Icon

Description automatically generatedInsert Brief Title

Add logo here   
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Insert Brief Title

Insert your subtitle here

Insert subtitle here

HEADING (14pt): Summarize the background

Introduction: Begin with a brief overview of the policy issue here. Define any terms and avoid jargon. Include citations as needed and add each to the references section.   
11pt font.

HEADING (14pt): Highlight key takeaways

Highlight key takeaways from the research. Overall summary goes here. We recommend listing between 1-4 key takeaways below, with visuals, such as simple icons, charts or graphs, as applicable. 11pt font.

**Takeaway #1 with visual (12pt)**

Summarize key takeaway here. 11pt font.

**Takeaway #2 with visual (12pt)**

Summarize key takeaway here. 11pt font.

**Takeaway #3 with visual (12pt)**  
Summarize key takeaway here. 11pt font.

A map of the world

Description automatically generated with medium confidenceIcon

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A picture containing text

Description automatically generated

Icon

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**Issue Brief Template: Design Tips & Tricks for Word**

* Before adding a school/department’s logo to your document, ask and inform communications staff.
* Use [U-M Brand Colors](https://brand.umich.edu/design-resources/colors/) and the Arial font family throughout your brief.
* If applicable, you can create a simple chart from scratch in Word: Click Insert > Chart and pick what chart you want. In the spreadsheet that appears, replace the default data with your own information. You can change the default chart colors by selecting the color you want to change > Fill > More Fill Colors > Custom > enter six-character Hex codes for [U-M Brand Colors](https://brand.umich.edu/design-resources/colors/), e.g. #FFCB05 for Maize.
* Create an account and search/download icons (like those used above) from [NounProject.com](https://thenounproject.com/) to represent and emphasize key takeaways. The site has millions of icons to search from.
* Save the Word document as a PDF to collect feedback and share with policy audiences, stakeholders, etc. to avoid formatting issues.
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HEADING (14pt): List Policy Implications & Conclusions

* **IMPLICATION 1: Policy discussions/options for policymakers to consider**

Discuss policy takeaway in more detail. 11pt font

* **IMPLICATION 2: Policy discussions/options for policymakers to consider**

Discuss policy takeaway in more detail. 11pt font

* **IMPLICATION 3: Policy discussions/options for policymakers to consider**

Discuss policy takeaway in more detail. 11pt font

* **IMPLICATION 4: Policy discussions/options for Policymakers to consider**

Discuss policy takeaway in more detail. 11pt font

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**Authors**

**Author names; 11pt font or smaller**

**Author names; 11pt font or smaller**

*List affiliations; 10pt font or smaller*

References (14pt)

1. **REFERENCE** - 10pt font or smaller depending on the number of references
2. **REFERENCE**
3. **REFERENCE**