

This infographic was one of 19 that we created for each of our schools to use to highlight their campus and the district. We worked with each principal to identify content to highlight to best showcase their schools, and we included district information in a similar number-based approach on the back of each card. We used school colors and logos for branding, as well as photos from each school to add visual interest. The goal was to provide meaningful information cleanly and clearly that would not overwhelm our audience. The infographic was used in three ways: --Sent to target audiences via mail as an 11 by 6 vertical postcard. --Posted on each school's website. --Revised size to 8.5 by 11 inches as a handout for schools to share with prospective parents. Response has been overwhelmingly positive from current families, prospective families and staff.