

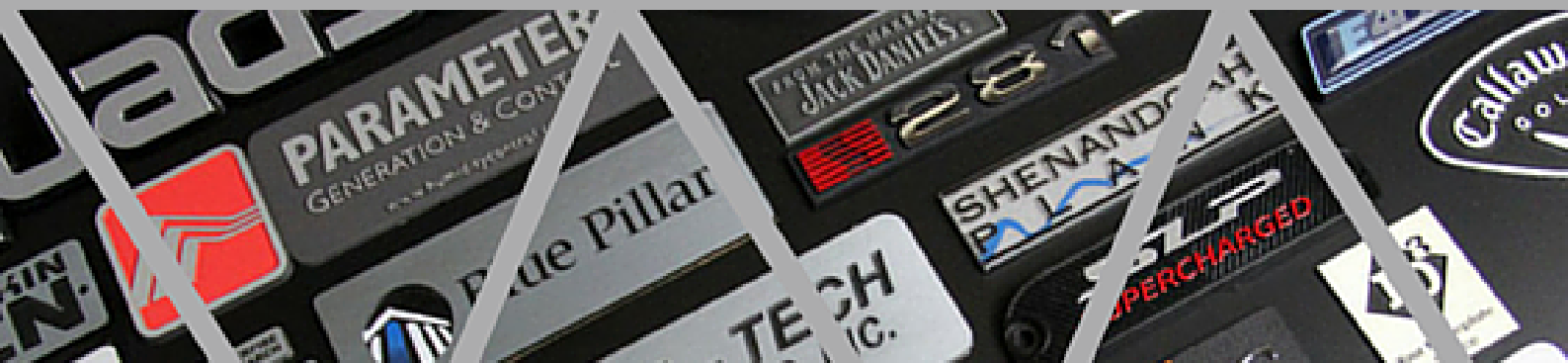


NAMEPLATES WITH PURPOSE

ID³ LOGOS

Everything you need to
know about customized
nameplate design.

www.id3logos.com



NAMEPLATES WITH PURPOSE

If you care about your product, then you should care about the industrial nameplate that you place on that product. Your industrial nameplate is an extension of your product. The brand enhances the product; it doesn't just mark it.

This is your product,
this is your brand –
treat it with respect.

Design is the most important facet of industrial nameplates: design for the medium in which you want your nameplate or brand to be rendered.

Manufacturers often try to emulate the nameplate design of the most recognizable brands in their respective industries, but often at a great expense. While a brand might have a strong identity and a legacy of quality, a closer look at its branding techniques may reveal conceptual flaws that new businesses must avoid. Take Marshall Amplification as an example, the gold standard of the rock 'n roll sound: its nameplate is one of the worst — a white, cheap plastic nameplate with the company name in cursive. Over time, Marshall Amplification has made their logo stand for something in that they build amps of the highest quality with a remarkable sound. If you are a new amp company, do not be fooled into believing that by imitating Marshall's logo you will make people think you have their sound. Be creative, create your own brand, over time, and if you make a product as solid as Marshall, you will have created a brand.

NAMEPLATES WITH COLOR

ID³Logos specializes in custom nameplates that boldly represent your product and we happily make nameplates in vibrant and eye-catching color. The best nameplates use color sparingly but artfully to create a vivid association with brand.

If your logo does consist of multiple colors or shading with tight registration, you should plan on a printed nameplate. ID³Logos offers printed aluminum nameplates which feature deeper and more vivid colors than labels. When you are seeking the ultimate in printed nameplates, you can add doming to printed aluminum for extra pop.

Aluminum, stainless steel, and/or brass can be etched and filled with color for a three-dimensional effect. However, the etch depth is minimal and does not reflect the quality of other etched materials. These metals can also be embossed; however, embossing does not render copy as crisp as etching. Color can be added to the etched (recessed) area or can be left with a no-fill look (frothing of metal from the acids).

What are the rules of good nameplate design?

Use a medium that complements the packaging of your product

Labels and even domed labels are run-of-the-mill; they do not speak with any authority. Three - dimensional plastic or metallic nameplates, however, not only present your brand visually but also tangibly, creating a visceral, multi - sensorial attachment between product and consumer. Customization options for 3-D plastic and metal nameplates allow for greater design control in the configuration of your nameplate.

Mix materials and manufacturing processes

For a look that will make your nameplate or logo stand out from the crowd, mix mediums and materials in the manufacturing of your nameplate. Domed nameplates — especially those with four-color intricate design — look great in bezels or as a part of the nameplate. When you combine the color of doming into a molded or metal nameplate, the branding takes on a totally different look.

Pro Tip:

When designing your logo/nameplate you should avoid multiple colors and shades as they tend to look good on a computer screen but limit your choice of materials in duplicating this multiplicity of colors.

