



LEONLOARD OIL PORTRAITS

Offering our Signature oil portraits to clients across the southeast & nation for over 50 years

LEON LOARD™ is proud to have served thousands of oil portrait clients in the entire southeast and nation for over 50 years. Thank you for your interest in our portraits and we look forward to the opportunity to work with you. LaRue Haigler and Arnold McRae, sons-in-law of Founder Leon Loard, are working to expand and continue the **wonderful traditions of fine oil portraiture** for many generations to come.

LEON LOARD™ has become two separate companies: We are now **LEONLOARDOILPORTRAITS** and **LEONLOARDCOMMISSIONEDPORTRAITS**. **LEONLOARDOILPORTRAITS** offers our **beautiful Signature oil portraits, The Gallery Canvas™ and The Studio Painting™.** All stages of requesting a portrait can be performed in the **comfort and convenience of your home or office** ... from the no fee initial consultation, the portrait sitting, portrait order to the delivery of your finished portrait. All of our clients have the confidence that their finished **portrait will be perfect** knowing that the In-Studio artists employed by **LEONLOARDOILPORTRAITS** are **full time professional portrait painters.** The entire procedure is designed to make the portrait process **rewarding and pleasant for our clients.** Our history of success pleasing clients and promoting our portraits enables the artist to concentrate on what he or she does best - painting.

For over 50 years, LEON LOARD™ has developed an excellent reputation for client satisfaction. Our goal for over 50 years continues today— **to educate and guide our clients with knowledge and integrity.** Our priority is to ensure your investment in an oil portrait is **simple, convenient** and most importantly, a **perfect match to your individual taste and budget.**

LEONLOARDOILPORTRAITS is dedicated to our rich history of fine oil portraiture in your home or institution. We have **thousands of satisfied clients.** Please call us at **800.235.6273** or visit our website at **www.leonloard.com.**

Offering our Signature oil portraits to clients across the southeast & nation for over 50 years



THE GALLERY CANVAS™ & THE STUDIO PAINTING™

LEON LOARD OIL PORTRAITS makes available two types of portraits.

The Gallery Canvas™



The GALLERY CANVAS™ is an *elegant* alternative for those clients who desire the look and feel of an original, commissioned oil portrait with less expense.

The Gallery Canvas™ is painted with only quality oil colors in a *loose, very painterly fashion* by one of our *senior, skilled artists, whom you select*. Clients who are interested in the Gallery Canvas™ are presented with beautiful samples of our In-Studio senior artists'

work so our clients can select the artist of their choice. The completed Gallery Canvas™ requires considerably more time than the Studio Painting™.

A special premium canvas is stretched just like an original oil portrait and serves as the medium on which the selected artist will paint the entire subject and background.

The selected artist skillfully paints the subtle digital image that has been printed on the

canvas provided from selected proof(s), *ensuring a genuine likeness*.

Clients may elect to have a detailed background painted depicting special elements from their home or other described setting, or an Old Masters background.



The Studio Painting™



The Studio Painting™ is the primary Signature oil portrait of LEON LOARD™.

This beautiful portrait has a more *photorealistic, defined and exacting quality* than a Gallery Canvas™. Clients who are interested in the Studio Painting™

are presented with beautiful samples so

each client can decide which portrait type they desire. The medium is mounted on an artist board, and one of our professional In-Studio artists will paint the *subtle* digital image that has been printed on the canvas provided from the selected proof(s), *ensuring a genuine likeness*.



Our In-Studio artist will paint the entire subject and background using quality oil colors. *Several of our In-Studio professional artists paint the Studio Painting™.*

LEON LOARD™ also offers...

*Beautiful Hand-Made Frames,
Portraits from Existing Images
& Portrait Restoration.*

Visit our website for more information.

Before and After

Before and After... A LEON LOARD™ Oil Portrait



Selected Proof



Finished Portrait

The finished portrait shown above **beautifully exemplifies a multitude of options available** in a portrait painted by one of our professionally trained In-Studio artists at LEON LOARD™. Although the portrait above is a Studio Painting™, a finished Gallery Canvas™ can also be created to include **beautiful, specially painted effects**.

The chosen background on the right depicts an outdoor terrace setting with more details painted than originally existed in the selected proof. For example, the original selected proof was an indoor setting by a brick fireplace and screen. The final selected background remains subtle with soft colors intended to not overpower the subject. An outdoor background is very popular and the additional charge in the above example was 35%.

Visit www.leonloard.com to view more Before and After samples.

PORTRAIT STEPS

For more information and a no obligation portrait consultation in your home or office . . .

1. Visit our informative website at **www.leonloard.com**. View our entire portrait sitting schedule and a special offer for your area.
2. Email us at **info@leonloard.com** or telephone us at **800.235.6273 and press option #1** to request a no obligation portrait consultation in your home or office with one of our full-time **LEONLOARD OIL PORTRAITS** Artist Representatives throughout the southeast, learn our portrait sitting schedule for your city or town and pay the portrait sitting fee of \$150 by credit card.

When Ready for a Portrait, Each Prospective Portrait Client Is Requested to . . .

1. Schedule and pay for a portrait sitting by emailing us at **info@leonloard.com** or telephoning us at **800.235.6273** and press option #1. Our portrait sitting schedule for the entire southeast may be found on our web site, **www.leonloard.com** under "Portrait Sitting Schedule".
2. Prepare for and have Portrait Sitting in the convenience of your home, office or other preferred location. The session is conducted by a professional **LEONLOARD OIL PORTRAITS** Staff Photographer.
3. Within 14 days of Portrait Sitting, Review Proofs, Select Portrait Proof(s), Select Portrait Type and Frame and Pay Deposit in the convenience of your home, office or other preferred location. The session is conducted by a professional **LEONLOARD OIL PORTRAITS** Artist Representative.
4. When Portrait is Complete, Receive Shipped Portrait and Pay Final Balance COD.

Visit our website at www.leonloard.com to view our entire portrait sitting schedule. Locate your town under *Portrait Sitting Schedule* and click on your state and town to view a **special portrait or frame offer**.

Our Second Oil Portrait Company is

LEONLOARD *COMMISSIONEDPORTRAITS*

LEONLOARD *COMMISSIONEDPORTRAITS* has **represented the nation's finest original portrait painters for over half a century.** LLCP only represents portrait artists who paint original portraits in oil. This special distinction signifies that we are **oil portrait specialists** in the broad field of portrait mediums.

Our group of original portrait artists is intentionally small in contrast to other agencies in order for us to more personally and effectively represent our illustrious group of painters. We would like for you to see the beautiful samples of these artists' portraits, and **we gladly extend an invitation for you to meet with one of our full-time Portrait Artists Representatives** in your home or office with no obligation or expense.

For over 50 years, LEON LOARD™ has developed an excellent reputation for client satisfaction. Our goal for over the past 50 years continues today - **to educate and guide our clients with knowledge and integrity.** Our priority is to ensure your investment in an oil portrait is simple, convenient and most importantly, a perfect match to your individual taste and budget.

LEONLOARD *COMMISSIONEDPORTRAITS* is dedicated to our rich history of fine oil portraiture in your home or institution. We have **thousands of satisfied clients.** Please call us at **800.270.9017** or visit our website at **www.leonloard.com/lcp.**

LEONLOARD *OILPORTRAITS*

Offering our Signature oil portraits to clients across the southeast & nation for over 50 years

www.leonloard.com • 800.235.6273