

Corporate Identity and Forms

Overview

General information

Heineken uses forms to communicate with all kinds of different people: suppliers, customers, businesses and of course its own employees. All these people come into contact with forms issued by Heineken, so in a way these forms also function as a business card.

The new Corporate Identity does not simply denote a change in outward appearance, it also has practical objectives such as enhancing customer-friendliness, increasing efficiency and reducing costs. By devoting attention to the language and style of the forms, they can be made more accessible and thus more customer-friendly. In addition, the information in the forms can be processed more easily and costs can be saved by standardising formats and paper.

Form development

The best way to create a form is to divide the job into stages. A list of the various stages that have to be followed in their logical order, is displayed below.

The experts who contribute to the development of a form are also mentioned. The person who considers the form to be necessary is called the instigator. He or she could also be called the 'perpetrator', which suggests that the fewer forms there are, the better. Try if at all possible to avoid the use of forms.

Consider whether the relevant information could be obtained in another way. Examine the usefulness of all the existing forms critically and on a regular basis. Experience reveals that once a form has been developed, it continues to be used routinely for years even if a more efficient means of communicating or obtaining information has been devised in the meantime.

Stages in form development

What?	Who?
Stage 1 Preliminary investigation	
<ul style="list-style-type: none"> Establish whether the form is necessary. 	Instigator
<ul style="list-style-type: none"> Establish the function of the form (Invoice, Request, Declaration). The function also determines the name of the form. 	Instigator
<ul style="list-style-type: none"> Establish the information to be obtained or communicated via the form. 	Instigator
<ul style="list-style-type: none"> Establish how the form is to be created, distributed and returned. How will the form be printed (offset or computer print)? Is an address needed? How will the form be processed after it has been filled in? 	Instigator, processors, IT employee, Form designer
Stage 2 Editing	
<ul style="list-style-type: none"> Decide upon the questions to be asked or the information to be communicated. 	Instigator
<ul style="list-style-type: none"> Put the questions and explanations in order (structure). 	Instigator
<ul style="list-style-type: none"> Formulate the questions, information, classifications and explanations. 	Text writer, designer
Stage 3 Advance testing	
<ul style="list-style-type: none"> Have the form tested in advance if necessary; for example, by the prospective users. 	Form administrator
Stage 4 Style	
<ul style="list-style-type: none"> Design the form on the basis of the Heineken Corporate Identity. 	Designer
<ul style="list-style-type: none"> Check and correct the proofs. 	Instigator (content) Form administrator (editing and style) Designer (production process)
Stage 5 Production	
<ul style="list-style-type: none"> Offset print or computer print. 	Printer
<ul style="list-style-type: none"> Distribution or processing. 	Instigator's department

Checklist

The following check-list is useful for exercising maximum control over the process:

- Is the form really necessary?
- What is the purpose of the form?
- Does a form with a similar function already exist, or can this new form be combined with an existing form?
- Does the form have a name, and is this name as short as possible?
- Is all the information requested or communicated relevant?
- Do the questions or information have a logical order?
- Does the form have a clear layout and is it user-friendly?
- Have the explanations been reduced to a minimum?
- Is the spelling contemporary and correct?
- Which permissible size is the most suitable?
- Should the form have a portrait or landscape format?
- How will the form be used and filed away?
- Have the technical specifications been established (e.g. perforations, folds, gummed edges, punched holes, paper, use of colour)?
- Will the form be filled in by hand or by print? How will it subsequently be read? Will it be filled in partly by hand and partly by print?
- Is the form for external use whereby it has to be printed in green, or is it for internal use only whereby it can be photocopied or printed (offset or computer) in black?
- How many duplicates or copies are needed?
- How is the form to be sent out? Is the (return) address positioned correctly for a window envelope?
- Has the processor been consulted with regard to the processing?
- Who will be responsible for updating the form?
- Is there any other way of obtaining or communicating the desired information without having such a form?

External and internal forms

Printed

External

External forms
Printed in 'Heineken green'.

The above illustration shows a form that is filled in by printer. This example has a destination address; in this manual we refer to this type of forms as correspondence forms.

Internal

Internal forms with a representative character
Printed in 'Heineken green'.

This concerns internal forms with a significant external reach. The above illustration shows a form that has to be filled in by hand. Offset-printed forms are always created by a form designer. Discuss this with your print co-ordinator.

Internal

Internal forms
Printed in black.
Reproduction: offset printing or photocopying.

In the case of a small circulation, photocopying may be chosen instead of offset printing. Discuss this with your print co-ordinator.

Computer-printed

Internal

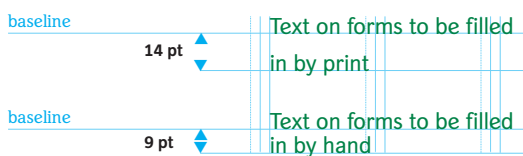
Internal forms
Created in MS Word and printed out by computer.
Reproduction: photocopying.

Some forms, usually very simple ones, are created decentrally and have a small circulation. This example shows a form that has to be filled in by hand.

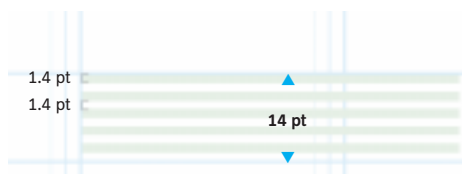


External
Internal, representative
Internal

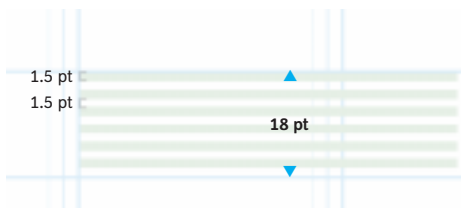
Heineken Sans **Bold**
Heineken Serif *Italic*
Helvetica **Bold**



forms to be filled in by printer



forms to be filled in by hand



General Design

Colour

For external forms and internal forms with a representative character the 'Heineken green' is used.

