

## LETPRO.DOC - INSTRUCTIONS

(This 8 Page Document is Set Up Using Courier 10 Font)

Summary: Letterhead Pro may be used to design and order professionally created custom PIX image letterheads for WordStar. There are 16 sample letterheads installed. The letterhead may be placed into a WordStar document by running a macro. You may print the letterhead, alter it with your own information, and send it to CPI Software. You will then receive your own customized letterhead with a macro that will automatically place it into any WordStar document. Each custom letterhead with a macro costs only \$29.95 plus shipping. See the Order Form on page 8 (last page).

Running a macro in WordStar is easily done by holding down the ALT key and striking the "U" key. Then select "M" or Macro. When the Macro popout menu appears, select PLAY. A list of macros will appear. Select with a mouse, or type in the name of the macro that you wish to use. The macros are named to give you an idea of the type of letterhead that the macro will place into the current document. Each letterhead is a graphical WordStar PIX image.

The following letterheads and macros by the same name are installed:

- |                   |                    |
|-------------------|--------------------|
| 1. <u>BOX</u>     | 10. <u>MODERN</u>  |
| 2. <u>CIRCLE</u>  | 11. <u>ONELINE</u> |
| 3. <u>CLIPART</u> | 12. <u>REALTY</u>  |
| 4. <u>COMPUTE</u> | 13. <u>REGULAR</u> |
| 5. <u>GEOMET</u>  | 14. <u>RIGHT</u>   |
| 6. <u>LEFT</u>    | 15. <u>SIDE</u>    |
| 7. <u>LEGAL</u>   | 16. <u>TWOLINE</u> |
| 8. <u>LOGOLET</u> | 17. <u>LOGO</u>    |
| 9. <u>MEDICAL</u> | 18. <u>WATERMK</u> |

The LOGO macro will display and print six types of logos that may be customized to your design. The WATERMK prints a watermark that is a light image of about 5% density that is placed behind the text of a document. You may obtain your own custom designed logo or watermark for \$29.95 plus shipping. Only the logo does not come with a macro, since the location on a page cannot be predetermined by CPI Software. Logos should be inserted into a document using WordStar's GRAPHIC option on the INSERT menu.

You will note that each macro begins with an underline. This is to distinguish these letterhead macros from any other macros that you may have in the same directory, and it keeps all the Letterhead Pro macros together.

If you already have a letterhead that you would like copied, follow the instructions below to obtain your graphic letterhead image for WordStar. However, we suggest that you print out some of the above letterheads, as you may wish to alter your present letterhead design.

The letterhead, logo, and watermark designs used in these samples are only suggestions. You may use any text design of your own. If you wish to include clip art in your letterhead, you must have registered the clip art with the manufacturer or shareware author. You should also read the copyright information to make sure that you are able to use the clip art in this manner. If in doubt, contact the manufacturer to obtain permission for its use.

## HOW TO PROCEED

If you have not already done so, print this LETPRO.DOC file by selecting PRINT on the FILE menu. You may then use these written instructions to execute the macros. This document also contains an Order Form, Information and Suggestions, and Worksheet. The instructions below are for the drop down menus. If you are using the Classic Menus, convert the instructions below to that menu scheme. Follow the appropriate directions in A, B, or C:

A. IF YOU DO NOT PRESENTLY HAVE A LETTERHEAD, BUT WOULD LIKE TO GET SOME GOOD IDEAS TO HELP YOU DESIGN YOUR OWN CUSTOMIZED LETTERHEAD:

1. Place each letterhead on a separate document. If you attempt to place several letterheads on the same page, you will lose the effect that the letterhead attempts to create.

