

Shaping Up Metal Nameplates

Using Shape to Influence the Impact of Product Identification



Have You Picked the *Right Fit* for Your Nameplate?

Choosing the shape for your metal nameplate goes far beyond aesthetics - it's a decision that can subconsciously impact your branding. You'll need to consider things like your logo, graphics, your customers, and what product the nameplate will be applied to.

You've got options. You can stick with standard shapes and sizes or you can get creative! We can work together to design a unique shape, specific to your brand. We've got a library of dies for aluminum, brass, and stainless steel.

This eBook will walk you through McLoone's offerings for unique and creative shapes for your nameplates and labels. We'll help you pick the perfect shape to make sure your nameplate stands out and represents your brand just right!

Designing *Powerful* Nameplates



Creating a compelling nameplate may seem fairly straightforward, but in reality, there's nothing simple about designing an effective and impactful nameplate that supports your brand. The nameplate shapes that were chosen to represent some of the most prominent brands weren't randomly chosen; they've undergone careful deliberation, considering various factors to ensure they resonate with the audience and the brand identity.

Choose Shapes that *Feel Right*

Just like color, different shapes can trigger different responses in our subconscious. When creating your nameplate, consider how shape can play a role in reinforcing your brand's message. Whether it's circles, ovals, squares, rectangles, or unconventional shapes, each can imply something unique; *but more on this later.*



Choosing the Right Shape

Shapes by Industry

Certain shapes can resonate more strongly in particular industries. More conservative fields, where establishing trust is key, often favor rectangles and squares. These shapes convey a sense of reliability and service, instilling confidence in potential customers.

On the other hand, circular nameplates possess a timeless appeal; they're simplistic and memorable. The continuous shape symbolizes endurance, connectivity, unity, and stability. Industries like Cosmetics, Automotive, appliances, and electronics take advantage of this shape to communicate their values effectively.



Product Shape & Space

Decisions regarding the shape of your nameplate are influenced by both the product's shape and the area that has been designated for branding. When dealing with organically shaped or curved products, sharp-edged nameplates can seem disruptive. Opt for a circular nameplate that seamlessly aligns with round products. Ovals can compliment a wide range of product shapes.



Additionally, the placement of the nameplate and the space surrounding it are both important factors to consider. More space allows for more flexibility.



Logo & Graphic Shapes

The design of your logo heavily influences that shape of your nameplate. A circular logo naturally complements a circular nameplate, but its adaptability extends to ovals, squares, and rectangles. Throughout the design process, pay attention to both positive and negative space to create an effective visual balance.



Shapes by Emotion

Like we mentioned previously, shapes have emotional connotations and can be used to communicate your brand and values through your product identification.



Circles, Ovals and Ellipses

The smooth contours of these shapes offer a softer, more inviting feel compared to sharp-edged, angular shapes. They symbolize energy, movement, power, unity, and steadiness. When used as a nameplate shape, they convey a sense of playfulness and elegance.

Squares and Rectangles

Squares convey security, balance, stability, and discipline. Utilizing these shapes can evoke a sense of trust for customers seeking reliability and assurance. Their sturdy structure symbolizes order and organization.





Influence the **IMPACT** of Your Brand

When choosing a nameplate for your company, you must consider the influence the shape will have. Similar to color and type, the chosen shape can help you stand out among your competitors. Working with our Design Team can help ensure that you will end up with the most effective design to represent your brand and give your nameplate the desired 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 our other blogs and eBooks for more helpful information to explore ways to make an impression and enhance brand awareness with nameplates, labels, overlays, and trim.

Blogs

[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](#)

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