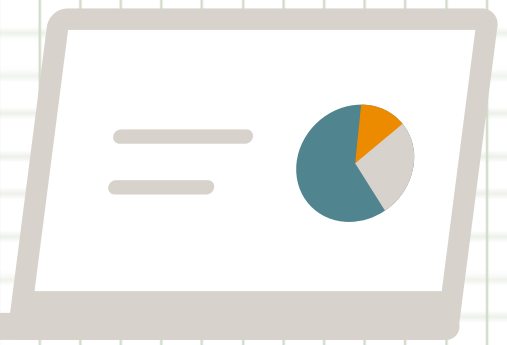


WRITING AN EFFECTIVE FACT SHEET



WHAT IS A FACT SHEET?

A one-page document that presents essential information clearly and visually. Use fact sheets to:

- Summarize complex topics
- Share data quickly
- Inform non-expert audiences



ESSENTIAL DETAILS

Design for clarity. Write for people who are busy, curious, or not experts. Your fact sheet should answer these questions:

- ✓ What is this about?
- ✓ Why does it matter?
- ✓ What should I know or do next?



WHAT TO INCLUDE

Title: Be clear and specific.

Byline: Include your name.

Introduction or Summary: Explain why the topic matters (2-4 sentences)

Key Facts or Data Points: 3-5 essential facts in bullets, stats, or short paragraphs

Visuals: Support key points using charts, screenshots, or diagrams; place visuals near relevant text (in proximity).

Headings/Subheadings: Use clear section headings for easy scanning; main heading should be largest, subheadings smaller.

Sources: Cite all data and claims; include links or footnotes; full references at the end; use a consistent citation format across the group.

Date: Indicate when the fact sheet was created or updated; use a consistent format across the group



QUICK DESIGN TIPS

- Stick to one page (front and back).
- Use white space to separate sections.
- Choose high-contrast colors (but avoid anything that clashes).
- Use sans-serif fonts for readability.
- Balance text and visuals.
- Use a logical reading flow (Z-pattern or F-pattern).