

# Framing Focus

## BALANCE is KEY

**W**hen it comes to framing your photos and artwork, one size does not fit all. There are a number of decisions to be made, including style, color, texture, and proportion, that can make or break a design. Balancing all of these elements is key. A successful design will keep the focus on your artwork, not its surroundings.

One of your first choices in the design process is color. Colors that are too bold or too bright can make your art look washed out. A better option for you may be to choose a variation of a color in your print. This will help draw your eye to the artwork, not detract from it.

Your next step is to select a frame style. Current trends may seem like the easy choice, but they are not always right for your custom frame. On the other hand, period frames may seem too ornate or elaborate for your personal taste. The key is to find the right balance and choose a style that works for you and for your artwork.

Finally, it is important to keep proportion in mind. If you add a pattern to your frame design, make sure it is to scale and coordinates with your print or photo. Large patterns and textures can dwarf delicate or detailed images. The size of your finished piece is also important. A small frame placed on a large wall can get lost, while a large frame in a small space can feel overwhelming or suffocating. Consider where you will be displaying your art and the frame's proportion to the room.



*This color scheme features a frame and mat in varying shades of the green used in the birth announcement. The muted frame and darker accent mats ensure that the viewer's attention is drawn to the brighter green announcement in the center.*

# The Times of Your Life

Once in a lifetime events like Super Bowls, World Series games, and even concerts often provide memorabilia worthy of framing. Signed baseballs, jerseys, and event tickets help us capture those moments and memories. However, not all special occasions yield priceless collectibles. Some of our most treasured memories are from celebrations in our own personal lives, memories that are just as worthy of framing.

We can commemorate our own



*All of the significant moments of your life are worthy of framing. Here, an anniversary celebration, including champagne bottle and flutes, is preserved inside a shadowbox.*

significant events and personal milestones with a custom frame. Are you planning a special anniversary celebration? Champagne flutes, corks, and perhaps the menu from an anniversary dinner can be assembled into a dimensional design inside a shadowbox. Graduations, weddings, and births (among other special events) are all significant moments in our lives that should be preserved. Let us help you find the perfect design to display the special occasions and celebrations in your life.