

6 WAYS TO SIMPLIFY YOUR ID PLATE DESIGN

1 INFORMATION ORDER

Order information logically, only list what is required. Clearly communicate with information that is large enough to read, arranged in order of importance to the user. Move from general to specific.

2 SIMPLE, CLEAN LAYOUT

Present information in a simple, clean layout. Single-column format for straightforward layout. Double-column format for numerous fields of data. Left-align copy for a natural flow of information.

3 SIZE

Use size to signify level of importance. Text size depends on the context for the tag and how much data is on the plate. It must be big enough to be legible. 12 pt is recommended as a minimum. When in doubt, make it bigger.

4 CLEAR LABELS

Place clear labels for fields of information. Provide clear, visible labels for each field of data whenever space allows.

5 TYPOGRAPHY

Take care with typography. Use typefaces with standard shapes, uniform stroke width, and limit embellishments. Letters need to be readable and contrast with the background.

6 COLOR PALLETE

Stick to a color palette. Keep it simple with a basic color palette. One color is most popular with black as the most used.

