



YOUR BRAND

7 WAYS TO INCREASE PRODUCT BRANDING IMPACT

Product Differentiation Through Finish Options



MAKE AN IMPACT

Your brand is one of the most valuable items your company has. The combination of your logo and brand colors sends a message that your company is unique. But what if there was a way to take that message even further?

Incorporating a background finish into your nameplate can give an entirely different look and feel, from elegant to rugged or high-tech to warm. The result is increased perceived value all from a simple design element.

Let's check out a few examples.

ATTRACTIVE FINISH OPTIONS



Patterns, custom colors and special effects are attractive and effective elements to make your brand stand out. The versatility and possibilities are endless.

Background Finish Options for Nameplates, Labels and Decorative Trim

- Soft Touch Finish
- Technical Finishes
- Carbon Fiber Structures
- Metallic Pigments
- Patina Finishes
- Contrasting Gloss
- Integrated Elements

SOFT TOUCH FINISH



Velvety smooth. Easy on the eye. No fingerprints. Resists scratching. It's no wonder that this soft touch coating is growing in popularity!

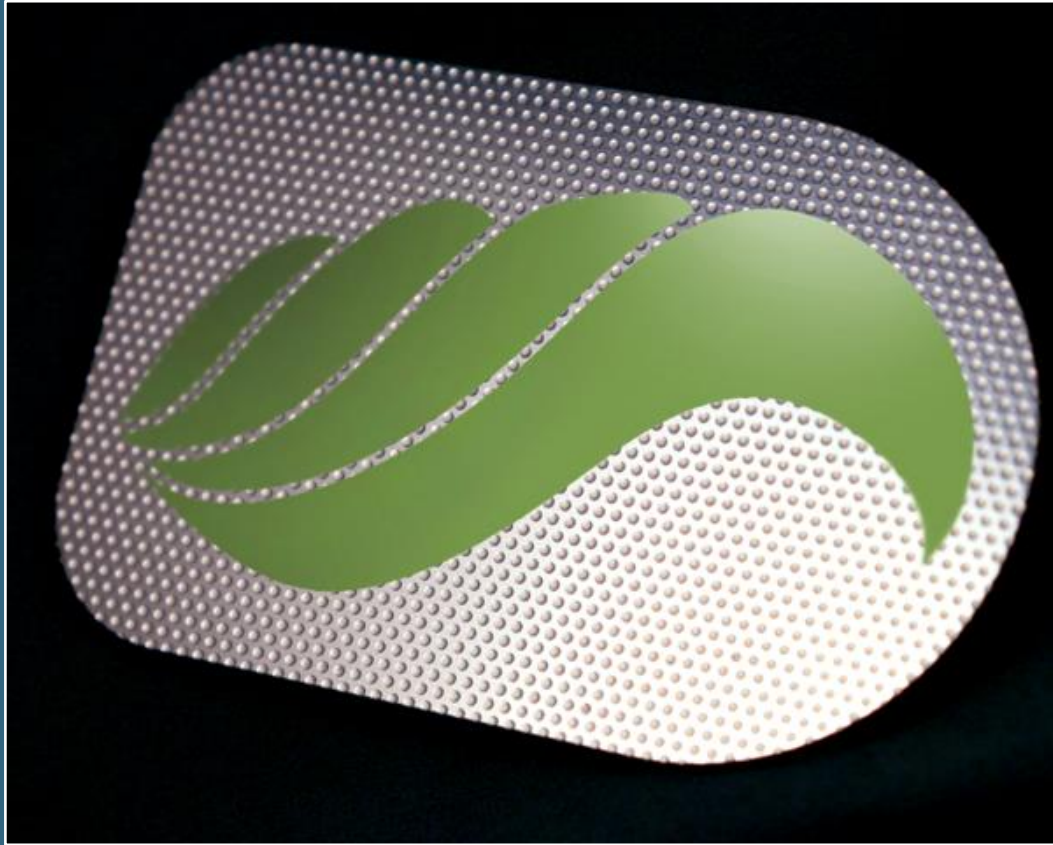
The clear finish stands up to exterior applications while bringing a flair of elegance to design.

