



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.

Height	Maximum Height = .015"
Logo or Text	Minimum stroke or line width = .015" Space between embossed characters = .030"
Border	Minimum stroke or line width = .015" Space of .030" to edge of part
Background	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 its 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.



Clarion Safety Systems® Reducing Risk, Protecting People

Every environment and piece of equipment comes with potential risks, many of which can be reduced or prevented through clear, effective communication. That's where accurate and up-to-date safety labels play a critical role!

As part of the Clarion Safety Systems family of companies, we can offer best practice safety labels and signage designed to protect people and reduce risk.

Clarion Safety specializes in designing and manufacturing safety label and signage solutions that meet the latest ANSI, ISO, OSHA, and NFPA standards. Their standards-trained team ensures each warning accurately reflects current hazards, uses the correct symbols, and aligns with evolving regulations. The result? Clear safety communication that not only protects equipment users and workers but also helps businesses to reduce liability. In fact, Clarion Safety's products have proven effectiveness; with nearly 100 million labels and signs in use, zero Clarion Safety clients have had "failure to warn" or "inadequate warnings" allegations brought against them.

In addition to providing compliant safety labels and signs, Clarion Safety offers a free label consultation service. This expert review helps organizations evaluate their existing safety labels, identify gaps or outdated warnings, and make targeted improvements.

[Interested in Learning More? Click Here.](#)

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](#)