For other internal forms the colour is always black. Ask for the 'Printers References'.

Typefaces

Heineken Sans
Heineken Sans Bold
Heineken Serif
Heineken Serif Italic
Helvetica
Helvetica Bold

Line spacing for text

Line spacing for text on forms to be filled in by printer is 14 pt, which is equal to the spacing between gridlines.

On forms to be filled in by hand the line spacing for text is 9 pt. The spacing between gridlines for these type of forms is 18 pt.

Background of green lines

On forms to be filled in by printer:

Line width 1.4 pt.

Distance between the lines 1.4 pt.

The heart of the line is 0.7 pt. under the baseline.

Colour percentage 10%.

On forms to be filled in by hand:

Line width 1.5 pt.

Distance between the lines 1.5 pt.

The heart of the line is 0.75 pt under the baseline.

Colour percentage 10%.

Sizes

A4 portrait and landscape

A3 landscape

A5 portrait and landscape

A6 portrait and landscape

Specifications paper quality

90 grams/m² woodfree bond paper.

1 Heineken International

2 copy Application Internal

3a
P.O. Box 28, 1000 AA Amsterdam

1 Personal data

Don't forget to attach your photograph

Last name _____

Given names _____

Sex male female Nationality _____

Date of birth _____ Place of birth _____ Attach your photograph

Street address _____

Postal code and city _____

Phone _____ Mobile _____

E-mail _____

2 Partner and children

Are you married? no married since _____

last name _____

given names _____

date of birth _____ place of birth _____

nationality _____

Do you have children? no yes, fill in below

What are their names, and when were they born?

Name of child	Date of birth

3 Experience

Period	Employer/place of business	Reason of leave	Your income from this position	
			Salary	Other income

4

07.00.10/006

5

The General Purchasing Terms and Conditions of Heineken BV, filed at the Office of the District Court in Amsterdam, apply to this order

6

1/4

1 Heineken International

2 copy Delivery Order

3b
Accounts payable
P.O. Box 28 1000 AA Amsterdam
phone: +31 (0)20 523 94 20
fax: +31 (0)20 523 97 38

3c
IKEA Delft
Attn. Mr. Håkesson
P.O. Box 3000
2036 MB Delft
The Netherlands

date 25.03.2000 our reference HKQX030 your reference PDS 001 order number AH xxxxxx

Order

Amount	Description	Price vat extra	Per	Discount	Total vat extra
44	Björk deskchair / crimson red / art.no. 123.6678	139,00	piece	15%	A 6.116,00
12	Mammut worktable / blank / art.no. 435.6689	245,00	piece	15%	- 2.940,00
108	Höllkäse computerdesk / red / art.no. 433.9383	299,00	piece	15%	- 5.382,00
Total vat extra					A 14.438,00

Delivery & terms of delivery

Delivery address Ie van der Helststraat 4 Date of delivery 12 april 2001
1072 NV Amsterdam Terms of delivery Freight forward

Billing/Invoice: Send your invoice in duplicate within 1 week after delivery to the above address. Please mention our ordernumber. We will only deal with invoices that comply with these conditions.

Payment: Within 30 days after receipt of invoice, and only if delivery is made in accordance with this order.

Acknowledgement: In case you feel you should deviate from our conditions as laid out in this delivery order, please inform our purchase department in writing.

Signature client

Name _____ Signature _____

Internal account

Purchaser _____ Inspection _____ Cost centre _____

Copy to _____ Applicant _____ Project code _____

Total nett amount _____

07.00.10/006

The General Purchasing Terms and Conditions of Heineken BV, filed at the Office of the District Court in Amsterdam, apply to this order

1/4



Company logo (1)

Size depends on page size:

On A4 portrait and landscape, height is 11.94 mm.

On A3 and A5 landscape, height is 11.94 mm.

On A5 portrait and A6 landscape, height is 7.87 mm.

On A6 portrait, height is 5.53 mm.

(For positioning see grids).

Application

Form title (2)

Font Helvetica Bold.

Aligned right.

The type size (letter size) depends on the paper format.

On A4 portrait and landscape, A3 landscape and

A5 landscape 14 pt.

On A5 portrait, A6 landscape and A6 portrait 12 pt

(For positioning see the grids).

copy Application

Copy designation

Font Helvetica.

'copy' comes before the form title.

N.B. no initial capital letter.

**Application
Internal**

Subtitle

Font Helvetica.

Position under the form title.

Line spacing 18 pt.

Accounts payable

P.O. Box 28 1000 AA Amsterdam

phone: +31 (0)20 523 94 20

fax: +31 (0)20 523 97 38

P.O. Box 28, 1000 AA Amsterdam

Sender (3a, 3b)

Sender information on correspondence forms: (3b)

Font Helvetica regular, 8 pt.

Department name: Font Helvetica bold, 8 pt.

Line spacing 14 pt.

(For positioning see grid).

*Sender information on forms without
destination address: (3a)*

Font Helvetica regular, 8 pt.

Destination address (3c)

For positioning see grid.

07 00 10/896

Document number (4)

Font Heineken Sans, 6pt.
(For positioning see grids).

