

A Free Guide

by Allison Bryant Fine Art

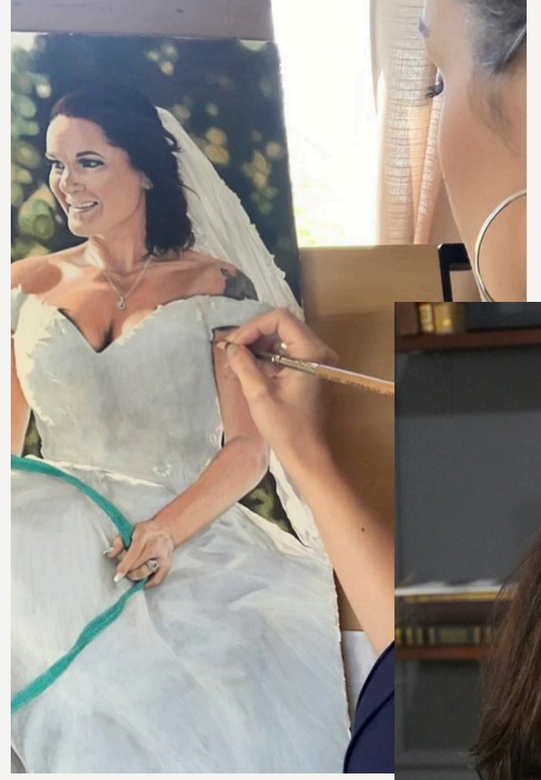
MATCHING TO MEANING WALL GUIDE

for choosing art that feels like you.

A NOTE FROM ALLISON

Hi, I'm Allison — artist, mom of 4, and firm believer that the right piece of art can change how a room feels entirely. I made this guide because after five years of professional experience, I kept hearing the same thing: "I love art, I just don't know much about it." That's exactly what we're here to fix.

Whether you're starting from scratch or finally ready to replace the safe, forgettable prints you've had for years, this is your gentle, no-pressure starting place. Give yourself permission to break predictable art trends. **Let's help you find what actually feels like yours.**







> Watch for the Pro Tips in these boxes throughout the guide. They're here to give simple advice for everyday wall design.



Your Walls Are Fine.
They're Just Not Yours Yet.

We're all surrounded by walls. Neutral paint with an Amazon print that matched the couch. It's fine. But **fine doesn't make you stop in the hallway on a random Tuesday and feel something.**

Safe decor fills space. When a piece on your wall reminds you of a person, a place, a moment you never want to forget — the room stops being background and starts being yours.

That pause — on an ordinary day, in ordinary light — is what we're after. Not a perfectly styled room, but a room that says: this is *my* home.

Three questions to ask before you buy art for your home

1. Does this remind me of someone or something I want to remember?

2. Did this art ‘wow’ me so much that I will still love this piece five years from now?

3. If I walk away from this piece now, will I keep thinking back and regret leaving it?



> Pro Tip: If a piece passes even one of these questions, it's probably worth bringing home. If all three are true, you should definitely make the purchase.

HOW TO CHOOSE ART THAT MEANS SOMETHING

Shop for Life, Not for Walls

The best art you'll ever own won't be chosen because it matched your sofa. It will be chosen because it stopped you in your tracks when you first saw it.

Start with Memory & Meaning

A coastline you return to in your mind. A childhood pet who stuck with you. A season of life you want to remember. That's where your collection begins.

The Power of Original Art

Original and commissioned pieces carry something a mass-produced print cannot: your story. If your budget allows, commissions are a great way to go for that extra-personal touch.

Color as a Personal Language

Pick a few colors that speak to your life — then use that palette to judge potential art. This way, color becomes meaningful, not just decoration.

MEANINGFUL VS. MATCHING

Two columns. Be honest — which column reflects the art on your walls currently?

What matches my room	What actually makes me feel something
a neutral abstract print	the lake we vacation at every summer
a color that compliments the sofa	the colors of a favorite/nostalgic memory
a trendy piece that fills a wall	a piece that grabbed your attention

Landscapes, pets, family, and personal symbols aren't decorating choices — they're daily reminders of what matters to you.

Your walls should reflect the things your heart already holds.

Finding art for your color palette

Whether you're starting fresh or working with a room you already have, the same simple ratio works every time.

✓ **Let your art pull from the 30% complementary color** — a shared tone anchors the piece to the room without matching it exactly

✓ **Use art as your 10% pop color** — a single bold or contrasting shade in a painting can do more for a room than a new throw pillow ever could

✗ **Don't choose art that only repeats your 60% main color** — it will blend in and disappear instead of becoming a focal point

When in doubt, pick the piece that includes a touch of all three.









