

*Industry Solutions Seminar Schematics*

**creative material**

# INTRODUCTION

## **Creative materials**

Attached are the schematics for the Industry Solutions Seminar creative. These schematics contain detailed information about each separate piece of creative. These are useful tools for you and your printer to use as guidelines for how each piece will look when printed. Because it is vital that your printer has the schematics for each piece, be sure to include these documents when you deliver your disk to the printer.

Please note that the color output of these schematics may vary. We have provided them in color to help you visualize the piece, but not to use as an accurate color guide. Your printer should refer to the PMS color number only, and not the reference sample.

## **System/software requirements for the Macintosh:**

Macintosh should be running System 7.0 or greater with 16 MB of total RAM

Microsoft Word 6.0 or higher

QuarkXPress 3.32 or higher

Typeface: Microsoft Corporate fonts: Franklin Gothic T and Microsoft Logo 95, Helvetica and Zapf Dingbats

## **System/software requirements for the PC:**

PC should be 486 or higher, running Windows 3.1 or greater (Windows 95 recommended)

Microsoft Word 6.0 or higher

QuarkXPress 3.32 for Windows 3.1 or greater (Windows 95 recommended)

Typeface: Microsoft Corporate fonts: Franklin Gothic T and Microsoft Logo 95, Helvetica and Zapf Dingbats

# ARTWORK DIRECTORY

## ACCOUNTING

### POSTCARD

- ACC\_DM.PDF
- ACC\_DM.QXD
- ACC\_DM\_TEXT.DOC
- ACC\_DM\_TEMPLATE.QXD
- ACC\_DM\_TEMPLATE.PDF

### LETTER

- ACC\_LTR\_US.DOC
- ACC\_LTR\_US.PDF
- ACC\_LTR\_A4.DOC
- ACC\_LTR\_A4.PDF

## FONTS

## HEALTHCARE

### POSTCARD

- HEA\_DM.PDF
- HEA\_DM.QXD
- HEA\_DM\_TEXT.DOC
- HEA\_DM\_TEMPLATE.QXD
- HEA\_DM\_TEMPLATE.PDF

### LETTER

- HEA\_LTR\_US.DOC
- HEA\_LTR\_US.PDF
- HEA\_LTR\_A4.DOC
- HEA\_LTR\_A4.PDF

## PRODNOTES.XLS

## README.PDF

## RETAIL

### POSTCARD

- RET\_DM.PDF
- RET\_DM.QXD
- RET\_DM\_TEXT.DOC
- RET\_DM\_TEMPLATE.QXD
- RET\_DM\_TEMPLATE.PDF

### LETTER

- RET\_LTR\_US.DOC
- RET\_LTR\_US.PDF
- RET\_LTR\_A4.DOC
- RET\_LTR\_A4.PDF

## PRODUCTION

### This CD-ROM includes:

- Editable QuarkXPress files for the Industry Solutions Seminar creative.
- Production instructions for creating the Industry Solutions Seminar creative.

On the following pages we have outlined the components of the Industry Solutions Seminar creative, the graphic elements that go into them, and what they look like when printed.

All files and elements contained on this CD-ROM are property of Microsoft Corporation and may not be used for any purposes other than this campaign.

### General production requirements

- Produce these pieces in exactly the size specified in the file.
- Do not resize, distort, or recrop graphic elements.
- Use only the fonts provided on this CD-ROM.
- Do not modify the specified colors.

### Microsoft colors

Type and other color fields have been created from the following PANTONE spot colors. They may be replaced by their corresponding 4-color process tint-builds if preferred.

Please refer to the PANTONE® matching system (PMS) swatchbook for color accuracy. Colors shown here are not intended for color matching.



