



# ICNC

Industrial Council of Nearwest Chicago

## BUILDING BANNER OVERVIEW

ICNC is offering incubator tenants the opportunity to showcase their brand in the form of building banner signage. Banners will be awarded on a first come first serve basis.



### THE PROCESS

1. Make City incubator tenants will submit a banner application, banner artwork to ICNC
2. Once approved, ICNC will forward the application to Chicago Event Graphics (graphic designer/banner producer)
3. Banners will be installed on a quarterly schedule - see Banner Application
4. ICNC will invoice tenant.

### BUILDING BANNERS - INCUBATOR TENANTS ONLY

Tenants of the ICNC incubator have the opportunity to design company signage to fit within ICNC banner guidelines. Banners will be installed at predetermined locations of ICNC's Damen, Carroll, Fulton, and Kinzie buildings. Banners will remain mounted for the length of company's lease, or the lifespan of the banner. In order for applications to be considered, tenants must be up to date on any rent or fees owed to ICNC.

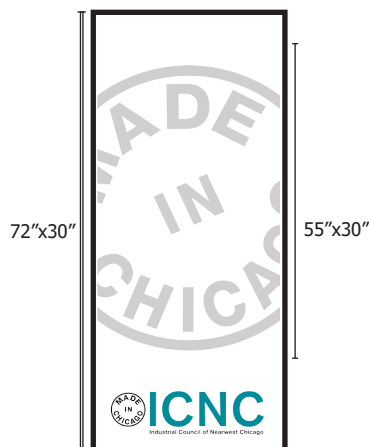
SERVICE	SIZE	NUMBER AVAILABLE	PRICE PER BANNER*
BUILDING BANNER	72"x30"	19	\$500.00

\*Price include banner materials, production, installation and removal

Please review pricing, design guidelines, artwork requirements and banner locations before submitting an application. If you have any questions regarding the application, please send inquiries to [michelle@industrialcouncil.com](mailto:michelle@industrialcouncil.com).

### BUILDING BANNER GUIDELINES

#### TEMPLATE



Tenants will have the opportunity to customize the 58"x 30" section of the banner by providing:

- Background color
- Company logo\*
- Graphics\*

We recommend choosing one part of your brand to highlight - the simpler, the better.

#### EXAMPLE



\* Please follow Art File requirements found in the Art Files & Payment section



### SUBMITTING ARTWORK

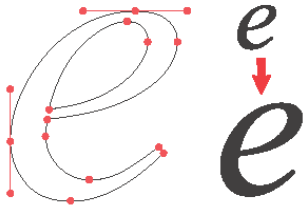
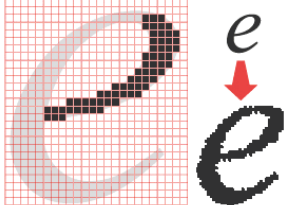
Tenants will include banner artwork with the application submission.

### ACCEPTABLE FILE FORMATS

VECTOR*	RASTER**	INDESIGN
.eps	.jpg	.indd
.pdf	.tiff	InDesign files must be submitted as a packaged file, with folders containing all linked images and document fonts.
.ai (Illustrator)	.psd (Photoshop)	
*All fonts must be converted to outlines or sent with additional font files.	**Raster artwork should be saved at 1/4 size, high resolution (make sure that resolution is high enough, that when sized at 100%, it has a resolution of at least 75 dpi)	

**All artwork must be saved as Creative Suite 5 or lower**

### EXAMPLE

VECTOR	RASTER
<p><b>Vector artwork</b> is created by points and paths that are easily editable and can be manipulated to satisfy your banner requests. Vector files are typically created in Adobe Illustrator and saved as .ai, .eps, or .pdf</p> 	<p><b>Raster artwork</b> is made up of many pixels resulting in an image <b>that is NOT editable</b> (cannot be manipulated in anyway). Raster images are typically saved as .jpg, .png, .psd, .tiff.</p> 

*Raster artwork cannot be converted, in any way, to a vector image. If you choose to use raster artwork, be aware that it will result in a low quality, highly pixelated image when scaled to accommodate the banner size.*

- Editable vector artwork: .eps, .pdf, or .ai files are preferred. If raster artwork needs to be edited, our designers are available to work with you to find the best solution. An additional design charge will be imposed in the image needs to be recreated as a vector file.
- Document bleeds are not necessary when supplying artwork.

### PAYMENT INFORMATION

Upon approval of your application, ICNC will invoice the individual listed on the application. Incubator tenants will have the fee processed on their next monthly statement.

**Banners will not be reserved until a full payment has been received.**



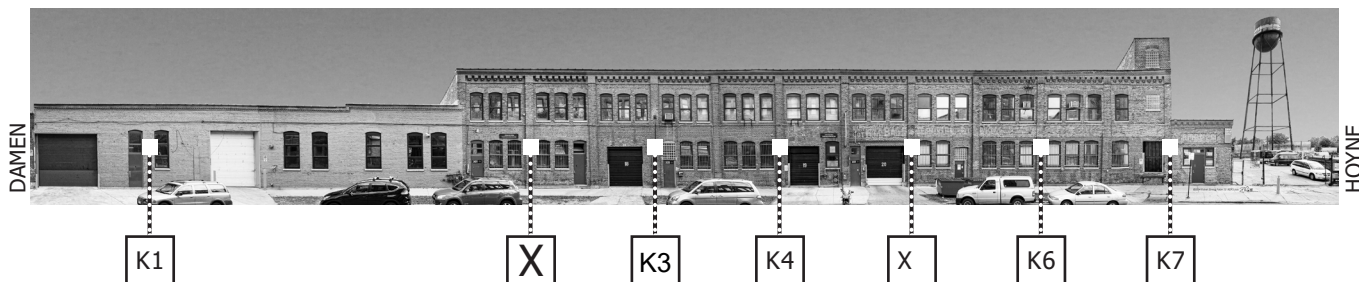
# ICNC

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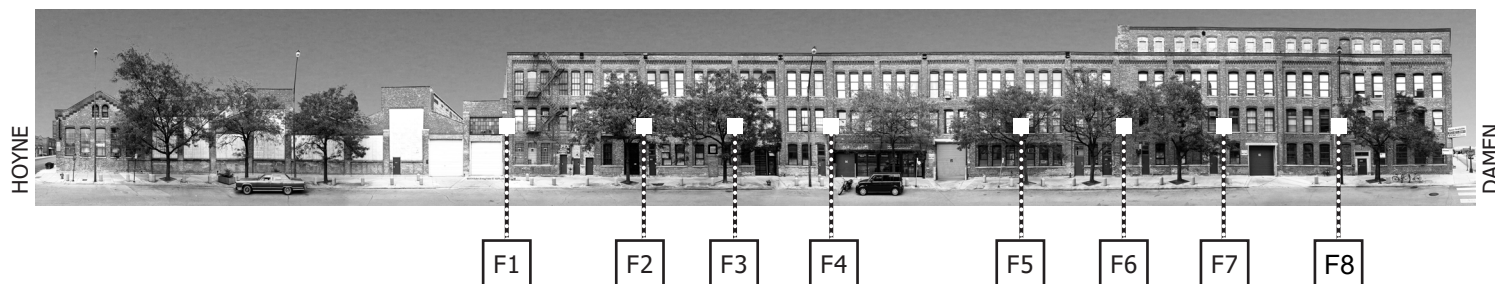
## BUILDING BANNER LOCATIONS

Please choose one banner location. Indicate the location of your choice using the corresponding letter and number listed below each location in the Banner Location section of the application. We advise all applicants to visit banner locations in person to confirm their selection. ICNC is not responsible for any trees or obstructions.

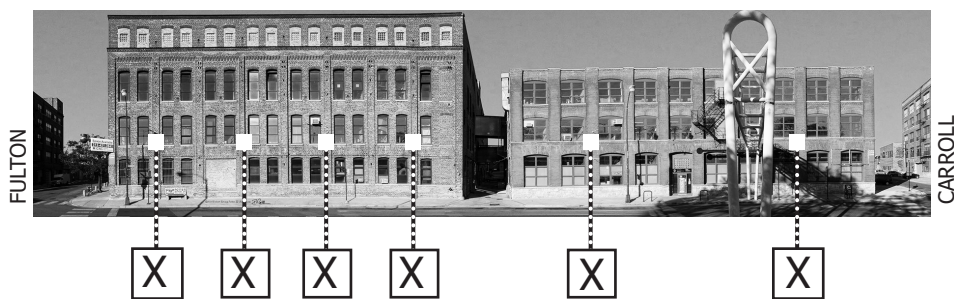
### KINZIE BUILDING



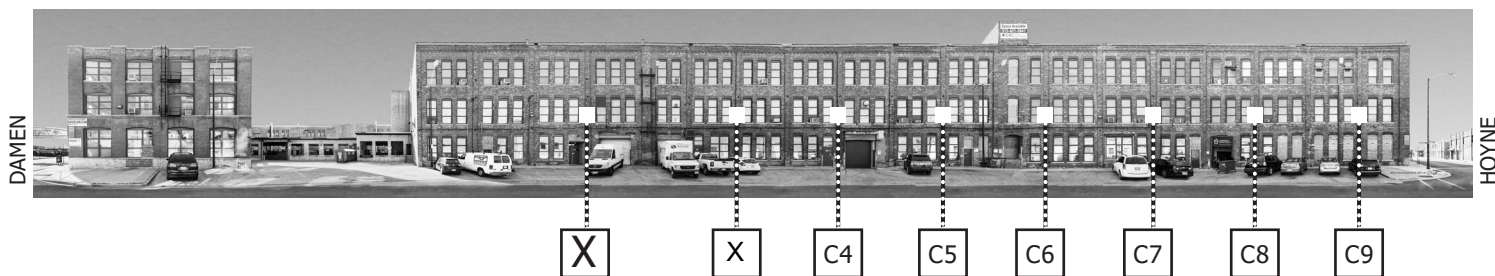
### FULTON BUILDING



### DAMEN BUILDING



### CARROLL BUILDING



 = LOCATION CURRENTLY OCCUPIED

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## BUILDING BANNER APPLICATION

Please complete the application below and email completed form to [michelle@industrialcouncil.com](mailto:michelle@industrialcouncil.com).

APPLICANT INFORMATION	
Company Name:	
Contact Name:	
Address:	
Email:	Phone:
Please confirm:  <input type="checkbox"/> The company I represent is a tenant of the ICNC incubator -When does your ICNC lease expire? _____ (MM/DD/YYYY)	
BANNER LOCATION	
Please indicate the desired location of your banner. If there is no letter and number in the box, that location is currently occupied. Include the corresponding letter and number underneath banner locations (e.g. D5)  1 <sup>st</sup> choice: _____ 2 <sup>nd</sup> choice: _____ 3 <sup>rd</sup> choice: _____	
TERMS AND CONDITIONS	
<p>With your signature below, you confirm that you have reviewed the design guidelines, understand the project process, and agree to the price of your banner selection. You confirm that you are up to date on any fees owed to ICNC, including rent, etc. Invoices for payment to ICNC will be processed on date of application approval. See Payment section for further details.</p> <p>Banners will be awarded on a first come first serve basis from the time of application submittal and payment processing. Banners will be installed quarterly; therefore, all applications will be due six weeks before the start of each quarter. If your application and materials are not received by the deadline, you will have the opportunity to have your banner installed in the following quarter.</p> <p><b>Applications are due November 15<sup>th</sup> (banners installed in Quarter One), February 15<sup>th</sup> (banners installed in Quarter Two), May 15<sup>th</sup> (banners installed in Quarter Three), August 15<sup>th</sup> (banners installed in Quarter Four).</b></p>	
Signature of applicant:	Date:

----- FOR ADMINISTRATIVE USE ONLY -----	
DATE RECEIVED:	APPROVED LOCATION: _____ NOTES:
DATE APPROVED:	
DATE OF PAYMENT:	