The General Purchasing Terms and Conditions of Heineken
Office of the District Court in Amsterdam, apply to this or

Footer (5)

Font Heineken Sans, 6pt.
(For positioning see grids).

1/4

Page number (6)

Font Heineken Sans, 6pt.
Right alignment.
(For positioning see grids).

to be filled in by hand

copy **Application**
Internal

P.O. Box 28, 1000 AA Amsterdam

1 Personal data **7**

12a Don't forget to attach your photograph **15**

8a

Last name _____

Given names _____

Sex male female Nationality _____

Date of birth _____ Place of birth _____

Street address _____

Postal code and city _____

Phone _____ Mobile **9** _____

E-mail _____

Attach your photograph

2 Partner and children

Are you married? **10** no married since **11** _____

last name _____

given names _____

date of birth _____

nationality _____

Do you have children? no yes, fill in below

What are their names, and when were they born?

yes _____

yes, provided _____

12b Heineken has 348 branches in Europe, America and Asia. Would you like to be transferred to a foreign branch? no yes yes, provided that _____

13 ▶ Go to question 11 on page 4

Your activities	Reason of leave	14a Your income from this position	
		Salary	Other income

to be filled in by printer

copy **Delivery Order**

P.O. Box 28, 1000 AA Amsterdam

Accounts payable
P.O. Box 28 1000 AA Amsterdam
phone: +31 (0)20 523 94 20
fax: +31 (0)20 523 97 38

IKEA Delft
Attn. Mr. Häkansson
P.O. Box 3000
2036 MB Delft
The Netherlands

date 25.03.2000 our reference HKQX030 your reference PDS 001 order number AH xxxxxx

Order

Amount	Description	Price vat extra	Per	Discount	Total vat extra
44	Björk deskchair / crimson red / art.no. 123.6678	139,00	piece	15%	A 6.116,00
12	Mammut worktable / blank / art.no. 435.6689	245,00	piece	15%	- 2.940,00
108	Höllkäse computerdesk / red / art.no. 433.9383	299,00	piece	15%	- 5.382,00
14b Total vat extra					A 14.438,00

Delivery & terms of delivery

8b Delivery address: Ie van der Helststraat 4, 1072 NV Amsterdam. Date of delivery: 12 april 2001. Terms of delivery: Freight forward.

Billing/Invoice: Send your invoice in duplicate within 1 week after delivery to the above address. Please mention our ordernumber. We will only deal with invoices that comply with these conditions.

Payment: Within 30 days after receipt of invoice, and only if delivery is made in accordance with this order.

Acknowledgement: In case you feel you should deviate from our conditions as laid out in this delivery order, please inform our purchase department in writing.

Signature client

16 Name _____ Signature _____

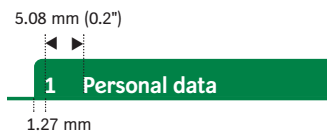
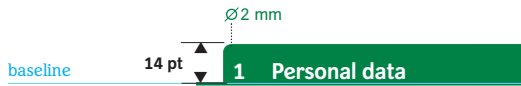
Internal account

Purchaser _____ Inspection _____ Cost centre _____

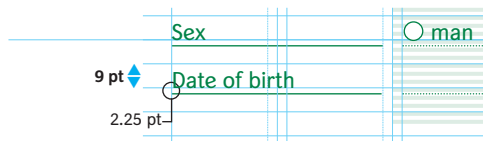
Copy to _____ Applicant _____ Project code _____

Total nett amount _____

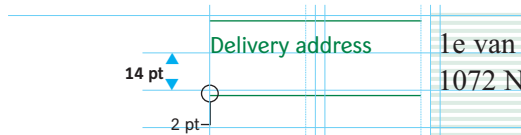
07.00 10/896 The General Purchasing Terms and Conditions of Heineken BV, filed at the Office of the District Court in Amsterdam, apply to this order 1/4



form to be filled in by hand



forms to be filled in by printer



Headers (7)

Box

- Height 14 pt.
- Line width 0.5 pt.
- Rounding radius 1.27 mm.
- Width can be flexible; preferable width: see grid.

Horizontal lines

- Line width 1.3 pt.
- Center of the line 0.65 pt above the baseline.

Text

- Font Heineken Sans bold, 8pt.
- Position 2.6 pt above baseline.
- When there is a figure in front of a heading: space between figure and heading 5.08 mm.

Questions (8a, 8b)

Questions on forms to be filled in by hand (8a)

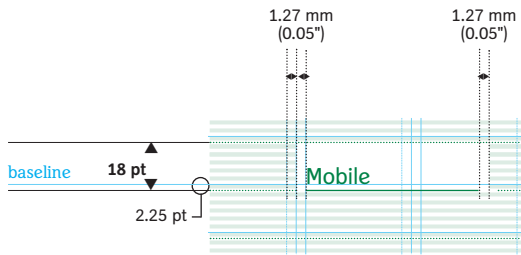
- Font Heineken Sans regular, 8 pt.
- Line spacing 9 pt.
- Each question begins with a capital.

- Every questions ends with a continuous line.
- Line width 0.5 pt.
- Center of the line 2.25 pt under the baseline.

Question on forms to be filled in by printer (8b)

- Font Heineken Sans regular, 8 pt.
- Line spacing 14 pt.
- Each question begins with a capital.

- Every question ends with a continuous line.
- Line width 0.5 pt.
- Center of the line 2.25 pt under the baseline.



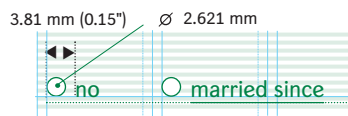
Questions in answer column (9)

A question in the answer column will be placed in a white field, cut out in the green lined background. Line width 0.5 pt. Center of the line 2.25 pt under the baseline. Hight of white field 18 pt.