**BLUE** (PMS 279)

C80% + M35%



**RED** (PMS 172)

M65% + Y85%



**GREEN** (PMS 360)

C60% + Y80%

## Fonts

All files were created using fonts specifically designed for Microsoft. Only the fonts provided on this CD-ROM can be used for final production. Do not use any other fonts—even if they have similar names or styles. Fonts are included in both PC and Macintosh formats. The fonts provided on this CD-ROM are:

Franklin Gothic Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

*Franklin Gothic Book Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

**Franklin Gothic Medium**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

***Franklin Gothic Medium Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890***

**Franklin Gothic Demi**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

***Franklin Gothic Demi Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890***

**Franklin Gothic Heavy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

***Franklin Gothic Heavy Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890***

## Zapf Dingbats

[illegible]

**Microsoft®**

## Microsoft Logo Font

When this font is selected, an uppercase M creates the Microsoft logo.

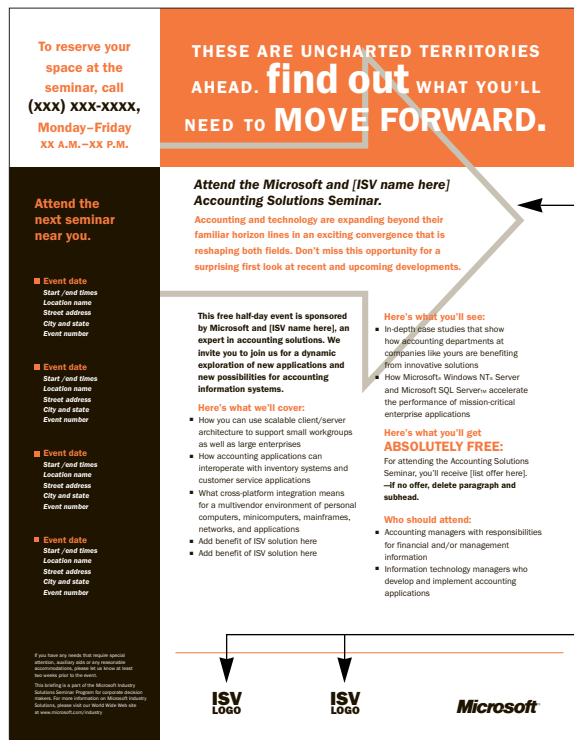
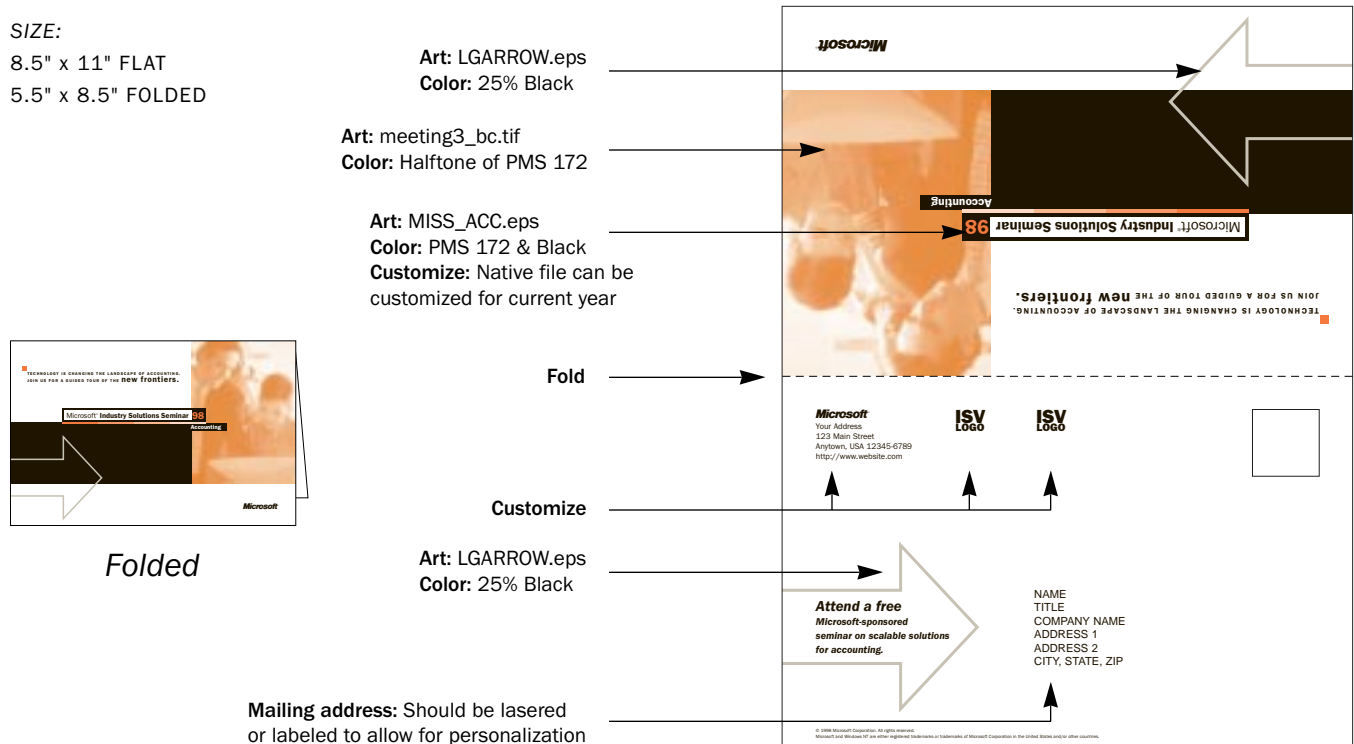
## MICROSOFT INDUSTRY SOLUTIONS—ACCOUNTING POSTCARD

