

Your mural starts here.

A planning checklist for an original work of art, designed for your space.

☐ **Define the feeling**

What should people feel when they see the wall? Note the audience, the purpose of the room, and a few words that describe the mood.

☐ **Choose your direction**

Signature ABCNT style or a custom brief? Save 3-5 references and explain what you like about their colors, imagery, or composition.

☐ **Photograph the space**

Take one straight-on wall photo, one wide room view, and a close-up of the surface. Include doors, outlets, shelving, and fixed furniture.

☐ **Estimate the dimensions**

Measure approximate width and height. Note viewing distance, ceiling height, lighting, and any obstacles. Estimates are fine for a first inquiry.

☐ **Confirm permission and readiness**

Identify who can authorize the artwork. Note existing damage or access issues. Wall repairs must be handled separately before mural work.

☐ **Plan your budget and timing**

Murals are \$25-40 per sq ft, with a 100 sq ft minimum. A 100 sq ft mural is approximately \$2,500-4,000. Final cost depends on design, surface, and access.

☐ **Prepare your design feedback**

Custom design and two revision rounds are included. Gather feedback from the decision-makers so the concept can move forward clearly.

☐ **Send your brief**

Include your city, project type, photos, approximate size, and description. Email hello@conejowalls.com or use the quote form. Response within 24 hours.