2. Open a new document. With the cursor at the top of the page, hold down the ALT key while pressing the "U" key to drop down the UTILITIES menu. Press M or select "MACRO." A popout menu will appear. Select "Play." The "Play Macro" screen will appear. Type or select the macro: \_COMPUTER. (If typing, do not forget to type the "\_")

3. The macro will execute, causing the screen to move rapidly as the letterhead is installed. When it stops, you will see the graphic command on screen for the letterhead. You will not actually see the letterhead, unless you PREVIEW or print it.

4. To view the letterhead, select "PREVIEW" on the VIEW drop down menu.

5. Print the letterhead in the usual manner. Any printer that prints graphics (dot matrix, ink jet, or laser) will print the letterhead as long as you have the correct WordStar driver installed for your printer.

6. Close the current document and select a new document. The screen will clear and you may then select another macro to view and print. Print each letterhead using a new document. You may repeat this process until you have printed all the sample letterheads, logos, and the watermark.

7. Gather together all the printed sheets. Go through them and find the letterhead that most suits you. Use a ball point pen to cross out the

sample letterhead text and insert your own information. Relocate and add text, if necessary, and indicate any spacing changes. Print very plainly and be exact about the spelling of text that you wish to change or add. Make sure that numbers are written clearly. Write notes, use arrows, or any other method to indicate which text, typefaces, or spacing you wish to alter.

8. Typefaces: We have a large selection of proprietary typefaces that may be used to match any you choose. Clip any additional letterhead sheets together that may contain the preferred typefaces. Be sure to indicate which lines should contain the desired typefaces. If possible, include any other samples (from magazines, letterheads, or even advertisements) of the typefaces you would prefer. Use the typeface name, if known.

9. Fill out the Order Form on the last page, and mail to CPI Software, PO Box 47097, St. Petersburg, Florida 33743-7097 with your remittance. If you wish, you may select the FAX BACK option. We will fax the completed letterhead to you (if you provide us with a fax number) and hold your order. This will give you an opportunity to edit and fax back an edited letterhead. We will then make corrections to the letterhead and ship it to you. Should we not hear from you after seven days, we will send you the letterhead as is.

B. IF YOU PRESENTLY HAVE A PRINTED LETTERHEAD, AND WISH TO HAVE IT TRANSFERRED TO A PIX GRAPHIC IMAGE (WITH MACRO) FOR USE IN WORDSTAR:

1. Send a copy of the letterhead with the Order Form below. You may include any additions or changes. Print clearly and carefully whatever changes you would like. Also enclose any samples of typefaces that you would like us to use, should you want to change the typeface. If possible, give the name of the typeface.

2. If you want to make extensive changes, follow the instructions in "A" above. Send us any copies of letterheads from Letterhead Pro that may help convey the changes that you wish.

3. Letterheads are usually not scanned directly into a graphic image. The quality of a scanned image generally is not good enough for the text and smaller typefaces used in a letterhead.

4. The FAX BACK option (see the order form) may be included. This gives you the opportunity to view the finished letterhead and make any necessary changes. With the FAX BACK option, we will hold shipment of the letterhead for seven days or until we hear from you.

C. IF YOU DO NOT HAVE A LETTERHEAD, AND WOULD LIKE CPI SOFTWARE TO DESIGN ONE FOR YOU:

1. We would appreciate your filling out the Optional Information below. This gives us some direction, so that we may produce a suitable letterhead.

2. Follow the instructions in "A" above to produce letterheads from Letterhead Pro. Select any that appeals to you with notes on what you prefer as to design and typefaces.

3. The FAX BACK option comes in very handy in this case. After it is faxed to you, the letterhead may be edited, and faxed back to us. We must, however, have a fax number from you (See the Order Form).

#### UNINSTALLING LETTERHEAD PRO

When you are finished using Letterhead Pro, you may uninstall the Letterhead Pro files by entering the following command at the DOS command line in your WordStar directory:

CLEANUP (and strike the ENTER key)

All traces of the Letterhead Pro files will be removed from your WordStar directories.