**You pick the color, we develop the finish.
Simple as that.**

Benefits of Soft Touch Coating

- Non-Reflective, Anti-Glare Finish
- Scratch and Mar Resistant
- Exterior Durability
- Luxurious, Silky Feel

TECHNICAL FINISHES



Precise. Repeatable. Geometric. Tactile.
Something different and unique to enhance brand awareness through the application of textures. Incorporate into full background coverage or add interest in a specific area.

Completely scalable and customizable to suit your needs.

Pick an existing structure or let's develop something new!

Reasons to Incorporate a Technical Finish into Nameplates or Decorative Trim

- Add Interest and Dimension
- Enhance Brand Awareness
- Increase Perceived Value

CARBON FIBER STRUCTURES



Looking for a finish that reflects strength? How about a sporty look? Carbon fiber is a choice structure that speaks to high performance and durability.

Woven, braided, mesh and layered fibers are all possible finishes that can be produced on metal surfaces. These finishes reinforce the brand message.

We're ready to review your project or send some samples for you to check out!

Applications for Carbon Fiber Finishes

- Decorative Trim
- Nameplates and Badges
- Overlays and Panels

PATINA FINISHES



Handcrafted. Vintage. Distressed. These all describe the patina finishes. There is something to be said for an aged and worn surface. It gives a feeling of longevity – like the product has been and will be around for awhile. It's familiar and comfortable.

No matter if you are looking for a rugged hammered finish or a scratched tarnished surface – as detailed as needed, and in nearly any color imaginable.

Nature translated onto metal surfaces? Yes!

Types of Patina Finishes

- Hammered
- Distressed
- Aged
- Water-marked

METALLIC FINISHES



Classic and authentic. Blasted metal. Fine or coarse. A metallic finish is typically used to cover the background surface for trim and badges.

One of the great things about a metallic finish is its natural low gloss which results in an amazing contrast when paired with bright graphics or border elements.

Although metallic silver is the most common choice for this type of decoration, custom color matches are possible.

