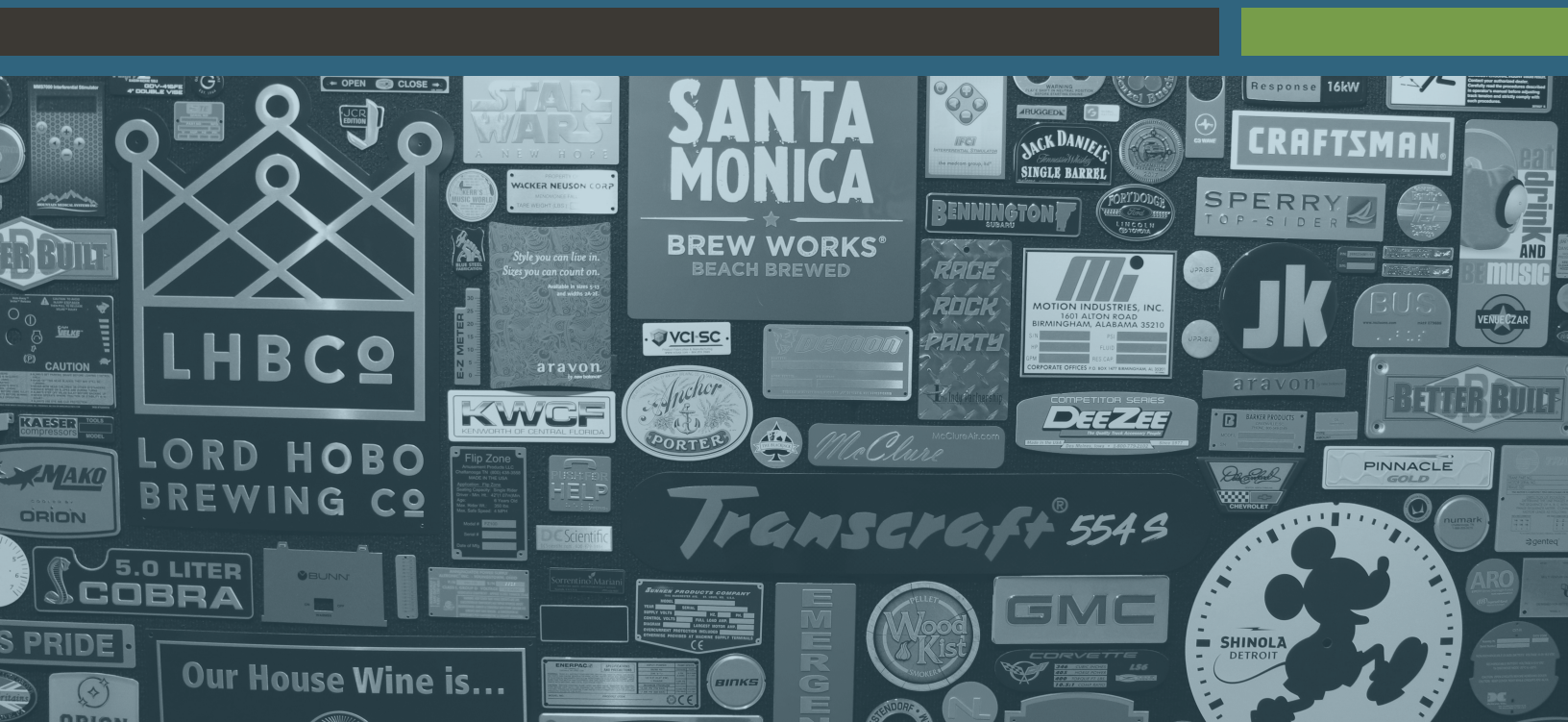


Is Your Product Identification Effective?

5 Options for Using Finishes to Make Your Brand Stand Out



What *Differentiates* Your Brand?

Let's be honest, navigating the world of product identification (and *successful* product identification at that) can be confusing. There are so many options for colors, patterns, embossing, shapes, sizes and finishes - *where do you even begin?* Well, don't worry. We're here to take the hassle and confusion out of it!