### FILENAMES:

ACC\_DM.PDF  
ACC\_DM.QXD  
ACC\_DM\_TEXT.DOC  
ACC\_DM\_TEMPLATE.QXD  
ACC\_DM\_TEMPLATE.PDF

### SIZE:

8.5" x 11" FLAT  
5.5" x 8.5" FOLDED



Outside

Inside

Note: Brackets do not print and should be deleted before printing

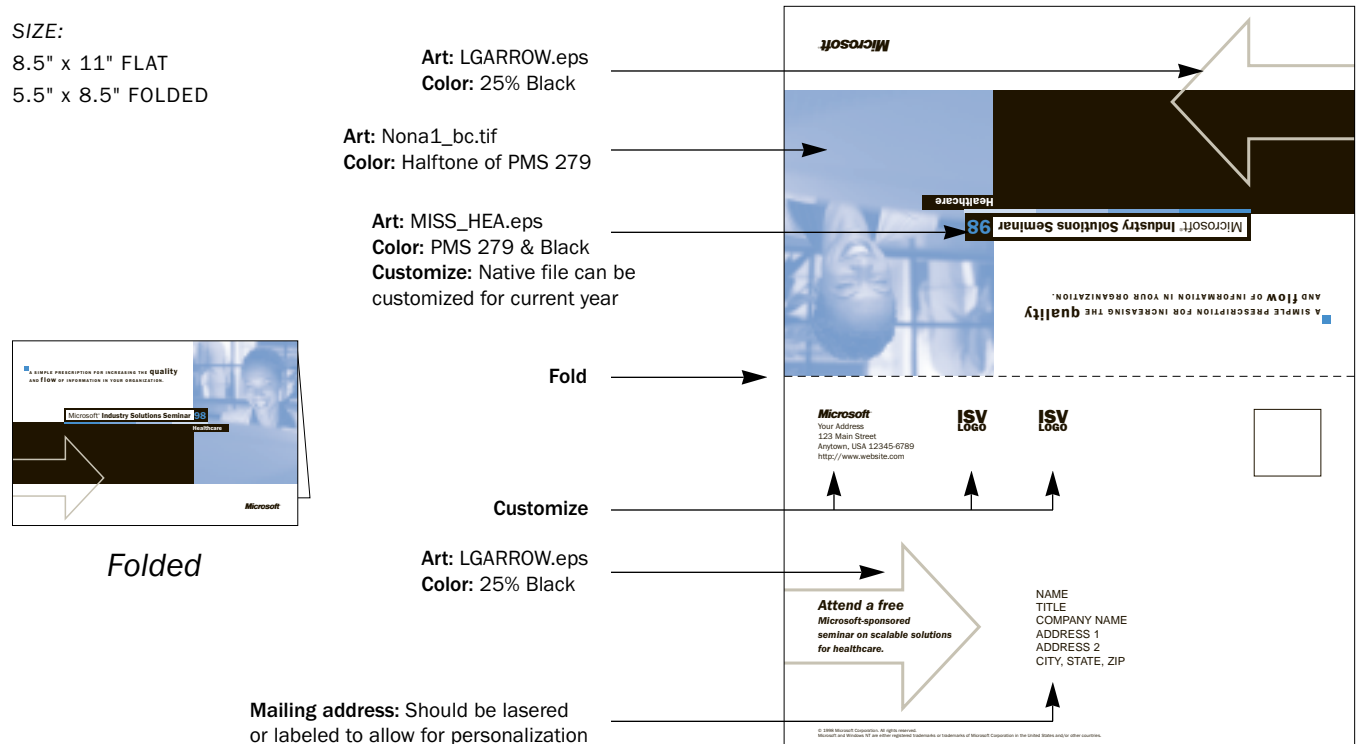
## MICROSOFT INDUSTRY SOLUTIONS—HEALTHCARE POSTCARD

### FILENAMES:

HEA\_DM.PDF  
HEA\_DM.QXD  
HEA\_DM\_TEXT.DOC  
HEA\_DM\_TEMPLATE.QXD  
HEA\_DM\_TEMPLATE.PDF

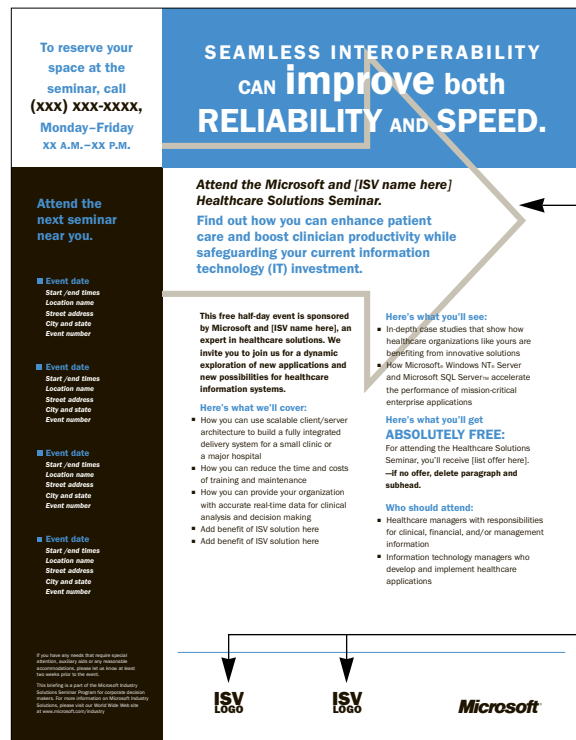
### SIZE:

8.5" x 11" FLAT  
5.5" x 8.5" FOLDED



*Folded*

*Outside*



**Art:** SMARROW.eps  
**Color:** 25% Black

**Fold**

**Customize**

*Inside*

**Note:** Brackets do not print and should be deleted before printing

## MICROSOFT INDUSTRY SOLUTIONS—RETAIL POSTCARD

FILENAMES:

RET\_DM.PDF

RET\_DM.QXD

RET\_DM\_TEXT.DOC

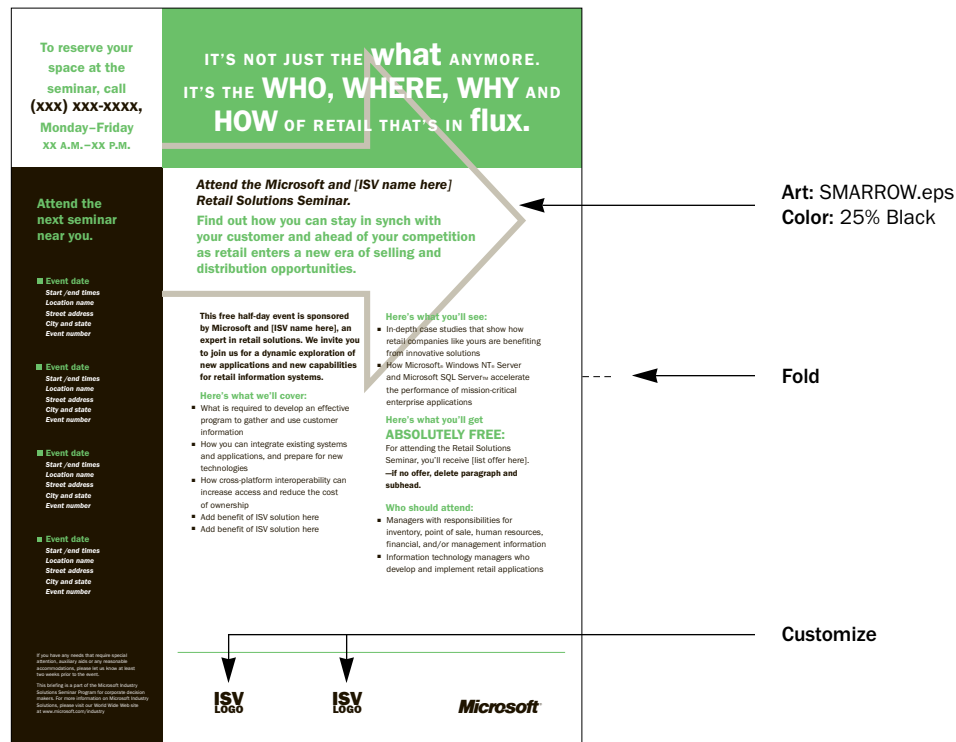