ALLOW AT LEAST THREE WEEKS TO RECEIVE YOUR CUSTOMIZED LETTERHEAD, LOGO, OR WATERMARK. ALL ORDERS ARE PROCESSED IN THE SAME SEQUENCE THAT THEY ARE RECEIVED. THE AMOUNT OF TIME IT TAKES TO PROCESS YOUR ORDER DEPENDS UP THE CURRENT LOAD OF ORDERS AHEAD OF YOU. THIS MAY VARY SHARPLY FROM TIME TO TIME.

#### Conditions and Limitations

CPI Software may refuse any offer deemed as unreasonable or beyond the scope of this offer. All letterheads or logos are shipped in PIX format. Drawings, clip art, logos, or images (any format) that are to be included in a letterhead, must be copyrighted by the customer, or have permission of the author or company who created the image, to include it in a letterhead. Under no circumstance will CPI Software be liable for the inclusion of such material by the creator or owner of the image. The signature of the customer on the order form signifies that the customer transfers all liability to the individual or company who is represented by that signature. All diskettes, forms, and instructions sent to CPI Software cannot be returned unless specific request has been made.

CPI software will not be liable to the user or any third party for use of this software or its printed output, or damages arising from its use, even if apprised of the possibility of such damages occurring. This software and accompanying instructions or other written material, are to be used

without any warranty of merchantability, fitness for a particular purpose, performance, or otherwise. CPI Software does not copyright letterheads or logos created for a customer, user, or entity through this software; they are the sole property of the user or entity for whom it was created. When a letterhead, logo, or watermark has been shipped, CPI Software surrenders all ownership of the image, and all benefits or liabilities, are assumed by that user or entity.

CPI Software  
is a Member of the  
Association of Shareware  
Authors and Distributors

Letterhead Pro for WordStar has been produced by a member of the Association of Shareware Authors and Distributors, and as such, has met their demands for professional programming. Any problems of a shareware nature that cannot be resolved by CPI Software, may be brought to the attention of the ASAD Ombudsman for possible correction. Please send all information, including the name and address of the person or company you received Letterhead Pro for WordStar from, to: ASAD, ATTN: Ombudsman, 2425 North Limestone Street, Springfield, Ohio 45503-1109.

The forms for Optional Information, Work Sheet, and Order Form, require a fixed width (monospaced) COURIER 10cpi font to set up all the lines and text correctly. Do not use a proportionally spaced font such as CG Times or Univers. These fonts will cause the lines and boxes to become disjointed and distorted.

If you are filling in the Order Form in WordStar, press the INSERT key so you are in INSERT-OFF mode (indicated at bottom-center of screen). Use the ARROW keys instead of ENTER and avoid using the DELETE or BACKSPACE keys. This will keep the lines and boxes of the form intact.

Consider these possible problems:

1. When designing a letterhead for WordStar, be aware that all graphic images are actually boxes. If you design a letterhead that is wide (across the page) and also extends down the page at the left or right margin, the graphic letterhead forms a box from the top of the page to just below the last line of the image on the left or right margin.

WordStar will permit you to overwrite a letterhead or graphic image. However, since you cannot see what portions you are overwriting, you would have to use "PREVIEW" on the VIEW menu. This might prove to be awkward. You must be careful not to type over certain parts of the letterhead when writing a document.

On the other hand, if we were to design your letterhead in two or more separate sections, the text would flow between each portion. This creates another problem. The graphic PIX images are not anchored to the page in WordStar. They "float," so that every time you strike the ENTER or RETURN key, the letterhead portion below the cursor would move down one line. In addition, two separate images would count as two separate letterheads and you would be charged accordingly.

2. If your letterhead is large, and you are using a laser printer, you must have several megabytes of ram in your laser printer to accept the large graphic image and the page of written document text. If not, the page will only partially print. This may be further complicated if you are using a watermark (a light density image in the body of your document that forms a background for your text). Large watermarks require megabytes of ram installed in a laser printer. However, most laser printers will allow you to install additional ram memory.

