

*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.

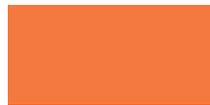
### Microsoft colors

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%



**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



Folded

Art: LGARROW.eps  
Color: 25% Black

Art: meeting3\_bc.tif  
Color: Halftone of PMS 172

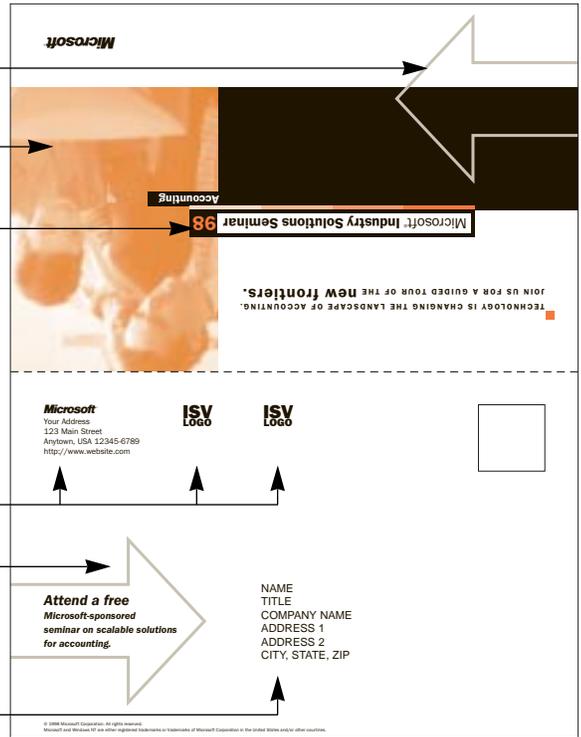
Art: MISS\_ACC.eps  
Color: PMS 172 & Black  
Customize: Native file can be customized for current year

Fold

Customize

Art: LGARROW.eps  
Color: 25% Black

Mailing address: Should be lasered or labeled to allow for personalization



Outside



Inside

Art: SMARROW.eps  
Color: 25% Black

Fold

Customize

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

Art: LGARROW.eps  
Color: 25% Black

Art: Nona1\_bc.tif  
Color: Halftone of PMS 279

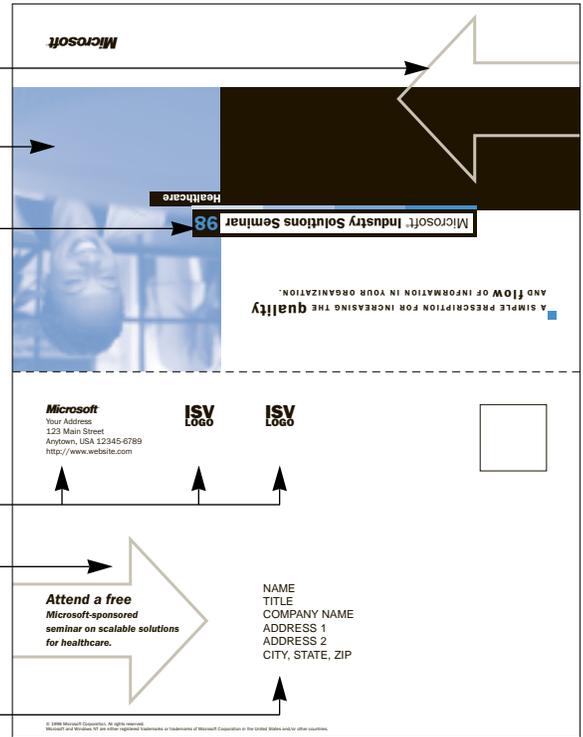
Art: MISS\_HEA.eps  
Color: PMS 279 & Black  
Customize: Native file can be customized for current year

