

# Making Memories Beautiful

## The Art of Visual Storytelling

### Design and Order Your Custom Midnight Rainbow



The Midnight Rainbow ready to receive your images



A Midnight Rainbow filled with images from a high school senior's portrait session

At Making Memories Beautiful, our mission is to create a beautiful and unique work of art that truly captures your priceless memories. We work exclusively with images captured by your professional photographer to ensure the highest possible image quality for your Visual Story. When you order a Visual Story, you are commissioning a custom work of art. The same artists who create our Visual Stories will blend your images into our template to create your own stunning Midnight Rainbow. In the process, we will use our artistic judgement to crop and mask your images in a way that ensures the beauty and artistic integrity of the final product. Please note that, as a result of this detailed customization, your Visual Story is unique to you and therefore it becomes your property upon completion and cannot be returned for refund, credit, or modification.

**Because each individual Visual Story needs to faithfully reflect the preferences of you, the customer, there are a few questions you will need to answer when placing your order...**

- 1 What is the size and quantity of prints you want to order? (*See the price list below*)
- 2 Do you want a framed picture ready to display or to give as a unique gift?
- 3 Who is the Professional Photographer or Studio that took the pictures and what was the event that was photographed?
- 4 Do you want to choose the images to be used, or do you want your photographer to choose them?
- 5 If you decide to choose the images, which ones do you want to use?

**Below is additional information to help you understand and answer each of the above questions before you begin the ordering process.**



**Worksheets to Organize Your Information**

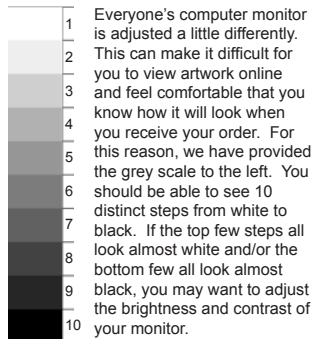


Print a worksheet for the Midnight Rainbow  
[- Click Here -](#)



A 20" x 25" Midnight Rainbow with our beautiful matting and framing displayed over the fireplace in an elegant living room.

#### Make Sure That What You See Is What You Get






Everyone's computer monitor is adjusted a little differently. This can make it difficult for you to view artwork online and feel comfortable that you know how it will look when you receive your order. For this reason, we have provided the grey scale to the left. You should be able to see 10 distinct steps from white to black. If the top few steps all look almost white and/or the bottom few all look almost black, you may want to adjust the brightness and contrast of your monitor.

#### Superior Image Quality

Each Visual Story is created by combining high resolution photographs and original artwork. As a result, even the smallest element is exquisitely detailed. When combined with your professionally captured images, our prints deliver superior image quality at all sizes from 11" x 14" through 24" x 30" and beyond.

**Step 1: What is the size and quantity of prints you want to order?**

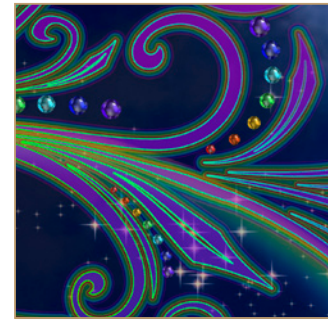
			Frame it yourself?	Ready to display - or - Give as a gift!
Nominal Print Size	Matted Size	Nominal Framed Size	Matted Price	Framed Price
11" x 14"	16" x 20"	18" x 22"	<i>This print size is only available as a component in one of our special packages</i>	
16" x 20"	22" x 26"	24" x 28"	\$485	\$675
20" x 25"	28" x 33"	30" x 35"	\$745	\$1045
24" x 30"	32" x 38"	34" x 40"	\$935	\$1250

Price quotes for larger sizes available upon request

Give copies of your Visual Story as a **special gift**. Hang copies in both **your home and your offices**. We offer three packages that help you enjoy substantial savings when you purchase several prints of the same customized Midnight Rainbow.