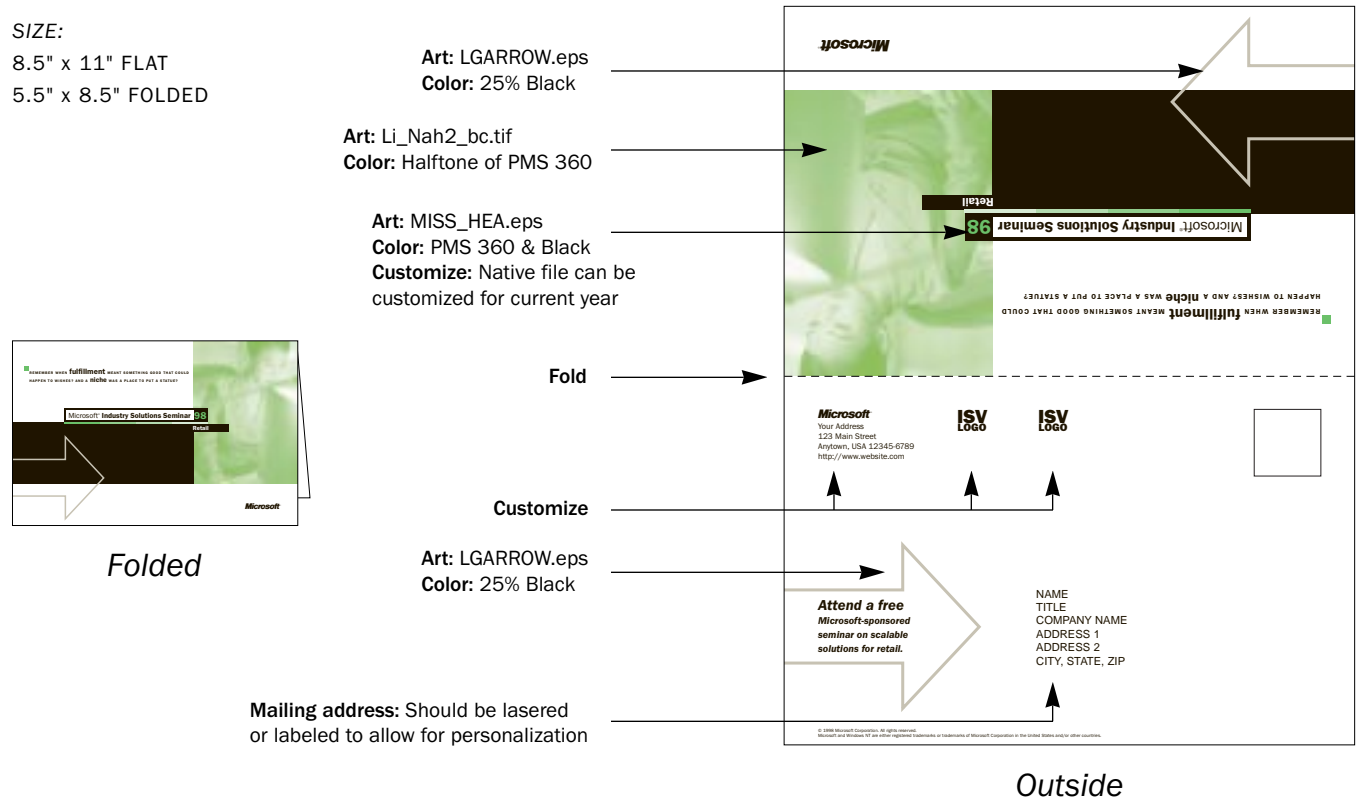
RET\_DM\_TEMPLATE.QXD