Give your design room to breathe

On a nameplate, just as on a printed page, white space is a critical part of design. Make sure there is enough background to add depth to the logo. The right perspective between copy and background is key to good logo design.

Emphasize color

A nameplate with a pop of color instead of just black and silver will always have more pop. But monochromatic nameplates — e.g. black - on - black or contrasting shades of silver — remain iconic and cool. However, when creating logos on a computer, bear in mind that all these colors and shades that look great on a screen cannot be duplicated on hard surfaces economically.

Complement your copy with an appropriate background design

Square corner backgrounds, for example, work best with block style lettering, while radius corners, ovals, and circles look excellent with script or italic copy. You should always lay out your copy in several different background shapes to get a feel for the best aesthetics for your nameplate.

3-D NAMEPLATES

New businesses need a logo or nameplate that **speaks**, that is easily **recognizable**, and that has a **unique** style.

We offer three distinct materials for the rendering of 3-dimensional nameplates:



Injection-molded plastic

When designing a molded nameplate, consider shape, individual letters, and cutouts that take advantage of the molding process. Molded nameplates can be chrome plated or designed with other metallization techniques for a unique look and feel. When designed properly, these nameplates render superior branding.

Etched zinc

Etched zinc nameplates look outstanding in brushed silver and gold, creating a high quality look that is superior to other metal nameplates. These nameplates do not require tooling, as they are cut out of a sheet after the etching process, after which the colors and aesthetics are applied. There are limitations on shape and cutouts, and are not suitable for individual letters.



Etched poly

Etched poly nameplates are a good alternative to etched zinc because they can be used in small quantity and do not require tooling, but they are manufactured using very similar methods. However, etched poly nameplates are for interior usage only and do not offer the metallic look of etched zinc.

INDIVIDUAL LETTERS

Each letter **floats** on its own, creating a **distinct** type of branding on the surface. The most **versatile** nameplate used today.

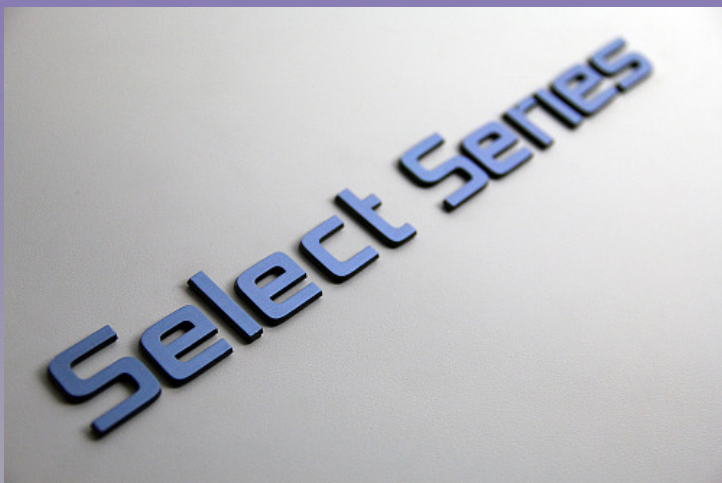


Chrome Plated

Letters are pre-spaced on a carrier with a transparent masking holding letters together during their application. Tooling is required and nameplates can be mounted using adhesive.

Chromex

Similar to injection molded nameplates, letters are also pre-spaced on a carrier with transparent masking to hold the letters together during application, and also require tooling. These letters are ABS formed can be chrome or colors, but also require adhesive mounting.



Hot Stamped

These letters are ABS molded with the top surface hot stamped in either a contrasting or a consistent color. Letters are also pre-spaced on a carrier with transparent masking to hold the letters together during application, and also require tooling.

INJECTION MOLDED PLASTIC

Plastic nameplates can be any **shape**, have individual letters, and be **decorated** in a multitude of **colors** and **metallic** looks.

The shape of your logo is a major component in the molding process for injection molded plastic nameplates. An injection molded plastic nameplate offers more design alternatives - copy can be deeper and is crisper than any other medium.

Several years ago, the automotive industry started a trend of individual letter nameplates. These nameplates used the product's surface as part of the design. You can absolutely take this concept even further, creating backgrounds with shapes or cutouts that allow your product to become part of your design. You can only get this look in a molded nameplate, and the design options are limitless.

Plastic nameplate backgrounds can also have a texture of high gloss. Keep in mind that high gloss nameplates require more expensive tooling and sometimes slower manufacturing to maintain the gloss without flow marks or knit lines from molding.

INJECTION MOLDED PLASTIC

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On plastic injection molded nameplates, 3D copy can be raised or sunk. At ID³ Logos we only require 10-15 degrees draft on copy, as opposed to most of our competitors who require 25 degrees draft. This results in crisper copy.