Making Memories Beautiful - Special Packages			
Package	You Receive	Total Matted Package Price	Total Framed Package Price
<b>Masterpiece</b>	One 24" x 30" print	\$1625 <i>(You save \$280)</i>	\$2300 <i>(You save \$300)</i>
	Two 16" x 20" prints		
<b>Classic</b>	One 20" x 25" print	\$1075 <i>(You save \$155)</i>	\$1545 <i>(You save \$175)</i>
	Two 11" x 14" prints		
<b>Simply Elegant</b>	Two 11" x 14" prints	\$485	\$675

*Give Making Memories Beautiful gift certificates. They are the perfect gift for those you love!*



The above image is just a sample of the fine level of detail in our Midnight Rainbow. This sample is a 3" x 3" section of a 24" x 30" print.



**Step 2: Do you want a framed picture ready to display or to give as a unique gift?**

A framed Midnight Rainbow for yourself or as a gift is ready to hang on the wall right out of the box. Framing it yourself may mean waiting weeks to enjoy your Visual Story. Our custom built wood frames offer you the choice of two different looks - a classic profile with a rich cherry finish or a contemporary profile with a sleek matte black museum finish. Either one is an elegant complement to your Visual Story.

**Step 3: Who is the Professional Photographer or Studio that took the pictures and what was the event that was photographed?**

When you place your order, we will ask for the name and phone number or e-mail address of your photographer. We will also ask for the event that was photographed (e.g. The Smith-Jones Wedding or the Susan Harris Senior Portrait Session) and the date of that event. Armed with this information, we will contact your professional photographer directly to obtain the image files necessary to complete your Visual Story.

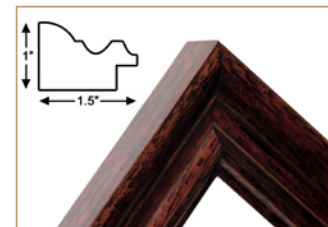
As previously explained, we work exclusively with images captured by your professional photographer to ensure the highest possible image quality for your Visual Story. When you purchase photographs from a professional photographer, you own those specific prints, but your photographer almost always retains ownership of the copyright for those images. Even if the photographer provides you with a CD containing your images so you can make prints for your own personal use, the photographer almost always retains the copyright. In order for us to create your Midnight Rainbow, your photographer needs to license those images to us.

**Step 4: Do you want to choose the images to be used, or do you want your photographer to choose them?**

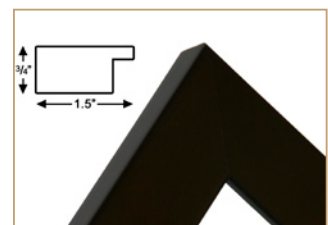
You chose your professional photographer for their ability to compose captivating images. If you prefer, you can elect to have your photographer choose the images for your Midnight Rainbow. Some customers are more comfortable with this option than with choosing the images themselves.

**Step 5: If you decide to choose the images, which ones do you want to use?**

When you place your order, you will need to identify the image you want inserted into each location in your Midnight Rainbow. When you fill out the order screens, you will need to provide identification information that will enable your professional photographer to supply us with the correct images. This will be the same identification you used to choose the images you wanted when ordering them from a proof book, the photographer's web site, or during a image review session at the photographer's studio. We will contact your photographer to request they send us those specific images based on the identifying information you provide.



Our classic frame profile is beautifully detailed with a rich cherry finish. Visual Stories 16" x 20" and larger are framed with the 1.5 inch wide moulding pictured above. Our smallest Visual Stories (11" x 14") are framed with a similar 1 inch wide moulding. Please note that these frames can vary slightly in color tone due to the variability in the natural wood.





Our contemporary frame profile offers a sleek, minimalist look with a matte black museum finish. Visual Stories 16" x 20" and larger are framed with the 1.5 inch wide moulding pictured above. Our smallest Visual Stories (11" x 14") are framed with a similar 1 inch wide moulding.

#### Archival Product Quality

In order to ensure that your Midnight Rainbow will endure beautifully for generations, all Visual Stories are printed on **Epson Premium Luster Photo Paper (260)** with **Epson's UltraChrome K3 with Vivid Magenta Inks** for high quality and long life on display. The Wilhelm Imaging Research, Inc. **Display Permanence Rating** for this ink and paper combination is greater than 200 years. Wilhelm Imaging Research, Inc. is a premier independent image stability testing laboratory. The **Display Permanence Rating** is the number of years before noticeable fading and/or changes in color balance occur when the print is displayed behind UV-filtered glass.