If you are using a laser printer that has less than a megabyte of ram, do not design a large letterhead. When the document is sent to the printer, it must have enough ram installed to take the typed document, the graphic letterhead, and other pictures, graphics, or watermarks on the page.

Laser printers are page formatted. They print an entire page at one time, while dot matrix and most ink jet printers go line by line and utilize print buffers. If your laser printer can manage a similar letterhead, such as in the example letterheads of Letterhead Pro, along with a full page of typed document, it should be able to print your customized letterhead with no problem.

Before sending in your letterhead design, you may test your laser printer to see if it can print both the written document and the graphic letterhead. Select a letterhead of similar design from the Letterhead Pro collection of example letterheads. Type a full document onto the letterhead page. Send it to the printer and see if there is any problem printing it.

If all goes well you should, in all probability, have no trouble printing your custom designed letterhead.

3. If your printer will not print graphics, see if the proper WordStar printer driver is installed. Some printers will print text very well using a generic IBM print driver, or one that is intended for a similar printer. Print drivers are small programs that contain all the printer's commands to print text and graphics. If the print driver does not contain all of the proper graphics commands, it will not be able to print letterheads.

## Optional Information and Suggestions

All information here is confidential and will be used for designing the graphic letterhead or logo. Nothing is circulated to a third party. All information is optional.

A. Is letterhead/logo for business or personal use? \_\_\_Business \_\_\_Personal

B. If for a business, please answer the following:

Does the business deal in 1. Services, 2. Selling a product, 3. Medical Profession, Attorney, or Teaching Institution. Answer 1, 2, or 3: \_\_\_\_\_

If you sell a product, please indicate what type of product: \_\_\_\_\_

If you deal in services, please indicate the type of service: \_\_\_\_\_

If you have a special message, phrase or slogan, please indicate:

\_\_\_\_\_

If a professional, please indicate field of practice: \_\_\_\_\_

C. Circle the number in front of the selections below to indicate your preferences in a letterhead: (Select as many as you wish)

- |  |                                 |
|--|---------------------------------|
| 1. Conservative                          | 16. Place shadows behind the    |
| 2. Different                             | letters of the company name     |
| 3. Modern                                | 17. Center the letterhead       |
| 4. Traditional                           | 18. Left Justify the letterhead |
| 5. Use Clip Art                          | 19. Right Justify the           |
| letterhead                               |                                 |
| 6. Use Geometric Figures, such           | 20. Run letterhead down left    |
| as triangles, circles, squares           | side of page                    |
| 7. Use a baseline under the letterhead   | 21. Run letterhead down right   |
| 8. Box in or frame the letterhead        | side of page                    |
| 9. Place a shadow around a box/frame     | 22. List names of department    |
| 10. Underline the company name           | heads on right/left margin      |
| 11. Place company name in header and     | 23. Use script typeface for     |
| address in footer at bottom of page      | company name only               |
| 12. Keep letterhead small at top of page | 24. Use all script typefaces    |
| 13. Use a large letterhead of 2" height  | 25. Do not use script typeface  |
| 14. Company name in large letters, but   | 26. Use decorative fancy fonts  |
| keep address and other info small        | 27. Use only san serif fonts    |
| 15. Company name only slightly larger    | similar to Helvetica            |
| than address or other info               | 28. Use Times Roman type fonts  |

D. Keep in mind that the basic parts of a letterhead may include:

1. Company or Personal Name
2. Street Address or Post Office box number, or both
3. Telephone and/or Fax number
4. Names of officers in a company, department heads, or owner
5. A line indicating business/profession type, such as "Attorney at Law"
6. A Motto or short slogan
7. Logos, graphics, geometric designs, and/or base line

E. Some things to avoid:

1. Unnecessary abbreviations - use complete word where space allows
2. The ampersand (&) may be used in a company name, but rarely elsewhere
3. Do not attempt to use quotes (") for emphasis

#### WORKSHEET FOR LETTERHEAD PRO

This Worksheet is included as a guide. It may be helpful if you are creating a letterhead from "scratch." Print out everything by hand that you want on the letterhead. Even if you are not an artist, attempt to sketch any geometric designs and their placement in the letterhead. Some lines below may be ignored if they do not suit your purpose. If you do not keep everything in scale; our design department will accomplish that for you.