10% Art, pillows, accents — the pop of color that brings the room to life

30% Textiles, rugs, secondary furniture — supports the main color

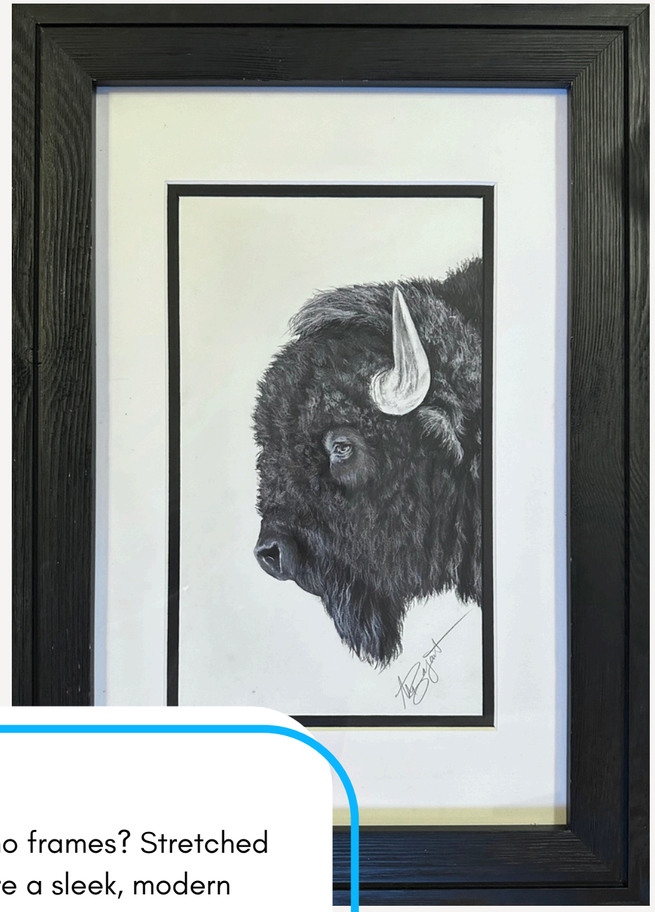
60% Walls, flooring, or largest furniture — the color the room lives in

> Pro Tip: Look at what's already dominant — walls, flooring, or your biggest piece of furniture. That's your main color, whether you planned it or not. Your job now is just choosing what supports it.

Framing & Sizing, Simplified

You don't need a design degree to get this right — just a few rules of thumb.

Statement piece sizing	2/3 the width of the furniture below it
Hanging height	Center of piece at 57-60" from floor (standard eye level)
Frame style	Simple wins — black, white, or natural wood
Mat width	2-3" gives even a small piece room to breathe



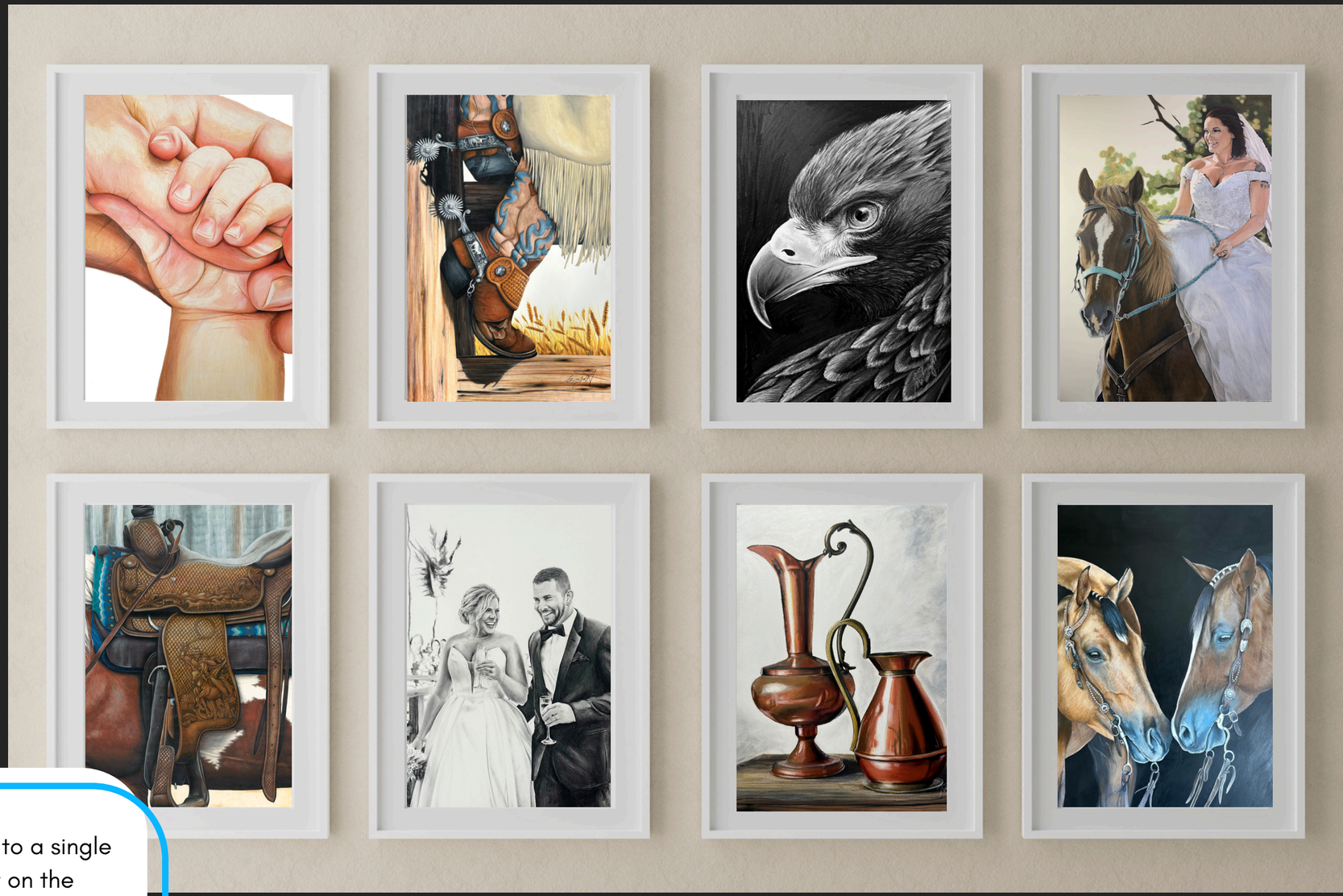
> Pro Tip: Prefer no frames? Stretched canvas prints are a sleek, modern alternative to paper prints. Just order, unbox, and hang!

