



YELLOW BARON GRAPHICS LLC
Design that Sells.

Client: The Lovell Collection
 Project: ECommerce Web Site
 Logo Design
 Marketing Materials



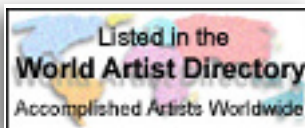
THE LOVELL COLLECTION, INC.

Graphic design creates the setting that shapes the shopping experience. When the visitors arrive at a store the opportunity to make a sale is maximized by a good design.

The Lovell Collection was designed as an e-commerce site offering original artworks and fine art prints. The web site design challenge was to create a setting for fine art products in an informational framework of links, using colors which would not interfere with the unique pallet of the artist. Patriotism and the New England countryside theme are subtly included in the design. A carefully selected earth tone color (next pg, top), recedes into the background making the fine art paintings, prints and products the center of attention.



"Liberty Sam"
 by Barbara Lovendahl



Emblems, seals,
 memberships and listings
 help develop credibility.

The Lovell Collection logo, both rustic and sophisticated with its fine lines, shows the home-on--hill representative of New England, the inspiration for many of the client's paintings.



"Liberty Crows"
 by Barbara Lovendahl



THE LOVELL COLLECTION, INC.

Frames:



Paper and Canvas Reproductions

The Lovell Collection, Inc. is one of very few companies offering quality reproductions on canvas! Please visit our [Art Catalog](#) to see quality prints on both canvas and paper.

Painting enlarged (above) shows the texture of paper and canvas.



Emblems
are a seal of
authenticity.

Handpainted & Handcrafted Frame Selection



Vanilla

Honey

Pine

Burgundy

Midnight



Texture Variations

Each frame has a natural variation in color and texture. Cracked varnish, lightly painted wood and deep hues that compliment the artwork of The Lovell Collection are characteristics that make each Lovell Collection piece a beloved keepsake.

»» Self-Service

Interaction enhances the user experience. The web page for framing artwork (above) links to fine art prints allowing buyers to envision the print of their choice behind glass.

»» Complimenting Products

Sales are generated as valued traffic from affiliates filters through a shopping site. The target market that is interested in antiques also has an interest in fine art prints and framing.