RET\_DM\_TEMPLATE.PDF

SIZE:

8.5" x 11" FLAT

5.5" x 8.5" FOLDED



Note: Brackets do not print and should be deleted before printing

Inside



## MICROSOFT INDUSTRY SOLUTIONS—US LETTER

### FILENAMES:

ACC\_LTR\_US.DOC

ACC\_LTR\_US.PDF

HEA\_LTR\_US.DOC

HEA\_LTR\_US.PDF

RET\_LTR\_US.DOC

RET\_LTR\_US.PDF

### SIZE:

8.5" x 11" FLAT

<p>Your Address 123 Main Street Anytown, USA 12345-6789</p>	←	Customize			
<p>Name Title Company Name Address 1 Address 2 City, State, Zip</p>	←	Customize			
<p><b>Microsoft</b></p> <p>TECHNOLOGY is <b>changing the landscape</b> of ACCOUNTING. JOIN US FOR A GUIDED TOUR OF THE NEW FRONTIERS.</p> <p><b>Attend a free Microsoft-sponsored seminar on scalable solutions for accounting.</b></p> <p>Dear (Name):</p> <p>Things will never be the same again. Accounting and technology are expanding beyond their familiar horizon lines in an exciting convergence that is reshaping both fields. <b>Don't miss this opportunity for a surprising first look at recent and upcoming developments that promise new levels of interoperability and customization.</b></p> <p>It's a free half-day event that is sponsored by Microsoft and [ISV name here], an expert in accounting solutions. We invite you to join us for a dynamic exploration of new applications and new possibilities for accounting information systems.</p> <p><b>Here's what we'll cover:</b></p> <ul style="list-style-type: none"><li>• How you can use scalable client/server architecture to support small workgroups as well as large enterprises</li><li>• How accounting applications can interoperate with inventory systems and customer service applications</li><li>• What cross-platform integration means for a multivendor environment of personal computers, minicomputers, mainframes, networks and applications</li><li>• Add benefit of ISV solution here</li><li>• Add benefit of ISV solution here</li></ul> <p>In addition, you'll see real-life case studies that show how companies like yours are benefiting from innovative solutions. And we'll demonstrate how Microsoft® Windows NT® Server and Microsoft SQL Server™ accelerate the performance of mission-critical enterprise applications.</p> <p>[Copy with offer] For attending the Accounting Solutions Briefing, you'll receive ABSOLUTELY FREE [list offer here]. —if no offer, delete paragraph.</p> <p>[Copy if no offer] In just a few hours, you'll see how new options in technology can keep your organization on track to a productive future.</p> <p><b>To reserve your space at the seminar, call (XXX) XXX-XXXX, Monday–Friday, XX A.M.–XX P.M.</b></p> <table border="1"><tr><td><b>Event date</b> Start and end times Location name Street address City and state</td><td><b>Event date</b> Start and end times Location name Street address City and state</td><td><b>Event date</b> Start and end times Location name Street address City and state</td></tr></table> <p>We look forward to seeing you there.</p> <p>Sincerely,</p> <p>[Signature]</p> <p>Name Title Enclosure?</p>	<b>Event date</b> Start and end times Location name Street address City and state	<b>Event date</b> Start and end times Location name Street address City and state	<b>Event date</b> Start and end times Location name Street address City and state	←	Customize
<b>Event date</b> Start and end times Location name Street address City and state	<b>Event date</b> Start and end times Location name Street address City and state	<b>Event date</b> Start and end times Location name Street address City and state			
	←	Customize			
	←	Customize			
	←	Customize			