Building a Gallery Wall That Tells Your Story

A gallery wall works best when it isn't just a collection of art — it's a collection with a thread running through it.

That thread can be a memory: pieces from different seasons of your life, grouped together on one wall. It can be a palette: varying subjects, unified by one consistent color story. Or it can be a medium: original art, prints, and even photographs, tied together by a shared frame style.

Start with your largest or most meaningful piece first, then build outward from there — not necessarily symmetrically, but intuitively.



> Pro Tip: Before you commit to a single nail hole, lay everything out on the floor first, leaving 2"-3" between frames. If you're not sure where to start, try arranging 3, 5, or 6 pieces.

"I Don't Have Enough Space" (You Probably Have More Than You Think)



This is one of the most common things I hear — and almost every time, it's not actually about square footage. It's about assuming meaningful art needs a big, empty wall to "earn" its place.

Where space actually hides:

- ✓ An 8x10 above a nightstand, a desk, or in a hallway nook does the same emotional job as a large piece — just quieter.
- ✓ Overlooked spots: the stairwell wall, above a doorway, the end of a hallway, a mudroom, even a bathroom — these are often blank simply because no one's thought to fill them.
- ✓ You don't need a bare wall. Art can lean on a shelf, mantel, or dresser top — no nail required.

> Pro Tip: You don't need to display everything at once. Rotate pieces seasonally or by mood — a smaller collection felt deeply beats a crowded wall.

The real question usually isn't "do I have space?" - it's "have I chosen something worth making space for?"



Sometimes, a print - even a meaningful one - still isn't quite enough.

In 2024, our family experienced a miscarriage of a baby girl we named Sadie, just seven weeks along. I spent the week of her loss drawing a piece in her memory: a red fox, with our little family reflected in her eyes. I poured everything into that piece — every detail, every color, every expression — because it wasn't just a drawing. It was the closest thing I had to holding her this side of heaven. **That piece hangs in our home now. And it brought a kind of peace and closure to our family that nothing off a shelf ever could have.**

Certain memories need more care. I accept one commissioned piece a month, and I'd be honored to help you hold onto whatever that memory is.

> Pro Tip: If there's a person, a pet, or a moment you don't want to forget — something too specific, too personal, for anything mass-produced to hold — that's usually a sign you're looking for a commission, not a print.



GUIDE TAKEAWAYS

Before you buy, ask:

- ✓ Does it remind me of someone or something?
- ✓ Will I still love it in 5 years?
- ✓ Would I regret leaving it behind?

Size & design at a glance:

- ✓ Statement piece = 2/3 width of furniture below
- ✓ Hang at 57–60" center height
- ✓ Simple frame, 2–3" mat

Extra space ideas:

- ✓ 8x10s tucked away in little places
- ✓ Stairwells, end of a hallway, mudrooms, bathrooms
- ✓ Little pieces lean on a shelf, mantel, or dresser









LET ME HELP YOU MAKE YOUR WALLS YOURS

Ready-to-Frame Prints

Browse prints starting at $34.99, with a 7-day satisfaction guarantee. Sizes from 8x10 to 24x36. Hang-ready canvas also available.

Commission Something Personal

Allison accepts one commission per month. Inquire to reserve your spot for something made just for you.

Join the Longer Look Print Club

Lingerer: $19/month | Collector: $39/month. Slow down. Bring a little beauty into your monthly routine.