Regardless of whether you order your Visual Story framed or unframed, all materials that come into direct contact with the print are archival. Each print is mounted on acid-free backing with T-hinges and photo corners. The appearance of the print is enhanced with two mats custom cut from archival, acid-free 100% cotton board.

We use high quality UV-protective glazing materials for your framed prints. These materials protect your Visual Story against 98% of UV light rays while providing high optical clarity for true color transmission. When purchased unframed, your matted, matted Visual Story is sealed inside an ultra clear acid-free poly envelope to help protect it from dirt and handling damage.

#### Careful Packaging

Your Visual Stories are packaged with care in boxes specifically designed to protect artwork during shipping. You can gift wrap these boxes if you are giving a Visual Story as a present and they are reusable if you need to ship your Visual Story in the future.

All matted prints are shipped in packaging which is designed especially for the shipment of unframed artwork. Larger prints are packaged in Print Pads which provide a "container within a container" with multiple layers of protection including ABS plastic liners incorporated inside the top and the bottom to provide the puncture resistance of 3/8" plywood without the weight.

Framed prints are shipped in Strong Boxes which safely encase your Visual Story in three layers of protection - two layers of convoluted foam and one layer of Perf-Pack foam. These multiple layers work together to provide superior shock absorption, guarding your Visual Story from bumps and scrapes during shipment. Strong Boxes for larger framed prints incorporate ABS plastic liners. Strong Boxes are approved by all major air and ground carriers, including UPS and FedEx®.

How you design your Visual Story is up to you. You may find the above examples and the following suggestions helpful as you decide which photographs you want to use in your Midnight Rainbow.



- If the head of the subject in image #1 is turned, you probably want it turned toward the center of the Visual Story.
- Images #2 and #4 are close-ups of the face.
- Image #3 is also a close-up of the face. Generally a portrait of the subject facing forward works the best.
- Image #5 provides the perfect opportunity for a more creative pose or a small grouping.
- The photograph for Image #6 should show the subject from the waist up.
- Consider mixing photographs of different individuals such as a bride and her bridesmaids, parents and their children, mother and baby, or the bride and groom together and separately.



**Order Your  
Midnight  
Rainbow**




**Order  
Midnight Rainbow**  
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#### Once you place your order...

- A. We send you an e-mail acknowledging receipt of your order.

*Orders cancelled by the customer within 24 hours of being placed will be terminated at no cost to the customer. Each Visual Story is customized to your requirements, therefore orders cannot be cancelled by the customer once this 24 hour period has elapsed and cannot be returned, or exchanged for refund, credit, or modification. If you need to cancel your order, use the **Contact Us** page on this web site to do so.*

- B. We request the images necessary to fulfilling your order from your professional photographer.

*We have agreements in place with an ever increasing number of professional photographers. If your professional photographer is not among them and declines to license images to us, we will regrettably be unable to fulfill your order. If this does occur, we will inform you of the issue via e-mail and cancel your order. There will be no charge to you if an order needs to be cancelled because the photographer declines to license the images to create your Visual Story.*

- C. Once we receive the images from your photographer, we create, print, mat, frame (if ordered framed), and ship your order.

*Nominally we ship orders within 10 business days after we receive the images from your photographer. This time frame may increase during times of high demand such as holidays. When we are ready to ship your order, we will charge your credit card. The charge will come from Creative Ambiguity LLC. We ship your Visual Stories in packages especially designed to protect artwork. We ship orders via UPS.*

Please read our **Terms and Conditions of Sale** for details.

# *Your Memories Make Your House a Home*



***The Rose Garden***  
20" by 25" image / 30" by 35" framed



***Illuminated Manuscript***  
22" by 32" image / 32" by 42" framed



***The Quiet Library***  
24" by 30" image / 34" by 40" framed

**Living Room ✨ Family Room ✨ Bedroom ✨ Office**  
**Where will you use Visual Stories to celebrate your memories?**

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