



# Shaping Up Metal Nameplates

Using Shape to Influence the Impact of Product Identification

# MORE THAN AESTHETICS

Picking a shape for your metal nameplate is more than just an aesthetic choice. You must think about your logo and graphics, your customers and the product it is applied to.

Choose from standard shapes and sizes or create virtually any creative shape. McLoone offers an exceptional library of dies for aluminum, brass and stainless steel.

# DESIGNING POWERFUL NAMEPLATES

A powerful nameplate may look simple, but there's nothing simple about creating an effective design that supports your brand. Nameplate shapes chosen to represent the most visible brands are not chosen by chance – there are multiple considerations.

In this eBook we'll look at how choosing the shape of your nameplate carefully can help you capture the attention of your customers.



# CHOOSE SHAPES THAT “FEEL” RIGHT

Our subconscious mind responds in distinct ways to different shapes. When it comes to designing your nameplate, ***shape can be used to support your brand and all it represents.*** Circles, ovals, squares, rectangles and irregular shapes all imply different meanings.





# CHOOSING THE RIGHT SHAPE

To choose the best nameplate shape for your product, consider your product and the message you want to convey. To do that, look at four basic considerations.



Shapes by Industry



Product Shape & Space



Shapes by Emotion



Logo & Graphic Shapes

# SHAPES BY INDUSTRY

Some product branding shapes work best in specific industries. Conservative industries where trust is key are more likely to stick with rectangles and squares. These shapes help reinforce a message of reliable service and reassure potential customers.

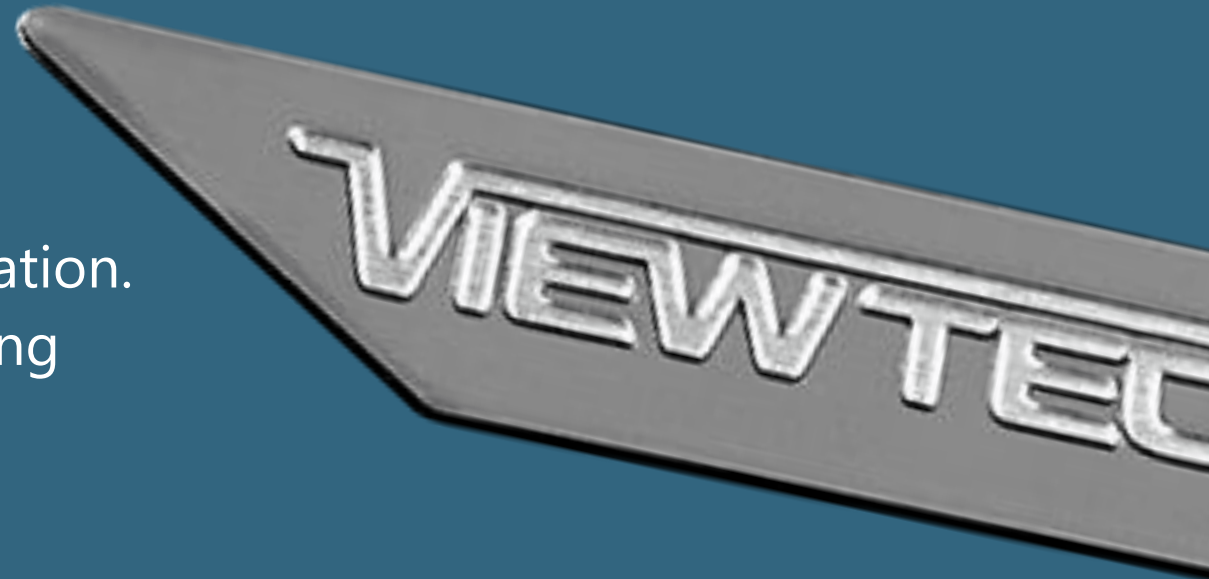
Circular nameplates are timeless, simple and memorable. The unending shape signifies endurance, connection, unity, and stability. Cosmetics, automotive, appliance, and electronics all rely on this effective shape to convey brand attributes and values.



# PRODUCT SHAPE

The shape of the product and area the branding is applied to also drive decisions on nameplate shape. Organic product shapes and curves will be disrupted by branding with harsh edges. A circle can be a natural choice for a circular product. Ovals are versatile and work on variety of product shapes.

Placement and the amount of space around the nameplate are considerations in choosing a shape for your brand identification. More space means more flexibility in choosing options that are aesthetically pleasing.



# SHAPES BY EMOTION

Like color, shapes have emotional connotations and can be used to communicate your brand and values through your product branding.





# CIRCLES, OVALS AND ELLIPSES

Round shapes are ***softer*** and more welcoming than harshly-angled shapes. Circles - and other circular shapes like ovals and ellipses - represent ***energy***, movement, power, unity, and steadiness. As a nameplate shape, they are ***playful*** and graceful.

# SQUARES AND RECTANGLES

Squares convey ***security***, balance, stability, and discipline. A square or rectangle can inspire ***trust*** in customers searching for ***strength*** and safety. Their structural integrity signifies order and organization.

# LOGO & GRAPHIC SHAPES

Logo design is a driving force in choosing the shape for your nameplate. It is logical that a round logo works on a circular nameplate. It is also effective on an oval, square, or rectangle. Both positive and negative space in the design is considered.





# INFLUENCE THE IMPACT OF YOUR BRAND

When you choose a metal nameplate for your company, you must be aware of the powerful impact of the shape you choose. Just as colors and fonts make your brand stand out to customers, the shape you pick can too. Working with our designers ensures that you'll end up with the best possible design to represent your brand and give your nameplate the desired presence.

[GET A QUOTE](#)



# RELATED RESOURCES

Check out these articles and eBooks for even more helpful information to explore ways to make an impression and enhance brand awareness with nameplates, labels, overlays, and trim.

## Articles

Is a Nameplate Essential to your Business?

Effective Adhesive Options for Nameplates and Labels

Is Your Nameplate Memorable?

## eBooks

7 Ways to Increase Product Branding Impact

Custom Domed Nameplates and Labels

Customized Durable Safety Labels



# 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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