If you have any needs that require special attention, notify us in any reasonable accommodations, please let us know at least two weeks prior to the event. This briefing is a part of the Microsoft Industry Solutions Service Program for corporate decision makers. For more information on Microsoft industry solutions, please visit our World Wide Web site at [www.microsoft.com/solutions](http://www.microsoft.com/solutions).

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**Note:** Brackets do not print and should be deleted before printing

## MICROSOFT INDUSTRY SOLUTIONS—A4 LETTER

### FILENAMES:

ACC\_LTR\_A4.DOC

ACC\_LTR\_A4.PDF

HEA\_LTR\_A4.DOC


HEA\_LTR\_A4.PDF

RET\_LTR\_A4.DOC

RET\_LTR\_A4.PDF

### SIZE:

210 mm x 295 mm FLAT

<p>Your Address 223 Main Street Anytown, USA 12345-6789</p>		Customize
<p>Name Title Company Name Address 1 Address 2 City, State, Zip</p>	<p><b>Microsoft</b></p> <p>TECHNOLOGY is <b>changing the landscape</b> of ACCOUNTING. JOIN US FOR A GUIDED TOUR OF THE NEW FRONTIERS.</p> <p><b>Attend a free Microsoft-sponsored seminar on scalable solutions for accounting.</b></p>	Customize
<p>Dear (Name):</p> <p>Things will never be the same again. Accounting and technology are expanding beyond their familiar horizon lines in an exciting convergence that is reshaping both fields. <b>Don't miss this opportunity for a surprising first look at recent and upcoming developments that promise new levels of interoperability and customization.</b></p> <p>It's a free half-day event that is sponsored by Microsoft and (ISV name here), an expert in accounting solutions. We invite you to join us for a dynamic exploration of new applications and new possibilities for accounting information systems.</p> <p><b>Here's what we'll cover:</b></p> <ul style="list-style-type: none"><li>• How you can use scalable client/server architecture to support small workgroups as well as large enterprises</li><li>• How accounting applications can interoperate with inventory systems and customer service applications</li><li>• What cross-platform integration means for a multivendor environment of personal computers, minicomputers, mainframes, networks and applications</li><li>• Add benefit of ISV solution here</li><li>• Add benefit of ISV solution here</li></ul> <p>In addition, you'll see real-life case studies that show how companies like yours are benefiting from innovative solutions. And we'll demonstrate how Microsoft's Windows NT Server and Microsoft SQL Server™ accelerate the performance of mission-critical enterprise applications.</p> <p><i>(Copy with offer)</i> For attending the Accounting Solutions Briefing, you'll receive <b>ABSOLUTELY FREE</b> (list offer here). —if no offer, delete paragraph.</p> <p><i>(Copy if no offer)</i> In just a few hours, you'll see how new options in technology can keep your organization on track to a productive future.</p> <p><b>To reserve your space at the seminar, call (XXX) XXX-XXXX, Monday–Friday, XX A.M.–XX P.M.</b></p>		
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<p>We look forward to seeing you there.</p> <p>Sincerely,</p> <p></p> <p>Name Title Enclosure?</p>	<p><b>ISV LOGO</b> <b>ISV LOGO</b></p>	Customize
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**Note:** Brackets do not print and should be deleted before printing

