Annotated School Fact Sheet Sample

Creating an effective fact sheet—one that informs and inspires—starts with understanding its components. Below, we break down the design and copy elements that work together to showcase the UB brand and present your school in a powerful light.

The main “Here is how” headline boldly articulates a big-picture message about your school or department. A short introductory paragraph elaborates on the core message. Approximately 60 words.*

The sophisticated, simplified design uses the primary UB brand colors (blue and gray) along with one of the secondary colors. (Lake LaSalle is shown here.)

The “Quick Facts” section provides a space for showcasing salient data points. Approximately 80 words.*

The “Quick Facts” section provides a space for showcasing salient data points. Approximately 80 words.*

The photo text box can be used to illustrate a point of pride that didn’t fit elsewhere, or to emphasize a leading attribute/benefit. Approximately 30 words.

Five key points of interest are preceded by bolded subheads. Each one picks up from, and further develops, the main “Here is how” headline. The block-style layout allows for easy scanning of content. Approximately 50 words each.*

A single iconic image provides an engaging visual element while keeping the focus on the information.

Larger type and more white space allow for maximum legibility.

Five key points of interest are preceded by bolded subheads. Each one picks up from, and further develops, the main “Here is how” headline. The block-style layout allows for easy scanning of content. Approximately 50 words each.*

A single iconic image provides an engaging visual element while keeping the focus on the information.

Larger type and more white space allow for maximum legibility.

Five key points of interest are preceded by bolded subheads. Each one picks up from, and further develops, the main “Here is how” headline. The block-style layout allows for easy scanning of content. Approximately 50 words each.*

A single iconic image provides an engaging visual element while keeping the focus on the information.

Larger type and more white space allow for maximum legibility.

Five key points of interest are preceded by bolded subheads. Each one picks up from, and further develops, the main “Here is how” headline. The block-style layout allows for easy scanning of content. Approximately 50 words each.*

A single iconic image provides an engaging visual element while keeping the focus on the information.

Larger type and more white space allow for maximum legibility.

Five key points of interest are preceded by bolded subheads. Each one picks up from, and further develops, the main “Here is how” headline. The block-style layout allows for easy scanning of content. Approximately 50 words each.*

A single iconic image provides an engaging visual element while keeping the focus on the information.

Larger type and more white space allow for maximum legibility.

Five key points of interest are preceded by bolded subheads. Each one picks up from, and further develops, the main “Here is how” headline. The block-style layout allows for easy scanning of content. Approximately 50 words each.*

A single iconic image provides an engaging visual element while keeping the focus on the information.

Larger type and more white space allow for maximum legibility.

Five key points of interest are preceded by bolded subheads. Each one picks up from, and further develops, the main “Here is how” headline. The block-style layout allows for easy scanning of content. Approximately 50 words each.*

A single iconic image provides an engaging visual element while keeping the focus on the information.

Larger type and more white space allow for maximum legibility.

Five key points of interest are preceded by bolded subheads. Each one picks up from, and further develops, the main “Here is how” headline. The block-style layout allows for easy scanning of content. Approximately 50 words each.*

A single iconic image provides an engaging visual element while keeping the focus on the information.

Larger type and more white space allow for maximum legibility.

Five key points of interest are preceded by bolded subheads. Each one picks up from, and further develops, the main “Here is how” headline. The block-style layout allows for easy scanning of content. Approximately 50 words each.*

A single iconic image provides an engaging visual element while keeping the focus on the information.

Larger type and more white space allow for maximum legibility.

Five key points of interest are preceded by bolded subheads. Each one picks up from, and further develops, the main “Here is how” headline. The block-style layout allows for easy scanning of content. Approximately 50 words each.*

A single iconic image provides an engaging visual element while keeping the focus on the information.

Larger type and more white space allow for maximum legibility.

Five key points of interest are preceded by bolded subheads. Each one picks up from, and further develops, the main “Here is how” headline. The block-style layout allows for easy scanning of content. Approximately 50 words each.*

A single iconic image provides an engaging visual element while keeping the focus on the information.

Larger type and more white space allow for maximum legibility.

Five key points of interest are preceded by bolded subheads. Each one picks up from, and further develops, the main “Here is how” headline. The block-style layout allows for easy scanning of content. Approximately 50 words each.*

A single iconic image provides an engaging visual element while keeping the focus on the information.

Larger type and more white space allow for maximum legibility.

Five key points of interest are preceded by bolded subheads. Each one picks up from, and further develops, the main “Here is how” headline. The block-style layout allows for easy scanning of content. Approximately 50 words each.*

A single iconic image provides an engaging visual element while keeping the focus on the information.

Larger type and more white space allow for maximum legibility.

Five key points of interest are preceded by bolded subheads. Each one picks up from, and further develops, the main “Here is how” headline. The block-style layout allows for easy scanning of content. Approximately 50 words each.*

A single iconic image provides an engaging visual element while keeping the focus on the information.

Larger type and more white space allow for maximum legibility.

Five key points of interest are preceded by bolded subheads. Each one picks up from, and further develops, the main “Here is how” headline. The block-style layout allows for easy scanning of content. Approximately 50 words each.*

A single iconic image provides an engaging visual element while keeping the focus on the information.

Larger type and more white space allow for maximum legibility.

Five key points of interest are preceded by bolded subheads. Each one picks up from, and further develops, the main “Here is how” headline. The block-style layout allows for easy scanning of content. Approximately 50 words each.*

A single iconic image provides an engaging visual element while keeping the focus on the information.

Larger type and more white space allow for maximum legibility.