



7131 W. Planada Lane, Glendale, AZ 85310
Phone (623) 572 – 1300 Toll Free (888) 646 – 6670 Fax (623) 572 – 1333
www.PaintMyStory.com info@PaintMyStory.com

CLIENT INFORMATION PACKAGE

Please fill out the following information.

A. Name: _____

Address: _____

City/state/Zip: _____

Contact: _____

Phone/extension: _____

B. Event Site (if applicable):

City/state/zip code: _____

Event date/ from – to:

Site contact/title: _____

Phone/extension:

Ship prints to: ____A ____B ____Other

Other: _____

Ship original(s) to: ____A ____B ____Other

Other: _____

A. Content of the Original Montage

The type, quantity and priority of design elements are all important in the development of your montage. While our art staff is skilled in the design and layout of montage compositions, we need your help in the selection and prioritization of images to be included in the piece. Here are some categories and examples of elements to consider in providing us with reference materials.

Your People

People add warmth and can often help establish an environment in which others will enjoy being involved. (Note: the people discussed here will appear in the original illustration and on all lithographs. Personalization portraits of recipients will be individually hand-painted on specific prints, as ordered).

Your Organization

Logos, facilities, historical events or locations of importance to your organization.

Your Products

Goods and services your company manufactures or distributes, growth and acquisitions, business areas, divisions. Products representing major strides in the company's growth or images that help the viewer relate to relevant times and/or places are particularly effective design elements.

Your Objectives and Philosophies

Company goals and attributes, ethical standards, credos, community involvement, etc. Consider how you want the recipient to feel about the organization when he/she looks at the painting, especially if you visually involve them by adding their portrait and/or company logo.

Your Special Event

Title, objectives, activities, site, local landmarks... If the montage is produced to represent a special event or celebration, consider images that will help recipients relive the total experience every time they look at their personal fine art commemorative.

B. Reference Material

The quality of the reference materials provided to the artist has a tremendous impact on the quality of the original art montage, as well as the hand-painted portrait individualization's. With this in mind, we have created some guidelines to help in providing the best reference materials possible for your personalized montage program.

Digital, high resolution photographs are the best as they can be delivered by disk or email. If photographic prints are being sent, provide shots with good, accurate color and clarity. Professional quality photography is preferred. Company brochures, annual reports, marketing pieces, etc. are also acceptable.

Physical models or product samples can be provided, if desired. We can then photograph them at angles that will work best within the composition.

It is always a good idea to provide us with a choice of photographs for a piece of reference to allow the artist some flexibility with respect to angle, lighting, etc. By having several different views of some elements (buildings, products, people, scenic locations), we have more variety in the way that your montage composition can be designed to best capture your story.

For portraits, close up (head and shoulders only) shots are best. Photographs taken of a person at an event, especially group shots, normally include a large portion of the person's body, making the face rather small. The key to a good portrait likeness is the eyes, so a good close-up with sufficient lighting and clarity is important. Again, high resolution digital images are preferred. If a color print is used, 5" x 7" or larger is recommended. If a standard 3" x 5" snap shot is being taken, make sure that it is shot as close to the person as possible and in good light. Be careful of outdoor shots, as people tend to squint in the sun.

Remember, the artist does not know your recipients and can only draw what he sees in the photo you provide. Multiple photos may be helpful in attaining the most accurate likeness. When in doubt, or if black and white photographs are used, describe the eye color, hair color and complexion of the person to ensure the best likeness in their portrait.

C. Priority

To help us portray your corporate story in the most meaningful way, we ask that you sort your reference materials into groups by priority.

Priority 1- Important elements that need to have a dominant position in the story.

Priority 2- Elements that must be included, but that are secondary in importance to Priority 1 elements.

Priority 3- Support elements that add to the story, but are not critical to the message. Optional images that you think might be interesting can be included here. Often these kinds of elements help the artist create smooth transitions in the composition.

Do not get overly concerned with prioritization. We will be discussing the design and reference materials with you as we get started, and you will be seeing a conceptual drawing of the montage to review.

Our art staff has produced more than 100 corporate montages, so they are good at taking what may look like a stack of unrelated images and coming up with a beautiful depiction of your organization or event. Give us the best information you can. We will ask if we have any questions and are not shy about offering recommendations.

D. Maximum Number of Images

To assure the best quality compositions and keep start-up costs in line, a maximum quantity of images is recommended based on the series size.

| Series Size | Quantity of Images |
|------------------|--------------------|
| 20" x 24" format | 15 -20 |
| 16" x 20" format | 3-14 |
| 12" x 16" format | 1 -2 |

These guidelines are provided to help in making your art project as successful as possible. If you have any questions regarding the preparation of photographic reference, don't hesitate to contact me.

Summary Checklist

- ____ Copy for Description/History
- ____ Prioritized reference materials for original artwork
- ____ Photographs for individualization portraits
- ____ Completed Client Information Package
- ____ Approved order form or Purchase Order with 50% deposit

E. General Information

1. Project Development:

The maximum number of images in the original will be 20 for 20" x 26" format and 14 for 16" x 20" format, and 2 for 12" x 16" format. Additional images will be quoted based on complexity. See Project Guidelines for help in selecting reference materials for your montage.

2. Lead Times:

Original Artwork- 8 weeks, 6 weeks add 50%, 4 weeks add 100%
 Hand-painted portraits (framed)- 3-4 weeks, 2 weeks add 50%, 1 week add 100%
 Framing of inventoried prints- 2 weeks, 1 week add 50%

3. Terms:

50% deposit due with order
 25% due upon approval of original artwork
 25% due upon completion
 F.O.B. Phoenix, Arizona, USA
 Individualization orders of more than \$2500 will require a 50% deposit