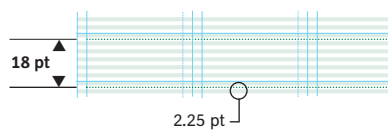
Answer column (10)

Font Heineken Sans regular, 8 pt. Line spacing 9 pt. All set in lower case.



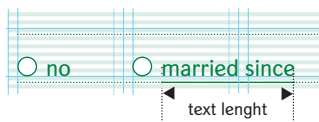
Circles

Diameter 2.621 mm. Line width 0.5 pt. Space between circel and text 3.81 mm (0,5").



Horizontal line

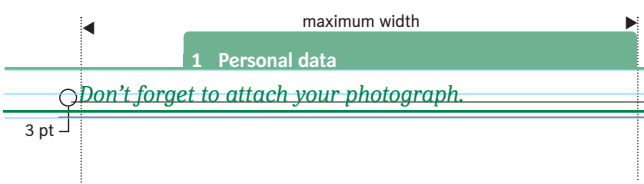
Dotted line. Line width 0.5 pt. Center of the line 2.25 pt under the baseline.



Subquestion (11)

Horizontal line

Under the subquestion a continuous line, which runs as long as the text. Line width 0.5 pt. Center of the line 2.25 pt under the baseline.

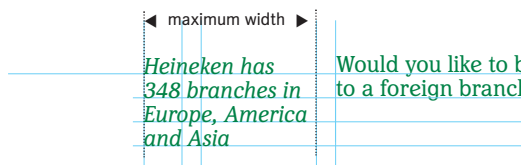


Explanation to a category (12a)

Font Heineken Serif Italic, 8 pt, 3 pt under the baseline. Maximum text length: see illustration.

Line under explanation

Center of the line 0.65 pt above the baseline. Line width 1.3 pt.



Explanation to a question (12b)

Font Heineken Serif italic, 8 pt. The explanation in front of question. Text runs from the leftmost position to the end of the first column.



Doorverwijzing (13)

Font Heineken Sans Bold, 8 pt. Δ-symbol (alt j), 90° rotated.

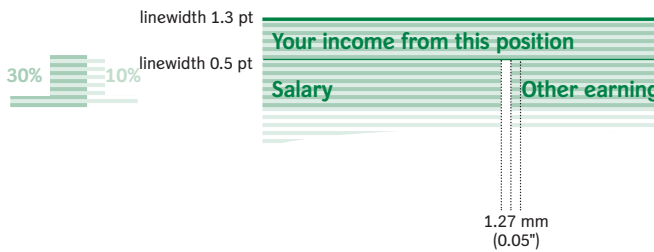


Table headers (14a, 14b)

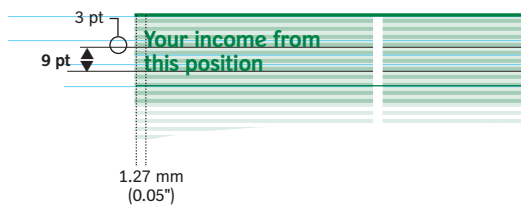
General

Line above table header:
 Line width 1.3 pt.
 Center of the line 0.65 above baseline.
 Line between header and subheader:
 Line width 0.5 pt.

Background headers:
 Dark lines 30% colour percentage.
 Light lines 10% colour percentage.

Column width 1.27 mm.

forms to be filled in by hand



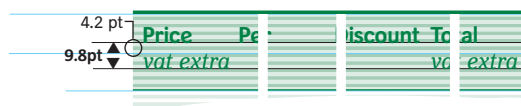
Tables on forms to be filled in by hand (14a)

Text:

Font Heineken Sans Bold, 8 pt.
 Line spacing 9 pt.
 Attention! Text position 3 pt under baseline.

Line between header and subheader:
 Center of the line 0.25 pt above baseline.

forms to be filled in by printer



Tables to be filled in by printer (14b)

Text:

Font Heineken Sans Bold, 8 pt.
 Line spacing 9.8 pt.
 Position 4.2 pt above baseline.

Line between header and subheader:
 Center of the line 0.25 pt above the baseline.



Accent background (15)

Dark lines 30% colour percentage.
 Can be used to highlight certain columns.



Service data (16)

Header

Box: Line width 0.5 pt.

All other specifications: See Headers (page 13).

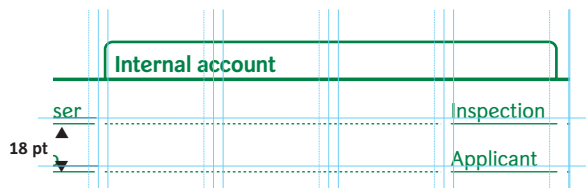
No background!

No green lined background.

Question and answer columns

Specifications: see Questions (page 13)

and Answer Column (page 14).



Line spacing

18 pt on forms to be filled in by hand
and forms to be filled in by printer.

1
Heineken
 International

2
 Ficha de revisión

Área de Medicina del Trabajo

3

Información personal			
Nombre de apellidos			
Número de ficha		Fecha baja	
Departamento/dirección			
Categoría		Fecha alta	
Domicilio		Código postal	
Número días baja		Número días baja	
Localidad/provincia		Tel. de contacto	

4

Fecha	Evolución

Heineken
 International

Ficha de enfermedad

Área de Medicina del Trabajo

Diagnóstico																		
Fecha baja																		
Fecha alta																		
Días períodos																		
Departamento																		
Observaciones																		



Intern

Colour

Black

Helvetica **Bold Italic**

Typefaces

Helvetica (Arial)

Helvetica (Arial) Bold

Helvetica (Arial) Italic

Line spacing for text

On forms to be filled in by hand 9 pt.

Sizes

A4 portrait and landscape.



Company logo (1)

On A4 portrait and landscape, height is 11.94 mm.

Form title (2)

Font Helvetica (Arial) Bold, 14 pt.

Aligned right.

Copy designation

Font Helvetica (Arial).

'copy' comes before the form title.

N.B. no initial capital letter.

Ficha de revisión

copia **Ficha de revisión**

Subtitle

Font Helvetica, 14 pt.

Position under the form title.

Ficha de revisión

Subtítulo

Información personal			
Nombre de apellidos			
Numero de ficha		Fecha baja	
Departamento/dirección			
Categoría		Fecha alta	
Domicilio		Código postal	
Numero dias baja		Numero dias baja	
Localidad/provincia		Tel. de contacto	

Información personal			
Nombre de apellidos			
Numero de ficha		Fecha baja	
Departamento/dirección			
Categoría		Fecha alta	
Domicilio		Código postal	
Numero dias baja		Numero dias baja	
Localidad/provincia		Tel. de contacto	

Other design features

General

Note: Headings and question and answer spaces are created using the *table functions* in Word, so all spaces are defined as 'cells' of a table. This applies to the question and answer columns as well as the section headings.

Before you begin

Select View > tick Rulers.

Select File > Page setup:

Margins:

- top 143 pt, bottom 0.5" (= 0.5 inches)
- left 0.9", right 0.68 cm
- click OK

Select Tools > Options.

Click the General tab.

- measurement units *inches*
- click OK

Select Table > Show gridlines

Question and answer space (3)

As an example, we will show how the question and answer space shown here was created.

Insert a table

Table > Insert Table.

- number of columns 4
- number of rows 7
- column width *auto*
- click OK

Remove cell borders

Select Table > Select table.

Click the right mouse button.

Select Borders and Shading.

Click the Borders tab.

- Borders *none*
- click OK

Answer space shading

Select the last three columns.

Click the right mouse button.

Select Borders and Shading.

Click the Shading tab.


- fill *none*
- style 10%
- colour *black*
- apply to *cell*
- click OK

1	↓	3	4

Insert space between columns

There will be a space of 3 pt between the columns. This white space is actually an extra column that is 3 pt wide, so you will first insert a column and then make it the right width. Note: You will not make the column white until later.

Insert a column:

Click above the second column (a  symbol will appear). This selects the whole column.

Select Table > Insert column.

Note: the inserted column comes before the current column and is now completely selected. The inserted column is as wide as the column next to it.

Note: Inserting columns makes the table wider, so it may run off the page. Don't worry, this will be fixed when the column width is adjusted.

1	2	3	4

Make the inserted column 3 pt wide:

Select Table > Cell Height and Width

Click the Column tab

- width 3 pt
- space between columns 0"
- click OK

Repeat these actions for columns 3 and 4.

Note: The inserted columns will not be made white until later.

18 pt			

Make all cells 18 pt high

Click in the first row, first column.


Select Table > Cell Height and Width

Select the Row tab.

- height of row 1-7 Exactly
- at 18 pt
- indent from left 0"
- click OK

0,5"			

Adjust the cell width

Click above the first column (a  symbol will appear). This is how you select the column.

Select Table > Cell Height and Width.

Select the Column tab.

- width of column 1 enter the cell width here. This is variable but must be a multiple of 0.1", so 3.5", 1.6" or 2.7", not 0.55", 2.68" or 1.71"
- space between columns 0"
- click OK

Put a question in the question column

Note: Start from the *bottom cell*.

Underline the cells:

Click the right mouse button in the bottom cell of the question section.

Select Borders and Shading.

Click the Borders tab.

- fill *none*

- style _____

- colour *black*

- width $\frac{1}{2}$ pt

- preview diagram: click the *bottom line* only.

Make sure only the bottom line is visible in the preview diagram. You can turn lines on and off by clicking in the preview or on the buttons around the diagram.

Note: This action changes 'fill' to *custom*.

- apply to *cell*

- click *OK*

Click the right mouse button in the cell above and repeat the action.

Do this with all cells in the question section.

Nombre de apellidos			
Numero de ficha			
Departamento/direccion			
Categoria			
Domicilio			
Numero dias baja			
Localidad/provincia			

Text:

Enter the text and select it.

Click the right mouse button in the cell.

Select Alignment > Align bottom.

Type the text and select it.

Set the font: *Arial 8 pt*.

Repeat for all cells in the question column.

Nombre de apellidos			
Numero de ficha			
Departamento/direccion			
Categoria			
Domicilio			
Numero dias baja			
Localidad/provincia			

Put a question in the answer column

Note: Again, begin in the *bottom cell*.

Make the cell white:

Click the right mouse button in the cell you want.

Select Borders and Shading.

Click the Shading tab.

- fill *none*

- style *solid (100%)*

- colour *white*

- apply to *cell*

- click *OK*

Nombre de apellidos			
Numero de ficha		Fecha baja	
Departamento/direccion			
Categoria		Fecha alta	
Domicilio		Código postal	
Numero dias baja		Numero dias baja	
Localidad/provincia		Tel. de contacto	

Underline the cell:

Click the right mouse button in the cell.

Click the Borders tab.

- setting *none*
- style _____
- colour *black*
- width $\frac{1}{2}$ pt
- preview diagram: click the *bottom line* only.
Make sure only the bottom line is visible in the preview diagram.
Note: This action changes 'settings' from *none* to *custom*.
- apply to *cell*
- click *OK*

Text:

Click the right mouse button in the cell.

Select Alignment > Align bottom.

Type the text and select it.

Set the font: *Arial, 8 pt*.

If you wish, repeat the above actions for the cell above and so on.

Nombre de apellidos			
Numero de ficha		Fecha baja	
Departamento/direccion			
Categoria		Fecha alta	
Domicilio		Código postal	
Numero dias baja		Numero dias baja	
Localidad/provincia		Tel. de contacto	

Make the white column

Note: In the example here, the cells to be made white are shaded in blue. Make sure these are cells to the left and right of a white question block *only*.

Click the right mouse button in the cell you are going to make white. The easiest way to do this is: click in the cell to the left of the cell and then go to the cell you want with the <tab> key.

Select Borders and Shading.

Click the Shading tab.

- fill *none*
- style solid (100%)
- colour *white*
- apply to *cell*
- click *OK*

Repeat for every 'white column'-cells.

Nombre de apellidos			
Numero de ficha		Fecha baja	
Departamento/direccion			
Categoria		Fecha alta	
Domicilio		Código postal	
Numero dias baja		Numero dias baja	
Localidad/provincia		Tel. de contacto	

Nombre de apellidos			
Numero de ficha		Fecha baja	
Departamento/direccion			
Categoria		Fecha alta	
Domicilio		Código postal	
Numero dias baja		Numero dias baja	
Localidad/provincia		Tel. de contacto	

Underline the question section

Note: Again, begin at the bottom of the table.

Click the right mouse button in the bottom left cell of the answer section.

Select Borders and Shading.

Click the Borders tab.

- settings *none*
- style
- colour *black*
- width $\frac{1}{2}$ pt
- preview diagram: click only the *bottom line*.
 Make sure only the bottom line is visible in the preview diagram.
 Note: This action changes 'settings' from *none* to *custom*.
- apply to *cell*

Repeat for all cells that need to be underlined.

Nombre de apellidos			
Numero de ficha		Fecha baja	
Departamento/direccion			
Categoria			

Make the section heading

Insert a row:

Click the first cell of the table.

Select Table > Insert rows.

Nombre de apellidos			
Numero de ficha		Fecha baja	
Departamento/direccion			
Categoria			

Black box:

Click the right mouse button in the first cell of the new row.

Select Borders and Shading.

Click the Shading tab.

- fill *none*
- style *solid (100%)*
- colour *black*
- apply to *cell*
- click *OK*

Nombre de apellidos			
Numero de ficha		Fecha baja	
Departamento/direccion			
Categoria			

Line over the whole width:

Click the first cell.

Select Table > Select row.

Click the right mouse button.

Select Borders and Shading > Click the Borders tab.

- settings *none*
- style _____
- colour *black*
- width $2\frac{1}{4}$ pt
- preview diagram: click the *bottom line* only.
 Make sure only the bottom line is visible in the preview diagram.
- apply to *cell*
- click *OK*

Información personal			
Nombre de apellidos			
Numero de ficha		Fecha baja	
Departamento/direccion			
Categoria			

Text in black box:

Click the right mouse button in the first cell.

Select Alignment > Align bottom.

Type the text and select it.

Set the font: Arial, 8 pt. Click **B** (bold).

Información personal			
Nombre de apellidos			
Numero de ficha		Fecha baja	
Departamento/direccion			
Categoria			

Make the section heading 2.9" wide:

Click the first cell of the first row.

Select Table > Select row.

Make the cell width 2.9":

Hold down the <Ctrl> and <Alt> keys while you drag the right side of the cell to the right.

(a ←||→ symbol will appear.)

The column widths will be visible above in the rule.

Información personal			
Nombre de apellidos			
Numero de ficha		Fecha baja	
Departamento/direccion			
Categoria			

Make the section heading 14 pt high:

Click the first cell.

Select Table > Cell Height and Width

Select the Row tab.

- height of row 1-8 *exactly*

- at *14 pt*

- indent from left *0"*

- click *OK*

Información personal			
Nombre de apellidos			
Numero de ficha		Fecha baja	
Departamento/direccion			
Categoria			

Remove the grey background:

Select the second up to and including the last cell in the first row.

Select Borders and Shading > Click the Shading tab.

- fill *none*

- style *solid (100%)*

- colour *white*

- apply to *cell*

Fecha	Evolución

--	--

--	--

--	--

--	--

Table (4)

General

This is the easiest method: first, you create a table with only one row, then you duplicate it as often as necessary.

Select Table > Show gridlines

As an example, we will show how this table was created.

Insert a table

Table > Insert table.

- number of columns 2
- number of rows 1
- column width auto
- click OK

Remove cell borders

Select Table > Select table.

Click the right mouse button in the selected area.

Select Borders and Shading.

Click the Borders tab.

- settings none
- click OK

Background

Select Table > Select table.

Click the right mouse button in the selected area.


Select Borders and Shading > Click the Shading tab.

- fill none
- style 10%
- colour black
- click OK

Insert a white column

Insert a column:

Click above the cell of the second column.

(a  symbol will appear), so the entire second column is selected. The column you are going to insert will be before the current column.

Select Table > Insert column.

Note: The entire inserted column is now selected. The inserted column is as wide as the column next to it.

Note: When you insert the column the table will become wider and may run off the page. Don't worry, this will be fixed when the column width is adjusted.

Now make the inserted column 3 pt wide:
Select Table > Cell Height and Width
Click the Column tab.

- width 3 pt
- space between columns"
- click OK

Click the right mouse button in the cell you will be making white. The easiest way to do this is to go into the cell before it and go to the cell you want with the <tab> key.

Select Borders and Shading.

Click the Shading tab.

- fill *none*
- style solid (100%)
- colour *white*
- apply to *cell*
- click OK

Dotted lines:

Click the right mouse button in the first cell.

Select Borders and Shading > Click the Borders tab.

- style
- fill *none*
- colour *black*
- width $\frac{1}{2}$ pt
- preview diagram: click the *bottom line* only.

Only the bottom line is visible in the preview diagram. You can turn lines on and off by clicking in the preview or on the buttons around the diagram.

Note: This action changes 'fill' to *custom*.

- apply to *cell*
- click OK

Repeat for the third cell.

Create the rest of the table

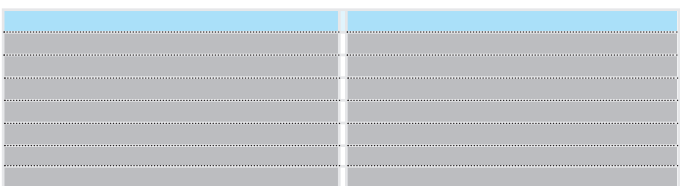
Insert a row:

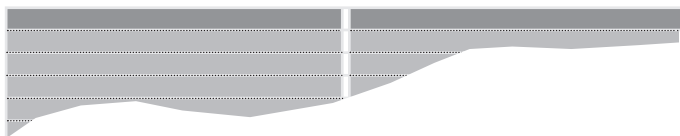
Click the first cell of the table.

Select Table > Insert rows.

- The row you enter in this way is identical to the previous one.

Repeat this action as many times as you need rows.



*Create the heading above a table*

Insert a row:

Click the first cell of the table.

Select Table > Select row.

Select Table > Insert rows.

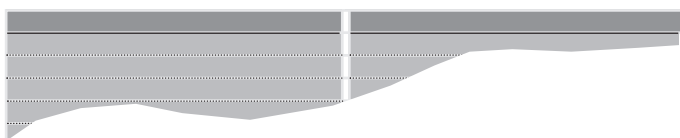
Dark grey background:

Click the right mouse button in the first cell of the new row.

Select Borders and Shading.

Click the Shading tab.

- fill *none*
- style *30%*
- colour *black*
- apply to *cell*
- click *OK*



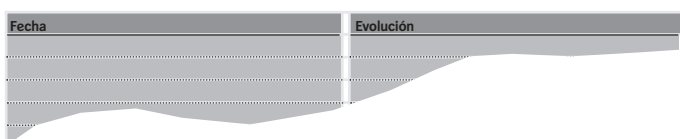
Extended line:

Click the right mouse button.

Select Borders and Shading.

Click the Borders tab.

- setting *none*
- style _____
- colour *black*
- width $\frac{1}{2}$ pt
- preview diagram: click the *bottom line* only.
 Make sure only the bottom line is visible in the preview diagram.
 Note: This action changes 'fill' to *custom*.
- apply to *cell*
- click *OK*



Text:

Click the right mouse button in the first cell of the first row.

Select Alignment > Align bottom.

Type the text and select it.

Set the font: *Arial, 8 pt.*

0 pt
12.7 mm = 0.5 inch
22.86 mm = 0.9 inch
38.1 mm = 1.5 inch
53.34 mm = 2.1 inch
68.58 mm = 2.7 inch
83.82 mm = 3.3 inch
99.06 mm = 3.9 inch
114.3 mm = 4.5 inch
129.54 mm = 5.1 inch
144.78 mm = 5.7 inch
160.02 mm = 6.3 inch
175.26 mm = 6.9 inch
190.5 mm = 7.5 inch
203.2 mm = 8 inch

Heineken International

copy Application
Internal

P.O. Box 28, 1000 AA Amsterdam

1 Personal data

Don't forget to attach your photograph

Last name

Given names

Sex

male

female

Nationality

Date of birth

Place of birth

Street address

Postal code and city

Phone

Mobile

E-mail

2 Partner and children

Are you married?

no

married since

last name

given names

date of birth

nationality

no

yes, fill in below

Do you have children?
What are their names,
and when were they
born?

Name of child

Date of birth

3 Experience

Period

Employer/place of business

Reason of leave

Your income from this position

Salary

Other income

Position text
position of line
2,25 pt below

0 pt 35 pt 49 pt 63 pt 77 pt 91 pt 105 pt 119 pt 133 pt 147 pt 161 pt 175 pt 189 pt 203 pt 217 pt 231 pt 245 pt 259 pt 273 pt 287 pt 301 pt 315 pt 329 pt 343 pt 357 pt 371 pt 385 pt 399 pt 413 pt 427 pt 441 pt 455 pt 469 pt 483 pt 497 pt 511 pt 525 pt 539 pt 553 pt 567 pt 581 pt 595 pt 609 pt 623 pt 637 pt 651 pt 665 pt 679 pt 693 pt 707 pt 721 pt 735 pt 749 pt 763 pt 777 pt 791 pt 805 pt 819 pt 833 pt

