both mild and harsh environments.



# Effective ID Plate Design

Clear communication is the goal for every ID plate or tag.



## ***Present your information in a clean, simply layout.***

One or two columns for a straightforward design with text aligned to the left for a natural flow of information.

## ***Use size to signify importance.***

The text must be legible, 12 point is the recommended minimum. When in doubt, make it bigger.

## ***Take care with typography.***

Use easy-to-read typefaces: uniform stroke widths, standard shapes, and few embellishments. Heavier weights are best to create in contrast for legibility.

## ***Stick to a color palette.***

Stick to a basic color palette, too many can be overwhelming. The most popular choice is black, creating contrast with the metal that is functional and harmonious.

# Flexible Label Options

Industrial labels made from flexible material are ideal for applications that need to showcase serial or model numbers, electrical rating specs, load rating or date of manufacture on a variety of equipment.

Aluminum foil, polycarbonate, polyester and vinyl are lightweight materials that do not tear and naturally conform to curved surfaces.

Industrial labels made using a plastic substrate are supplied with pressure sensitive adhesive. These labels can be supplied individually, in strips, or as kits to streamline assembly operations.



## Effective Communication

ID plates communicate information for safe equipment operation, scheduled maintenance, and companies needing to identify or track their assets. Effective ID plates utilize clean, simple, and easy to read designs.

McLoone offers a diverse selection of material, processes, and durable solutions that last the life of your equipment.

# Durable Graphics Made Simple.

*What you need, when you need it.*



## Related Resources

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

### Blogs

[Effective Material and Attachment Methods for ID Plates](#)

[What is Pantone?](#)

[Common Metal Options for ID Plates](#)

[Embossing for Metal ID Plates](#)

[6 Tips to Simplify ID Plates](#)

[5 Reasons Metal is the Material of Choice for ID Plates](#)

[Style Options for Metal Blanks and Tags](#)