Introducing Microsoft Office 98 Macintosh Edition.

Work different.

From: New Microsoft Office 98 Macintosh Edition
Sent: Tuesday, 5:15 p.m.
To: PowerMac users
Subject: It's finally here.

We started from scratch. We threw away all the old stuff. We created an entire division dedicated to the Macintosh and assigned them to build a totally new Microsoft Office for the Macintosh. One that takes full advantage of the Mac OS. One that looks and acts the way you expect it to. So you can move from application to application—from e-mail, to word processing, to the spreadsheet and so on—without ever feeling like you've suddenly entered some kind of bizarre foreign territory. In other words, you're working your Mac like a Mac. You work the way you want to work. And that makes all the difference. New Microsoft Office 98 Macintosh Edition—check it out at www.microsoft.com/macoffice/now/.

Microsoft®   **Where do you want to go today?®**   **www.microsoft.com/macoffice/now/**

MICROSOFT OFFICE 98 FOR MACINTOSH

YOU DID NOTICE THE YELLOW PENCIL ON TOP OF THE KEYBOARD DIDN'T YOU?

The picture itself should be roughly center on its own page, with an emphasized icon overlapping it. The icon should be aligned so that its pixel elements create a horizontal and vertical edge to line up with (see the guides as set below for visual reference).

The icons themselves should be screen-captured in RGB and converted by a professional color house into CYMK-Illustrator EPS. The icon should never be blurred.

Approved Microsoft Process Colors

- Microsoft Red = 60%M +85%Y
- Microsoft Green = 60%C +80%Y
- Microsoft Blue = 80%C +35%M
- Microsoft Yellow = 20%M +100%Y

The angle of the arrow should be 45° and should align with the bottom of the box, while not obscuring the bottom left corner of the box. If a blue arrow is used it should be filled at 100% of the MS Blue for clarity. The box should be centered vertically within the bracket (measure off the right side of the box).

These distances should be equal

0.114"

0.594"

1.219"

0.229"

Circular elements are 0.588" x 0.588" with a 0.4pt rule. They are 012" apart with a 0.4pt rule on center connecting them. The bracket is 1.413" tall. The icons within the circles display the given icons for all the applications included in the product, and the titles are actual screen captures.

Word   Excel   PowerPoint   Outlook Express

The center line of the bracket should lineup with the top edge of the image.

The headline font is Franklin Gothic Heavy, available on the Microsoft Corporate Type Font CD. No word should span the gutter. The leading is to be optically equal between lines. The baseline of the top line of headline copy should align with the top edge of the folder part of the icon on the left side page. The top of the ascender of the last line should align with the bottom edge of the icon

Introducing Microsoft Office 98 Macintosh Edition.

Work different.

Body copy is Franklin Gothic Book. The type size is 9pt with 11pt leading. Whenever using underlined colored type, remember to use the rule below feature (under the Style/Rules drop-down menu in Quark: offset 0%, width 0.4pt.), not the line tool. Underline the spaces between words, but do not underline the punctuation (unless the underlined word string has punctuation in the middle of it). The words as well as the rule are to be in the 100% MS Blue. The punctuation immediately following remains black. The 100% MS Blue is also used for the tagline, The URL line at the bottom of the ad and the arrow color for the box shot above. The body copy should be set in one column flush left, with a nice rag and no hyphenated words if at all possible. Copy is provided by the copywriters.

For the e-mail look there should always be eight hyphens set in 9pt, no spaces.

_ _ _ _ _ _ _
From: New Microsoft Office 98 Macintosh Edition
Sent: Tuesday, 5:15 p.m.
To: PowerMac users
Subject: It's finally here.

_ _ _ _ _ _ _

We started from scratch. We threw away all the old stuff. We created an entire division dedicated to the Macintosh and assigned them to build a totally new Microsoft Office for the Macintosh. One that takes full advantage of the Mac OS. One that looks and acts the way you expect it to. So you can move from application to application—from e-mail, to word processing, to the spreadsheet and so on—without ever feeling like you've suddenly entered some kind of bizarre foreign territory. In other words, you're working your Mac like a Mac. You work the way you want to work. And that makes all the difference. New Microsoft Office 98 Macintosh Edition—check it out at www.microsoft.com/macoffice/now/.

Line up image with the rule. (not baseline of the last line of the body copy).

The WDYWTGT? is always followed by a ® in the U.S., set at the same size as the body copy in Franklin Gothic Demi. It shares the same baseline as the Microsoft logo. That baseline lines up with 2nd line of legalline. The distance between the Microsoft logo, the tag line, and the url is the width of the letter "r" in the Microsoft logo. The height of the logo is determined by doubling the cap height of the tagline and that is what the dot of the letter "i" in Microsoft rests on.

Legal copy is set in 6pt with 8pt leading in Franklin Gothic Book. It always runs horizontally at the bottom of the page, right above the safety line, and aligns with the left picture edge.
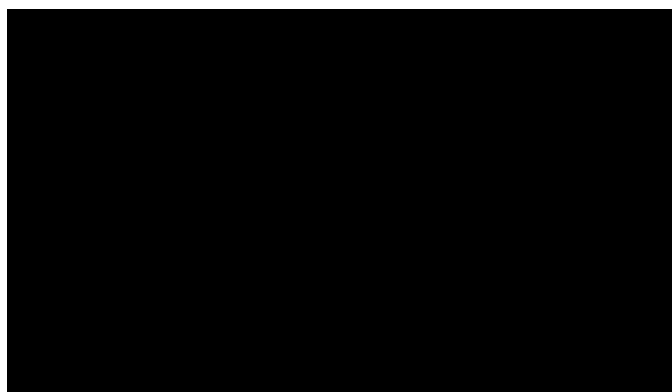
Microsoft Where do you want to go today?® www.microsoft.com/macoffice/now/

MICROSOFT OFFICE 98 FOR MACINTOSH (GUIDELINES)

BET YOU DIDN'T NOTICE ALL THE OTHER LITTLE THINGS THAT GO INTO THE MAKING OF A MICROSOFT AD.

ston@jonston.com