In today's marketplace, the ability of a product to grab the attention of the consumer is absolutely vital for it's success. Fortunately, McLoone Metal Graphics is able to provide you with countless options to stand out on those cluttered shelves: unique patterns, custom colors, and special effects to name a few!

Background Patterns

Geometrics, Carbon Fiber, Patinas



Patterns can be applied to any part of a nameplate to create a distinct contrast between elements, or an understated touch that ties the design together. They can be applied to both plastic and metal, so regardless of what substrate suits your project best, patterns are always an option.



CREATE CONTRAST

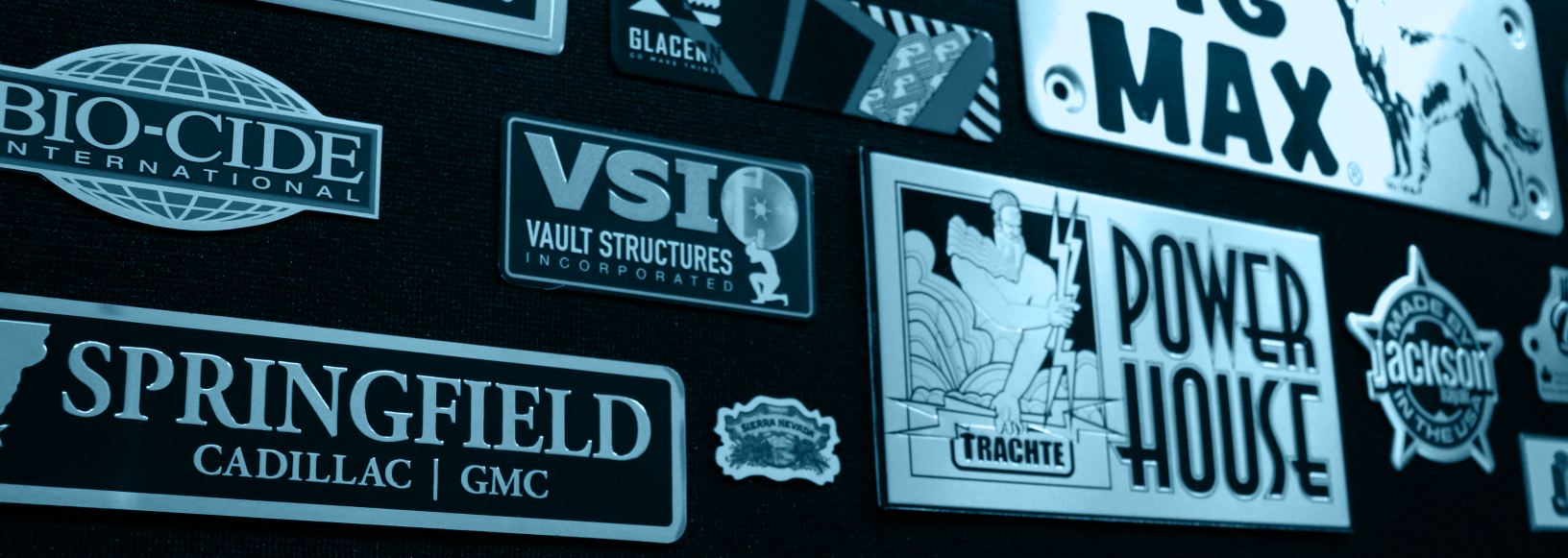


Utilizing a metallic hue or playing with contrasting gloss levels offers budget-friendly methods to captivate attention for brand recognition. When combined with vibrant aluminum graphics, they leave a lasting impression.



INCLUDE INTEREST

Incorporate a pattern to introduce an attention-grabbing aspect to the design. The finishing touch can range from delicate and understated to striking and theatrical.



Increase the Perceived Value

By integrating a pattern into your design, you can achieve a sophisticated appearance that infuses visual depth, ultimately elevating the perceived value of your product.



Differentiate Between Lines

Patterns provide a means of distinguishing between product lines, offering you versatility in conveying your brand's message. A lower-end model might opt for a more conventional decoration, while the higher-end version can leverage patterns to enhance its visual appeal - making it more enticing. The nameplate design can be easily refreshed by merely altering the finish.

