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.**

University at Buffalo
School of Engineering and Applied Sciences

Here is how we prepare our students to define the future.

A world-leading research university with a small-school atmosphere—that combination is what makes an education here so powerful. As a student, you will benefit from opportunities one could only find at the largest public school of engineering in New York State, while also receiving individualized attention from caring and engaged faculty. No wonder our school and its eight departments are ranked among the best in the country; our depth and breadth make all the difference.

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.**

By tackling big problems—together

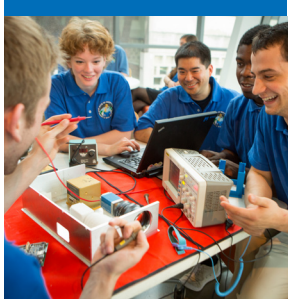
1 Using nanotechnology to treat cancer. Eliminating greenhouse gases. Restoring and improving urban infrastructure. Harnessing the power of big data. Securing cyberspace. Here is where you can wrestle with today's toughest challenges while learning from the top minds in your field. Our faculty are internationally recognized experts who will guide your pursuit of knowledge. The only limit is your imagination.

By providing real-world opportunities to engineer, from day one

2 Right from the start of your first year, you can engage with companies, government agencies and researchers to ensure you are well-prepared to succeed after graduation. Gain hands-on design and leadership skills through our experiential learning programs. Participate in national conferences and competitions. Join one of our 40 student clubs and organizations. At UB, you will gain the skills you need to solve real-world problems.

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.**

Our students gain hands-on research experience, follow their own ideas, learn from their mistakes, and emerge with the training and know-how to do meaningful work that changes lives.



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

Through connections to our awesome alumni network...

3 Among our 30,000+ alumni are CEOs of corporations, computer industry pioneers, the inventor of the cardiac pacemaker and the director of NASA's Goddard Space Center. Our alumni support the school in innumerable ways—including by providing mentoring and internship opportunities for current students.

... and to the business community

4 Our industry partners provide job opportunities, internships, design projects, site visits, job shadowing, training and financial support. The entrepreneurial culture in Buffalo affords unique opportunities to participate in all kinds of business competitions. Here you will learn to work across disciplines in meaningful collaborations and take your ideas to the marketplace.

Larger type and more white space allow for maximum legibility.

By inspiring the next generation of engineers

5 Share your knowledge by participating in our community-based outreach programs. You can teach and mentor students in grades K-12, volunteer in one of our summer camps, or start your own outreach event. We are committed to making careers in science and engineering accessible to all.

[QUICK FACTS]

FOUNDED
1946

DEAN
Liesl Folks

STUDENTS AND FACULTY
- 4,100 undergraduate students
- 1,800 graduate students
- 198 full-time faculty

RESEARCH
$58.6 million in annual research expenditures

DEPARTMENTS
- Biomedical engineering
- Chemical and biological engineering
- Civil, structural and environmental engineering
- Computer science and engineering
- Electrical engineering
- Industrial and systems engineering
- Materials design and innovation
- Mechanical and aerospace engineering

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The clean, understated footer provides important contact information to interested readers.

* **PLEASE NOTE:** *The word counts provided are general guidelines. Some adjustments may accommodate an information block longer than 50 words, provided that others are shorter. Total word count for the document should be within the 400-500 range.*