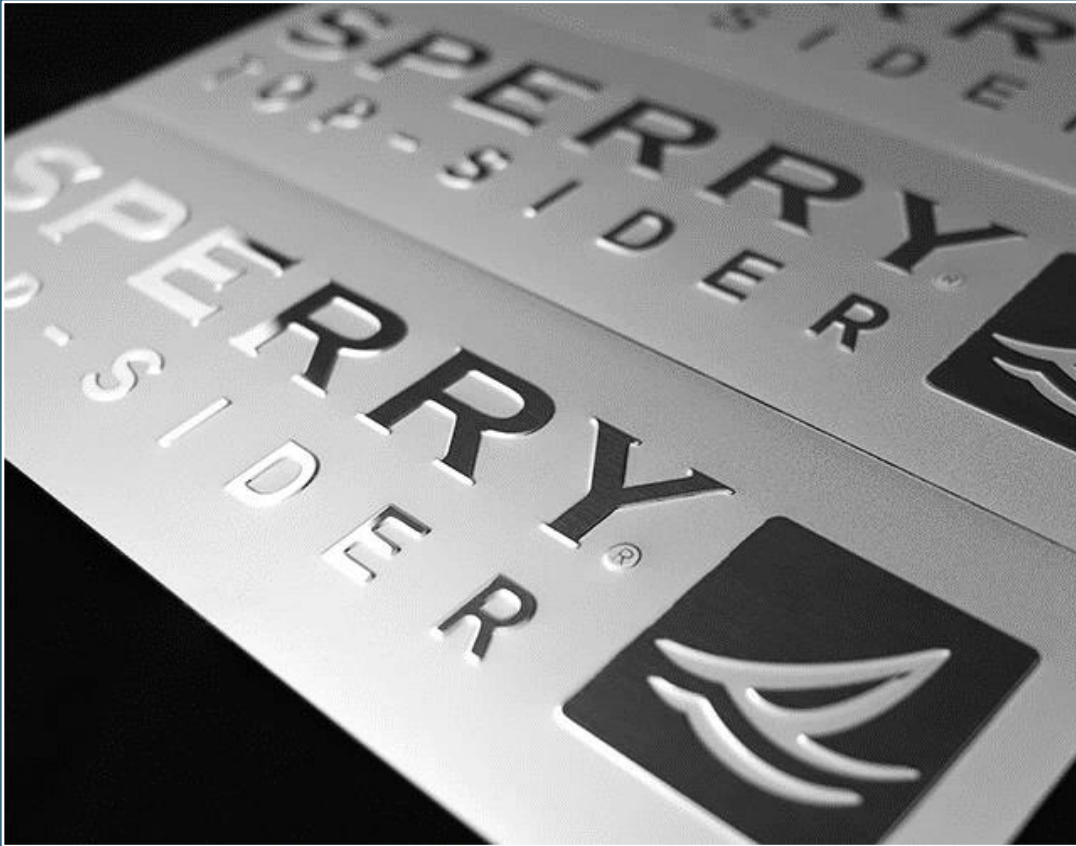
Benefits of Metallic Finishes

- Visual Dimension

- Complements Mating Surfaces

- Authentic Finish

CONTRASTING GLOSS



Tone-on-tone. Visual depth. Clean. Elegant. Sometimes keeping it simple is the key to taking things to the next level. Contrasting gloss is a great example of this brought to life for an elegant way to enhance brand awareness.

Looking for something other than two-tone? No problem! Change up the background to any color and make it a matte finish with bright graphics – what an impact!

Appealing Elements of Contrasting Gloss Levels

- Two-Tone Look
- Increase Perceived Value
- Visual Depth
- Enhance Brand Awareness

INTEGRATED ELEMENTS



Think it's not necessary to include your brand into trim or information tags? Wrong! What a great opportunity to build rapport within the market and increase brand awareness!

Background colors, patterns and finish options just need to take into consideration what graphic elements are needed – is there an embossed logo or graphic that can be dropped in?

We're ready to help identify integration options for your product identification and trim.

Advantages of Integrated Design Elements for Product Identification and Decorative Trim

- Economical Use of Material
- Minimal Assembly
- Coordinated Design

SUBSTRATE OPTIONS



Finishes can be translated to both metal and plastic substrates. All products are custom designed, meeting the unique needs of each project and spec.

Aluminum, brass and steel are durable options for nameplates, ID Plates and panels. Polycarbonate, polyester and vinyl are economical materials for labels, decals and overlays.

We'll work with you to identify the appropriate substrate and attachment solution, whether indoor or outdoor application.

RELATED RESOURCES

Check out these articles and eBooks for even more helpful information about design for impressive nameplates, labels, and trim.

Articles

- Where and When It Makes Sense to Use Patterns
- 6 Tips to Simplify Graphic Overlay Design
- 5 Tips to Prepare for Your Nameplate Project

eBooks

- Nameplate Substrate Guide
- Custom Domed Nameplates and Labels
- 5 Building Blocks for Metal Nameplate Design



ABOUT MCLOONE

At McLoone, we combine creativity and expertise to custom manufacture graphic solutions that help you professionally brand your product. Whether building to print, creating rapid prototypes or collaborating on a custom solution, we're known for meeting deadlines and exceeding expectations.

Quality is integrated into every area at McLoone, from prototyping through delivery. We are ISO 9001:2015 registered and comply with RoHS3 and REACH requirements.

65 YEARS STRONG AND GROWING

Submit your requirements for pricing and see how McLoone can help create an attractive nameplate or label.

GET A QUOTE

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