Nameplates also require a minimum copy height of .020" for hot stamping contrasting colors or metallic. Pad printing, normally applied to flat surfaces and paint filling, is commonly applied to recessed areas needing color. If you have a multi-color logo with tight registration, we recommend a domed label inserted into your nameplate. For multiple copy changes on a given nameplate, we can incorporate interchangeable inserts.

ID³ Logos uses the following decorating technologies: hot stamping, pad printing, paint filling, silk screening, chrome plating, and painting.

Please Note: All draft is plus dimension. If you are putting your nameplate into a recess, you need to tell us so that the mold can be built dimension minus draft.

Unlike our competitors, ID³ Logos utilizes several different plastic materials. All below materials have excellent aesthetics and have the ability to be decorated.

MATERIAL	HEAT DEFLECTION F	IMPACT STRENGTH (izod)
HIGH IMPACT STYRENE	195	2
ACRYLIC	187	1.1
ABS	200	6.6
PC/ABS	250	unbreakable
POLYCARBONATE	287	unbreakable

ALUMINIUM/STAINLESS NAMEPLATES

Metal nameplates render a look that **cannot** be found in other mediums. **Ideal** for short-run and full production quantities.

Metal nameplates are available in aluminum, brass, stainless, and zinc. Unless your design is particularly intricate, they often do not require tooling. All metal nameplates offer the look of metal, but the various processes can create drastically different looking nameplates. Our metal nameplates offer the ultimate look for each unique product; from etched zinc, printed aluminum, etched or printed stainless, you won't find a better looking nameplate.



Domed/Printed Aluminum

- Multiple colors tight registration
- More pop and more durable than just a label
- Excellent choice for panels as well as nameplates
- 4 color printed metal nameplates.
- Minimum Qty: 100

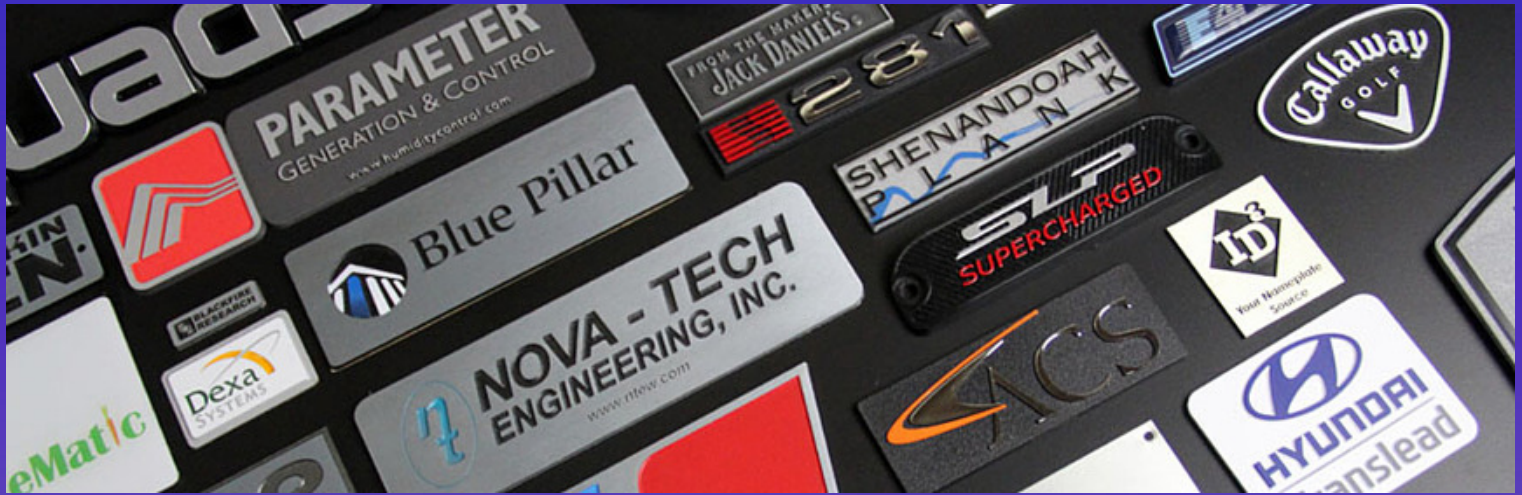
Deep Etched Aluminum/Poly

- Etch depth of .030"
- Multiple colors available on copy
- Mounting: Holes or Adhesive
- Minimum Qty: 25



Also available in Etched Zinc. Please see 3-D Nameplates for more information.

ID³ LOGOS



Unlike our competitors, you work personally with ID³ Logos' president, Steve Begor, on all facets of the initial design phase. Steve works with each and every customer right up until the product actually hits the production floor.

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