Fold

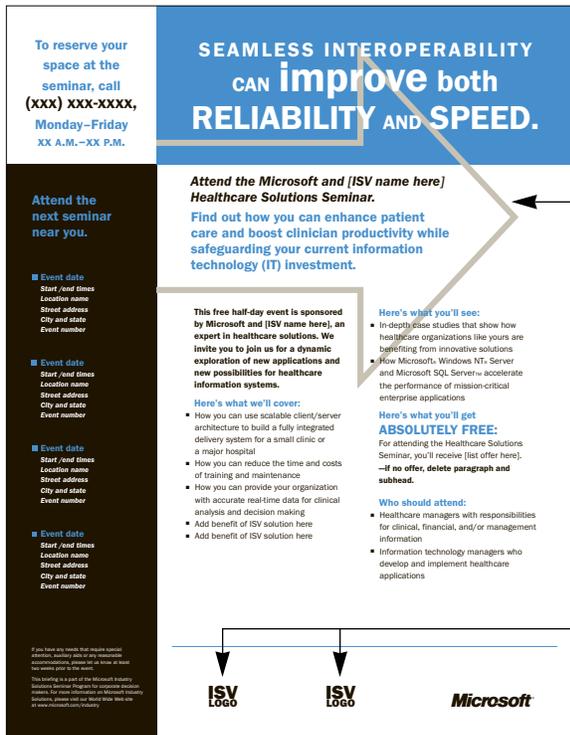
Customize

Art: LGARROW.eps  
Color: 25% Black

Mailing address: Should be lasered or labeled to allow for personalization



Outside



Inside

Art: SMARROW.eps  
Color: 25% Black

Fold

Customize

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



Folded

Art: LGARROW.eps  
Color: 25% Black

Art: Li\_Nah2\_bc.tif  
Color: Halftone of PMS 360

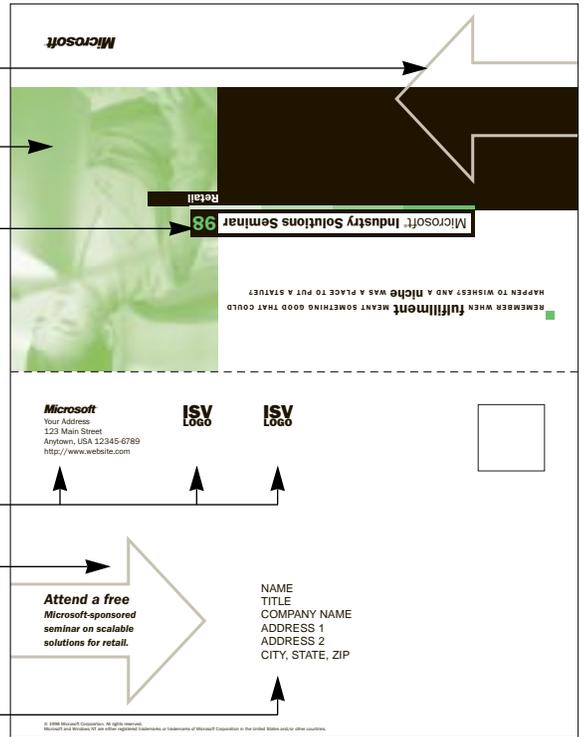
Art: MISS\_HEA.eps  
Color: PMS 360 & Black  
Customize: Native file can be customized for current year

Fold

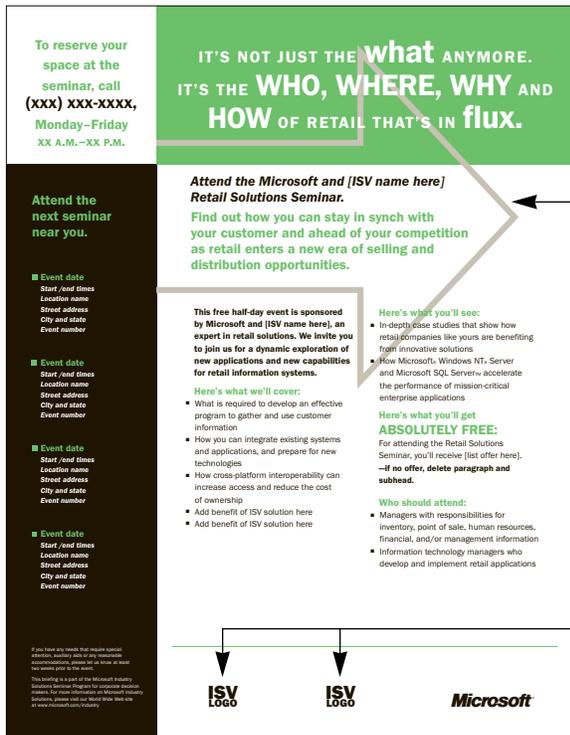
Customize

Art: LGARROW.eps  
Color: 25% Black

Mailing address: Should be lasered or labeled to allow for personalization



Outside



Inside

Art: SMARROW.eps  
Color: 25% Black

Fold

Customize

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

**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

The image shows a Microsoft industry solutions letter template with several areas marked for customization. Brackets and arrows point to the following sections:

- Customize:** The recipient's address at the top left.
- Customize:** The recipient's name, title, company name, and address.
- Customize:** The event details table, which includes columns for event date, start and end times, location name, street address, and city and state.
- Customize:** The sender's name, title, and enclosure information at the bottom left.

The letter content includes the Microsoft logo, a headline "TECHNOLOGY IS CHANGING THE LANDSCAPE OF ACCOUNTING. JOIN US FOR A GUIDED TOUR OF THE NEW FRONTIERS.", and a subject line "Attend a free Microsoft-sponsored seminar on scalable solutions for accounting." The body text describes the seminar, lists topics to be covered (such as scalable client/server architecture and cross-platform integration), and provides contact information for reservations.

Event date	Event date	Event date
Start and end times	Start and end times	Start and end times
Location name	Location name	Location name
Street address	Street address	Street address
City and state	City and state	City and state

**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

Your Address  
123 Main Street  
Anytown, USA 12345-6789

**Microsoft**

Name  
Title  
Company Name  
Address 1  
Address 2  
City, State, Zip

TECHNOLOGY IS **changing the landscape** OF ACCOUNTING. JOIN US FOR A GUIDED TOUR OF THE NEW FRONTIERS.  
**Attend a free Microsoft-sponsored seminar on scalable solutions for accounting.**

Dear (Name):

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. **Don't miss this opportunity for a surprising first look at recent and upcoming developments that promise new levels of interoperability and customization.**

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.

**Here's what we'll cover:**

- How you can use scalable client/server architecture to support small workgroups as well as large enterprises
- How accounting applications can interoperate with inventory systems and customer service applications
- What cross-platform integration means for a multivendor environment of personal computers, minicomputers, mainframes, networks and applications
- Add benefit of ISV solution here
- Add benefit of ISV solution here

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.

[Copy with offer:]  
For attending the Accounting Solutions Briefing, you'll receive ABSOLUTELY FREE [list offer here]. —if no offer, delete paragraph.

[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.

**To reserve your space at the seminar, call (XXX) XXX-XXXX, Monday–Friday, XX A.M.–XX P.M.**

Event date	Event date	Event date
Start and end times	Start and end times	Start and end times
Location name	Location name	Location name
Street address	Street address	Street address
City and state	City and state	City and state

We look forward to seeing you there.

Sincerely,

[Signature]

Name  
Title  
Enclosure?

**ISV LOGO** **ISV LOGO**

Customize

Customize

Customize

Customize

Customize

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

