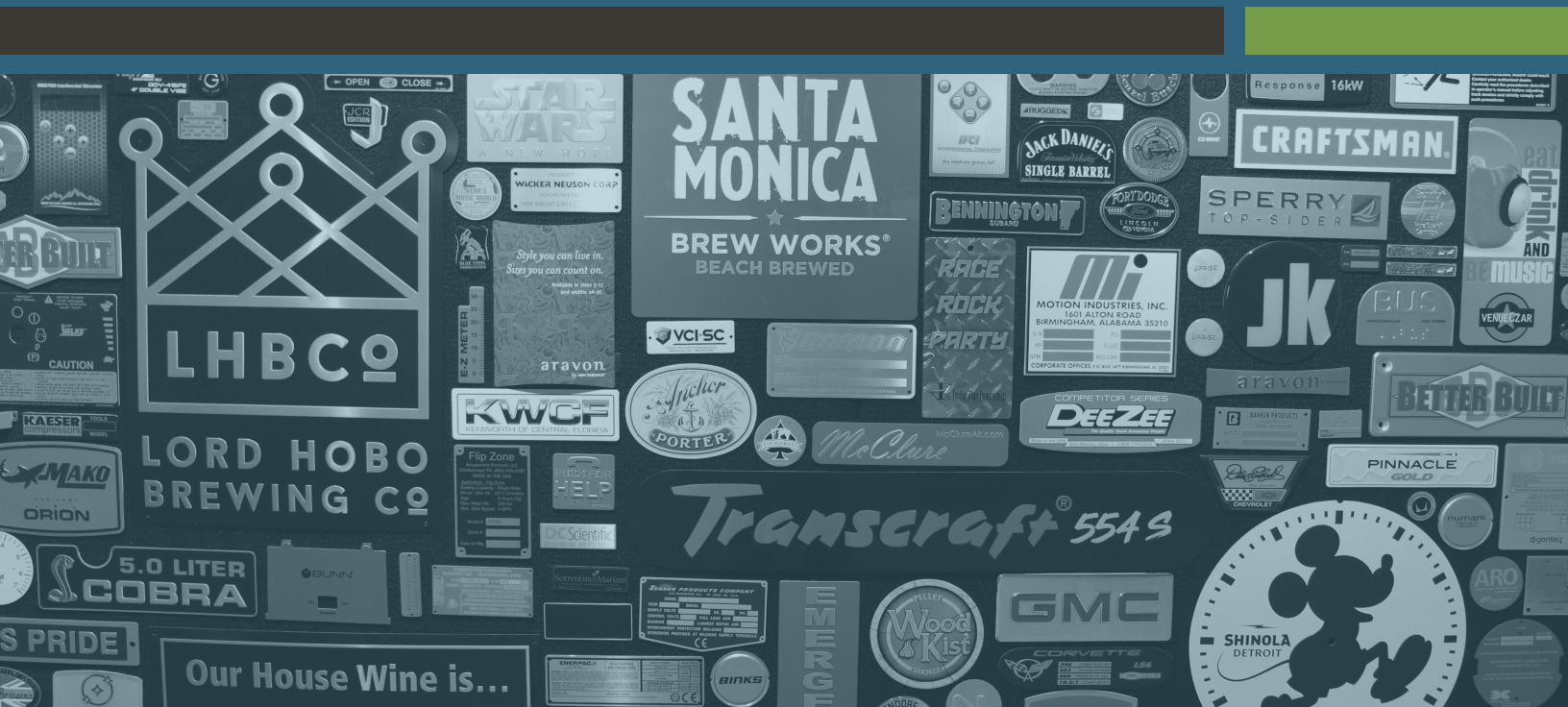


# Metal Nameplates that Stand Out

Adding Dimension to Product Identification with Embossing







Your logo is instantly recognizable on all your products and equipment. So it's important how you decide to portray your brand when designing your product identification. Small details, like adding dimension, can really shape how people see your brand and determine its value.

*In this eBook, we will explore the various techniques for creating a dimensional nameplate to enhance the effectiveness of your product identification.*



# Stand out in the Market

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



## What *is* Embossing?

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

The height of the 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

Make your brand stand out with embossed graphics



## Borders

Embossed borders create visual and tactile dimension



## Backgrounds

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



## Multi-Level

A 3D 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.

# Guidelines

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"

There are various ways to boost the perceived value of your product.  
Embossing stands out (*pun intended*) because of it's natural ability to draw the eye of the consumer.

We'd love to walk you through the possibilities that can align with your brand and make the most impact.



# Durable Graphics Made Simple.

*What you need, when you need it.*



## Related Resources

Check out these other articles for even more information on making an impactful impression that boosts your brand awareness.

### Articles

[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](#)

[How to Design a Metal Nameplate for Embossing](#)

[What is Pantone?](#)

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

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

[Embossed Metal Nameplates, Explained](#)