1



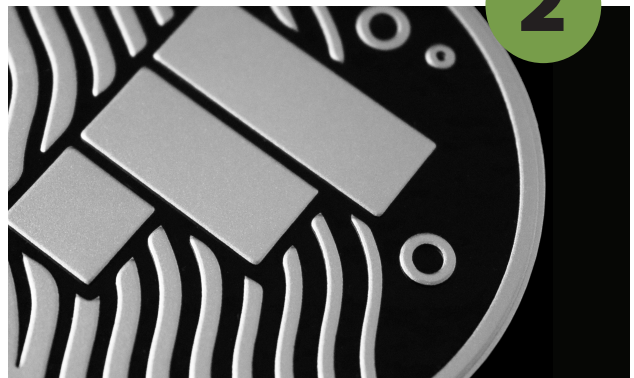
2



1

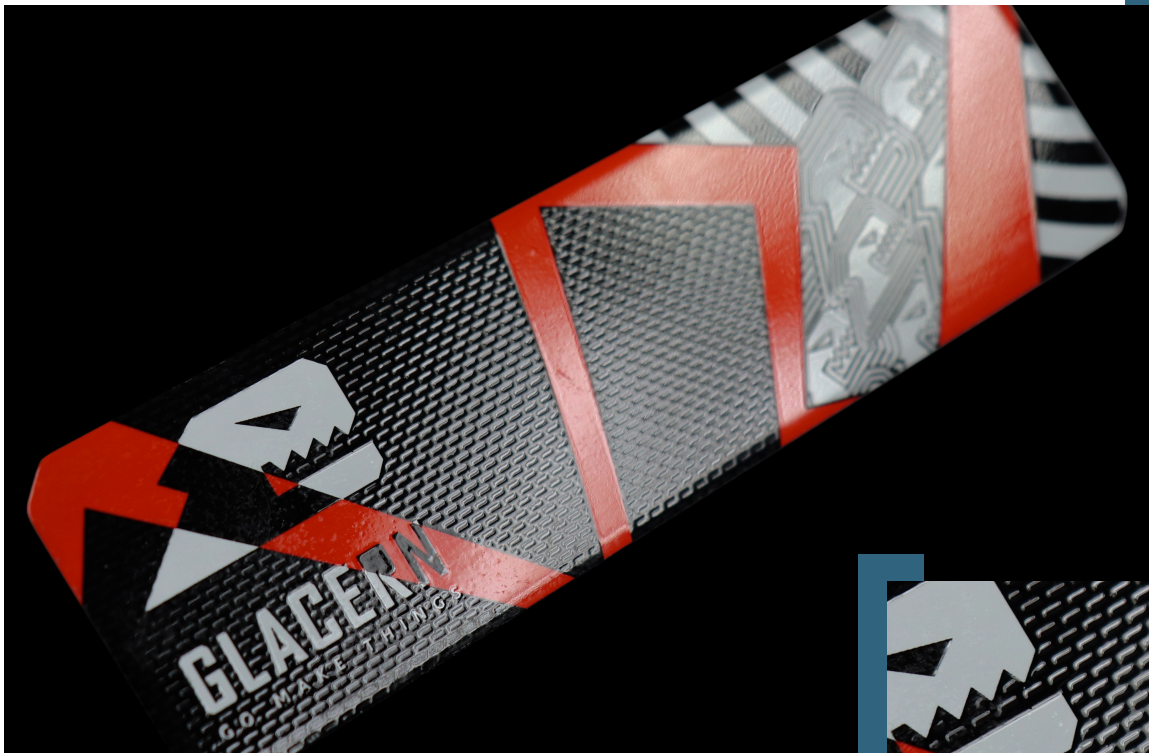


2



DISTINCT BRANDING

Patterns, customized color palettes, and special effects provide captivating and powerful elements to boost the visibility of your brand. These options give you the flexibility to create distinctive aesthetics that enhance the attractiveness of your nameplate design.



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 incorporating patterns and finishes into nameplates, labels and trim.

Blogs

[Make Your Nameplate Pop with Patterns and Finishes](#)

[What is Pantone?](#)

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

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

[Where and When it Makes Sense to Use Patterns](#)

[Enhance Nameplate Design with Patterns](#)

[Background Finish Adds Interest for Nameplates and Labels](#)