



Maestro Cares Foundation is excited to announce that we will be featured on the Wintrust Mural Building in Chicago! This mural will be viewable from the Kennedy Expressway, one of the most trafficked highways in the United States. The mural will be on view from **February through March 2021**. The theme of the mural will be based on our mission that all children deserve the right to a safe place to **Live, Learn, Play.**

Submission Materials: Design, Artist statement/ proposal and short biography

Deadline: October 26, 2020

Contact: Sandra Lopez at socialmedia@maestrocares.org

Selected winner will receive:

- \$250 Visa Gift Card
- Maestro Cares Foundation Merch
- Artist spotlight on our website, newsletter and social media!

Artwork and additional materials must be submitted to Sandra Lopez at socialmedia@maestrocares.org on or by October 26, 2020.

WINTRUST

WINTRUST MURAL BUILDING GUIDELINES

LET'S WORK TOGETHER!

We're proud to highlight our partner nonprofit organizations and the great work they do in our city through artwork on the Wintrust Mural Building. Framing the city skyline off of I-90, the building offers three panels of billboard space, allowing an organization to creatively display its narrative and mission.

It's important to realize that based on the City of Chicago codes, designs on the Wintrust Mural must qualify as ART, not advertising. To better distinguish between the two, think of advertising as promoting a product, brand, or event; and art as creativity used to reflect a place in society or the cultural landscape.

We've put together this guide to help you design artwork that both aligns with Wintrust's values and follows the requirements from the City of Chicago. While we do our best to outline the key points, the best practices and guidelines outlined in this document don't necessarily guarantee the City of Chicago will approve the mural designs without edits. It's often a conversation about what will be approved as art versus advertising as we work towards a final concept.

CITY OF CHICAGO GUIDELINES:

Any art mural that contains a business name, logo, slogan, trademark, social media identifier, or other business identification, including business sponsorship, in the mural itself, shall be considered a sign, and will not be accepted.

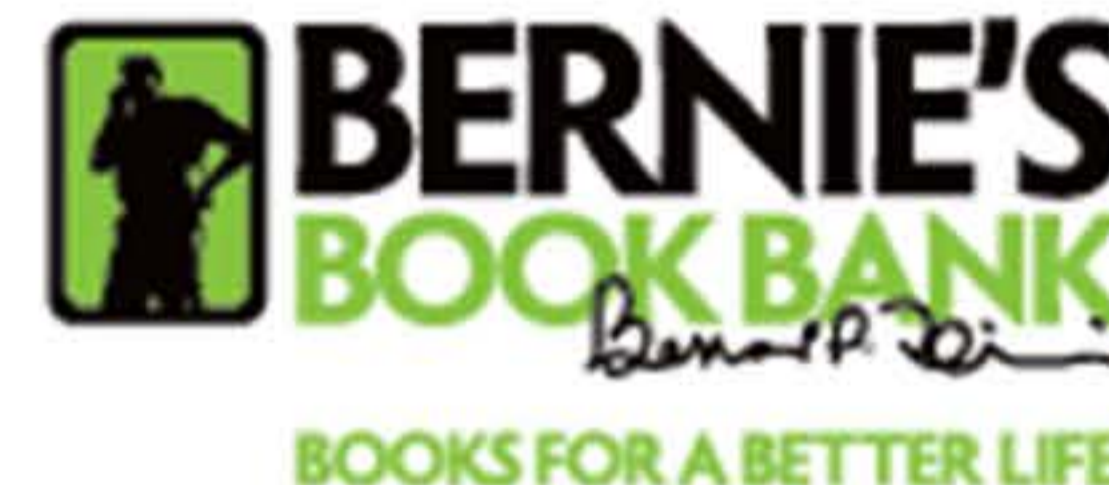
WE'RE PROUD TO WORK WITH ORGANIZATIONS THAT SERVE OUR COMMUNITY, INCLUDING:



UNION LEAGUE
BOYS & GIRLS CLUBS



AMERICAN
WRITERS
MUSEUM



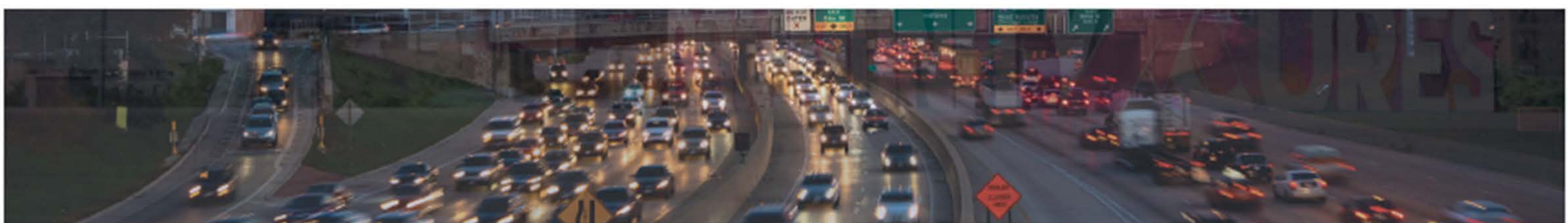
BOOKS FOR A BETTER LIFE



ARRUPE
COLLEGE
LOYOLA · CHICAGO



A single degree.
A world of opportunity.



EACH PANEL TELLS A STORY

BEST PRACTICES:

- DON'T INCLUDE BRANDING OR DIRECTLY REFERENCE A BRAND BY NAME ON THE THREE MAIN PANELS.
- The north and west panels work best as a single, integrated design. The design should be cohesive across these two adjacent panels, which will allow for more room to create larger artwork.
- The south panel can stand on its own as supplement to the north and west panels. Note: When the trees are in bloom, the bottom of the south panel can be difficult to see.
- All branding, dates, calls to action, slogans, and websites must be in the three small panels on the elevator shaft above the roofline. Wintrust branding and the mural website URL are on this area, as well.
- Although words should be avoided, if they're used, they should be manipulated in an artistic manner and integrated with the other visual elements.
- Use high contrast and high color saturation for production and viewability.
- No photography may be used.



Top Panels



West Panel

North Panel



South Panel



West Panel

North Panel



South Panel



North Panel

Artwork Guidelines

Your **Total** Solution for Large Format Printing

Programs Supported:

Adobe Creative Suite-
 InDesign, Illustrator, Photoshop
 QuarkXPress
 CorelDraw
 (latest versions available)

Accepted File Types:

We accept most any type of file from the listed art programs, but we prefer to use layered psd, eps, tiff, or high-res pdf or jpeg files.

Art Specifications:

Please build your file in CMYK. All black elements should be built as C40, M40, Y25, K95. Due to the sensitivity of our materials and printers, we found this combination to print the richest black.

Please convert all fonts to outlines (paths) or include all screen and printer fonts.

For vinyl billboards, we recommend that you use 1"=1' scale at 300 dpi minimum.

For smaller banners, we recommend that you use 1"=1' scale at 600 dpi minimum.

When naming your file, please use only alphanumerical characters with underscores for spaces, if necessary. This will avoid any problems with ftp transfer.

If your files exceed 300 MB, we recommend that you send your files on disk.

File Setup:

Single Sheet Posters: 12.5" x 27.2" @ 300 dpi
 30-sheet bleed posters: 12.32" x 27.2" @ 300 dpi
 8-sheet posters: 6" x 13.2" @ 300 dpi

Vinyl examples-1 inch=1 foot scale

14'x48' vinyl: 14" high x 48" wide @ 300 dpi
 12'x24' vinyl: 12" high x 24" wide @ 300 dpi
 6'x12' banner: 6" high x 12" wide @ 600 dpi

(These examples show dpi for best print quality results.)

NOTE: Vinyl billboards with pole pockets typically require 6" bleed on all sides. Please add 1/2" of bleed to files set up at 1"=1' scale. Hold critical elements 1/2" inside the visible area bounds so they won't get inadvertently wrapped around the back of the board.

Before you upload:

- ✓ Are the fonts converted to outlines or included in the support files?
- ✓ Is your artwork set up proportionally to the final size?
- ✓ Are all the support files included (fonts, placed images)?
- ✓ Is it in CMYK color profile?
- ✓ If your order requires pole pockets, is there bleed included in your file?
- ✓ Are all placed images high resolution (for best quality)?

For further assistance in setting up your artwork, please **Contact Sandra Lopez at socialmedia@maestrocares.org**