Line 1 - Company name...: \_\_\_\_\_

Line 2 - Optional line.: \_\_\_\_\_

Line 3 - Address/PO Box: \_\_\_\_\_

Line 4 - City/State/Zip: \_\_\_\_\_

Line 5 - Telephone/Fax number: \_\_\_\_\_

Line 6 - Optional line.: \_\_\_\_\_

The optional lines contain business type, motto, and slogans. The address line and City/State/Zip may be on one line, if desired. For only a two line



letterhead, use the format below:

Line 1 - Company name: \_\_\_\_\_

Line 2 - Address/PO Box/City/State/Zip/Telephone/Fax/Number:

\_\_\_\_\_

Draw a brief sketch on how you want to arrange the above information on the letterhead page. Attach additional sheets of paper and any of the letterhead examples that you have selected from the Letterhead Pro selection. Keep things as simple as possible:

NOTE: ORDER FORM REQUIRES COURIER 10 CPI FONT TO PRINT CORRECTLY

|| LETTERHEAD PRO ORDER FORM: WORDSTAR FOR DOS ||

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|| Name: ||

Ã—  
—Ã—  
|| Business Name: ||

Ã—  
—Ã—  
|| Address: ||

Ã—  
—Ã—  
|| Telephone: (        )                      Fax: (        ) ||

||  
||  
|| Disk Size: \_\_\_5.25"    \_\_\_3.5"    \* FAX BACK Option \_\_\_Yes    \_\_\_No ||

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—Ã—  
	Check One:	
	\_\_\_ A. I am designing my own letterhead. Worksheet and other	
	materials are enclosed with instructions.	
	\_\_\_ B. Copy my present letterhead. Printed letterhead to copy	
	is enclosed with instructions.	
	\_\_\_ C. Design my letterhead for me. Optional Information is	
	enclosed with Worksheet, instructions, and preferences.	

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—Ã—  
	\* FAX BACK OPTION: When the letterhead (or logo) is completed,	
	CPI will fax it to the above customer's fax number. The customer	
	may make any changes desired, and fax it back to CPI. If no	
	changes are to be made a faxed statement will indicate this. CPI	
	will make changes as per faxed reply and ship the product.	

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	Letterhead(s) with Macro for WordStar    \$29.95 ea    \$ \_\_\_\_\_.	
	Logo(s) in PIX format for WordStar    \$29.95 ea    \_\_\_\_\_.	
	Watermark(s) in PIX format for WordStar \$29.95 ea    \_\_\_\_\_.	
	FAX BACK Option as described above - \$5.00    \_\_\_\_\_.	
	Florida Residents add 6% (Pinellas County 7%) State Tax    \_\_\_\_\_.	
	Shipping and Handling \$5.00 (US & Canada - Others \$10)    \_\_\_\_\_.	

Total Amount of Enclosed Check or Money Order -> \$ \_\_\_\_.

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Make Checks or Money Orders Payable to CPI Software, and Mail to  
Post Office Box 47097, St. Petersburg, Florida 33743-7097 USA.  
Due to low price of this offer, we cannot accept credit cards.  
All currency in US dollars with checks on bank/branch in the US.

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Clip art or images may be included if they are the property of  
of the above customer. Commercial images must have the express  
permission of manufacturer to include them in a letterhead. All  
images must be on a diskette in bit map or outline form. If so,  
and you have read Conditions and Limitations above, sign below:

Signature:

Date: