

Prairie State College Develops Marketing Brochure for SouthWorks MakerLab Network

Prairie State College is donating graphics and editorial services to create a marketing brochure for the SouthWorks MakerLab network.

The brochure was flexibly designed to serve as a general marketing piece for the entire network or tailored to fit each individual MakerLab's marketing needs.

The inside cover contains a personalized letter from the individual institution to the specific recipients or a generic letter asking for support.

Photos convey the spirit and benefits of the MakerLabs. Thanks to the other SMHEC institutions who provided photographs. As we roll out our MakerLabs, we hope to replace some of the stock photos with photos from our own MakerLabs.

Each institution will receive the brochure file to individualize as needed. The brochure will also be downloadable from the SMHEC website.

Thanks to Jennifer Stoner, Executive Director of Public Relations and Marketing, for creating this piece.