

Enhance Your Décor — or Strengthen Your Branding — with Custom-Printed Art

As many a retailer, restaurant owner, facility manager, interior designer and so on have discovered, art that's accurately printed and beautifully framed or mounted is no longer exclusive to galleries, museums and studios.

Photos, sketches, drawings, architectural renderings and blueprints can now be readily reproduced on paper or canvas to almost any dimensions — including extra-large, wall-to-wall prints and even super-sized murals! Advances in wide-format printing make the bigger sizes possible while developments in ink, paper and canvas contribute to the excellent quality that can be achieved!

When you think of art, don't limit yourself to old-world masterpieces in muted tones — although such examples might lend an elevated air of professionalism and earnestness to high-end legal firms.

Consider instead gracing your reception area, conference room, executive offices, well-traveled hallways or other spaces with custom-printed art that may include:

- Photos of key products and services, perhaps showing a progression of models and/or packaging
- Archival prints of the company founder or your original facility on a history wall
- Original blueprints or the patent applications for significant company inventions
- Murals depicting the industry you serve, such as rolling farmland for agricultural companies or bridges for civil engineers
- Photos of baby animals or colorful birds for a children's area
- Wall-size photos of Rome or Venice for an Italian eatery
- Scenes of tree planting, tutoring, home building or other activities that are the focus of a nonprofit
- Views of rivers, lakes, trails and forests for an outdoor clothing and equipment retailer
- A panoramic shot of your school's athletic team winning a championship in front of a large crowd



With custom-printed art, your beautifying, informing, celebrating, acknowledging and branding possibilities are almost unlimited! And while you should feel encouraged to think big, don't consider custom printed art a large job on your part. The process is surprisingly simple and straightforward. Generally speaking, you will:

- **Submit your image as a digital file.** It can be a digital photograph, a scan of artwork or even a computer-generated graphic. Most often, you'll provide it as a file on a flash drive or upload it to your custom-art provider's website.
- **Choose the size of print you want.** Before proceeding, you'll want to discuss options and pricing with your provider — perhaps even having them visit your site to measure the proposed location and assess framing, mounting, lighting and other considerations.
- **Select your custom art material.** If you seek to reproduce your image on paper, for example, you'll choose from special photo or fine art types. Some offer a glossy or shiny finish, while others provide a matte or satin surface if you prefer something that's softer with less reflectivity. Canvas is another popular material for custom prints. With this option, laminating or coating the art print is usually recommended for UV (ultraviolet light) protection and scratch resistance.
- **Enhance your photo or drawing.** Working from a copy of your digital art file and using software such as Photoshop[®] or iPhoto, among others, you or your provider can experiment with numerous factors such as color saturation and brightness. You can crop the image to minimize an overpowering background and focus viewer attention where you want it. Photo-editing programs also allow you to overlay text on your artwork for added creativity.

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- **Specify framing, borders and more.** Before placing your order, you'll also review what type of frame you may need for your custom art print. You can specify a matboard border as well as UV glass or shatterproof UV acrylic glazing. Wrapping canvas around a wood frame is another option. With it, you'll replicate the look of a painting and eliminate the need for a frame.

A parting word of advice: Don't be put off by all these choices. Your custom-art provider should be able to show you samples and discuss the pros and cons of each to help you make the right decision. Of course, the greater the number of options, the greater the chance your custom-printed art becomes the masterpiece you envision!



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