



CUSTOM HAND-PAINTED MURALS

Adorn
MURALS

project guide | 2025

ABOUT US



Adorn Murals™ exists to transform blank walls into powerful storytelling moments. Founded by mural artist, Jessica Henson, and fueled by her husband and sales director, Matthew, this dynamic duo blends creative vision with strategic execution. Their team turns everyday spaces into destinations that inspire and connect.

Jessica leads with heart and artistry, designing murals that reflect the soul of each space. Matthew handles relationships, logistics, and operations — making sure every project feels effortless for their clients and impactful for the community.

Adorn is a proud member of Rooted, a national network of elite female muralists. This connection keeps them inspired and gives their team access to some of the most talented artists in the country, allowing their team to expand quickly for large-scale or multi-location projects.

From public parks and school campuses to commercial spaces and community hubs, Adorn Murals bring color with purpose. Their non-profit mural initiative, Adorn the Bay, goes one step further by helping to bring beauty back to hurricane-affected communities of Tampa Bay, while employing displaced artists. With every brushstroke, they build connection, spark joy, and turn challenges into colorful solutions.

“It’s never just about the paint — it’s about the people, the places, and the purpose behind every mural.”

INTERIOR



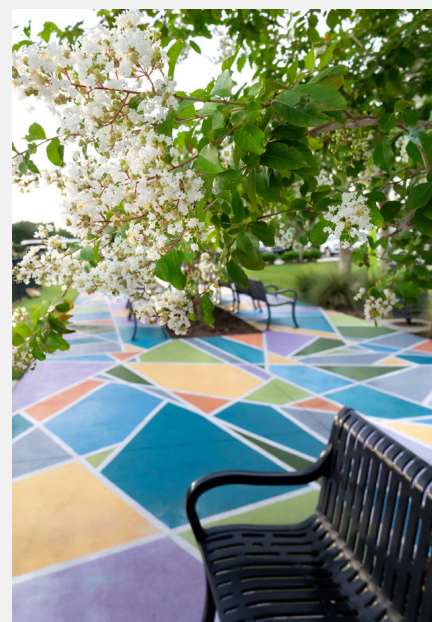
EXTERIOR



COMMERCIAL



MUNICIPAL



FREESTANDING



WORKFLOW



DISCOVERY

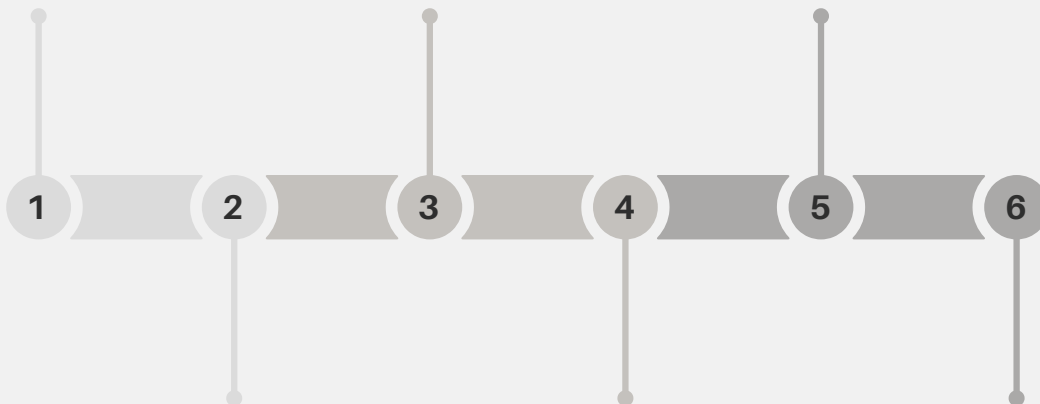
We start with a virtual chat to understand your space and vision.

CONTRACT & DEPOSIT

50% non-refundable deposit locks in your mural and kicks off the design.

MURAL DAY(S)

We transform your wall — on time, with care, and a whole lot of heart.



1

2

3

4

5

6

EXPLORE THE VISION

Together, we dive into your goals, timeline, and budget.

DESIGN TIME

We bring your story to life with a custom concept, crafted just for you.

THE BIG REVEAL!

You get a stunning mural. We get the high-five. Final payment wraps it up.

PRICING

Every mural is custom because every story, space, and purpose is unique. Our pricing reflects the craftsmanship, design time, and artistry required for each project.

We keep things simple: our pricing is all-inclusive.

That means design, labor, materials, equipment, and travel are all built in.

Indoor Murals

\$35-\$45 per square foot

(Depending on intricacy, access and surface.)

Outdoor Murals

\$45-\$55 per square foot

(Depending on intricacy, access and surface.)

Municipal/Non-profit

\$25-\$35 per square foot

(Depending on intricacy, access and surface.)

Project Minimum: \$1,000

Live-Painting Minimum: \$2,500

A mural DOES NOT have to cover the entire wall to make a powerful statement.



100%



70%



50%

As shown in our samples above, stunning results can be achieved with minimal coverage. By using intentional negative space, we can stretch both your design and your budget — focusing visual impact where it matters most.

Whether you're looking to go all-in or want something bold and budget-friendly, we'll design a mural that makes the most of your space without needing to fill every inch.

PROCESS



LET'S BEGIN!



*Yes, I hugged my mural!
And, yes, I'm getting another!*

~ Tina, Adorn Murals client

Working with Adorn Murals™ means more than just a painted wall — it's a partnership built on creativity, integrity, and heart. Their team is here to guide you from idea to installation with a process that's personal, professional, and refreshingly simple.

TO SCHEDULE YOUR DISCOVERY CALL:

📞 813-469-3349

✉️ AdornMurals@gmail.com

🌐 AdornMurals.com

📍 Based in Tampa Bay, serving clients nationwide

FOLLOW OUR JOURNEY:

📷 [@adornmurals](https://www.instagram.com/adornmurals)

Adorn
MURALS