

The CRAFT Process

5-STEP PROCESS FROM START TO SUCCESS



THE PROBLEM

You have a blank wall, but unsure of what it needs.

-  Underutilized space
-  Lacks identity and character
-  Doesn't connect with your audience
-  Time-consuming to plan and coordinate
-  DIY that can't match your true vision
-  Stagnant environment and visibility

YOUR WALL IS BORING.

1 CONNECT

We start with a conversation to understand your space, your goals, your audience, and preferred impact.

Includes:

- Discovery Call
- Site Visit / Photos
- Surface & Location Assessment
- Budget & Timeline

Output:

A clear understanding of your vision, space, and project scope.

2 RESEARCH

We research your location, history, community, and audience to uncover insights that inspire a mural concept with meaningful purpose.

Includes:

- Project Proposal
- Community & Cultural Research
- Environmental Context
- Audience Insights
- Existing Visual Landscape
- Permitting & Requirements

Output:

A strategic foundation and inspiration that shapes a meaningful mural concept.

3 ARTICULATE

We turn insights into creative concepts that tell your story and reflect your space.

Includes:

- Vision Boards
- Concept Development & Sketches
- Style Direction
- Mockup Renderings

Output:

A refined mural concept and visual plan that brings your vision to life.

4 FINE-TUNE

We refine the design and details through collaboration and feedback to ensure your mural is dialed in.

Includes:

- Revisions & Design Refinement
- Feedback Round
- Scale Mockups
- Final Approval
- Material & Paint Gathering

Output:

A finalized, high-quality solution you're fully proud to stand behind.

5 TRANSFORM

We bring the mural to life with expert execution and care, leaving you with impact for years to come.

Includes:

- Mural Execution
- Progress Updates
- WIP Social Content
- Final Photos
- Project Wrap-Up

Output:

A custom mural that transforms your space and strengthens your community.

THE SOLUTION

A custom mural that transforms your space and leaves a lasting impact.

-  Vibrant identity for your space
-  Marketing & PR opportunities
-  Connects with your audience & community
-  Saved time and focus with expert execution
-  Professional quality that elevates your space
-  Growth, visibility, & pride

A BOLD MURAL TELLS YOUR STORY.



THOUGHTFUL PROCESS.
MEANINGFUL RESULTS.

We help ambitious brands and communities bring their identity to life by creating visual stories, identities, and public spaces.

Let's work together