203,2 mm = 8 inch 190,5 mm = 7,5 inch 175,26 mm = 6,9 inch 160,02 mm = 6,3 inch 144,78 mm = 5,7 inch 129,54 mm = 5,1 inch 114,3 mm = 4,5 inch 99,06 mm = 3,9 inch 83,82 mm = 3,3 inch 68,58 mm = 2,7 inch 53,34 mm = 2,1 inch 38,1 mm = 1,5 inch 22,86 mm = 0,9 inch 12,7 mm = 0,5 inch 7,62 mm = 0,3 inch

position of text position of line 2 pt below

Heineken
International

copy **Delivery Order**

Accounts payable
P.O. Box 28 1000 AA Amsterdam
phone: +31 (0)20 523 94 20
fax: +31 (0)20 523 97 38

IKEA Delft
Attn. Mr. Håkesson
P.O. Box 3000
2036 MB Delft
The Netherlands

date **25.03.2000**
our reference **HKQX030**
your reference **PDS 001**
order number **AH xxxxxx**

Order

Amount	Description	Price vat extra	Per	Discount	Total vat extra
44	Björk deskchair / crimson red / art.no. 123.6678	139,00	piece	15%	\$ 6.116,00
12	Mammut worktable / blank / art.no. 435.6689	245,00	piece	15%	- 2.940,00
108	Höllkäse computerdesk / red / art.no. 433.9383	299,00	piece	15%	- 5.382,00
Total vat extra					\$ 14.438,00

Delivery & terms of delivery
Delivery address **Ie van der Helstraat 4**
1072 NV Amsterdam
Date of delivery **12 april 2001**
Terms of delivery **Freight forward**

Billing/Invoice: Send your invoice in duplicate within 1 week after delivery. **Payment:** Within 30 days after receipt of invoice, and only if delivery is made in accordance with this order.
with invoices that comply with these conditions. **Acknowledgement:** in case you feel you should deviate from our conditions as laid out in this delivery order, please inform our purchase department in writing.

Signature client
Name _____
Signature _____

Internal account
Purchaser _____
Copy to _____
Inspection _____
Applicant _____
Cost centre _____
Project code _____
Total nett amount _____

07.03.101/856
The General Purchasing Terms and Conditions of Heineken B.V. filed at the Office of the District Court in Amsterdam, apply to this order
1/4

0 pt	
31 pt	
49 pt	Heineken International
67 pt	
85 pt	
103 pt	Área de Medicina del Trabajo
121 pt	Información personal
139 pt	Nombre de apellidos
157 pt	Numero de fichas
175 pt	Departamento/dirección
193 pt	Categoría
211 pt	Domicilio
229 pt	Numero días baja
247 pt	Localidad/provincia
265 pt	Fecha
283 pt	Evolución
301 pt	
319 pt	
337 pt	
355 pt	
373 pt	
391 pt	
409 pt	
427 pt	
445 pt	
463 pt	
481 pt	
499 pt	
517 pt	
535 pt	
553 pt	
571 pt	
589 pt	
607 pt	
625 pt	
643 pt	
661 pt	
679 pt	
697 pt	
715 pt	
733 pt	
751 pt	
769 pt	
787 pt	
805 pt	
823 pt	

203,2 mm = 8 inch

190,5 mm = 7,5 inch

175,26 mm = 6,9 inch

160,02 mm = 6,3 inch

144,78 mm = 5,7 inch

129,54 mm = 5,1 inch

114,3 mm = 4,5 inch

99,06 mm = 3,9 inch

83,82 mm = 3,3 inch

68,58 mm = 2,7 inch

53,34 mm = 2,1 inch

38,1 mm = 1,5 inch

22,86 mm = 0,9 inch

12,7 mm = 0,5 inch

7,62 mm = 0,3 inch

Ficha de revisión

Fecha baja

Fecha alta

Código postal

Numero días baja

Tel. de contacto

31 pt	Heineken International					Ficha de enfermedad		
49 pt								
67 pt	Área de Medicina del Trabajo							
85 pt	Diagnóstico			Fecha baja	Fecha alta	Dias periodos	Departamento	Observaciones
103 pt								
121 pt								
139 pt								
157 pt								
175 pt								
193 pt								
211 pt								
229 pt								
247 pt								
265 pt								
283 pt								
301 pt								
319 pt								
337 pt								
355 pt								
373 pt								
391 pt								
409 pt								
427 pt								
445 pt								
463 pt								
481 pt								
499 pt								
517 pt								
535 pt								
553 pt								
571 pt								
589 pt								

A5 grid, portrait
Form to be filled in by hand
Line spacing 18 pt

	5.08 mm = 0.2 inch	12.7 mm = 0.5 inch	22.86 mm = 0.9 inch	36.1 mm = 1.5 inch	53.34 mm = 2.1 inch	68.58 mm = 2.7 inch	83.82 mm = 3.3 inch	99.06 mm = 3.9 inch	114.3 mm = 4.5 inch	129.54 mm = 5.1 inch	142.24 mm = 5.6 inch
31 pt											
45 pt											
48 pt											
67 pt											
85 pt											
103 pt											
121 pt											
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481 pt											
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535 pt											
553 pt											
571 pt											
580 pt											
589 pt											

position of text
position of line:
2.25 pt below

Heineken
International

copy Formtitle
Subtitle

The General Purchasing Terms and Conditions of Heineken B.V. filed at the Office of the District Court in Amsterdam, apply to this order.

07.00.10.088

1/4

A6 grid, landscape
Form to be filled in by hand
Line spacing 18 pt

5,08 mm = 0,2 inch	12,7 mm = 0,5 inch	22,86 mm = 0,9 inch	38,1 mm = 1,5 inch	53,34 mm = 2,1 inch	68,58 mm = 2,7 inch	83,82 mm = 3,3 inch	99,06 mm = 3,9 inch	114,3 mm = 4,5 inch	129,54 mm = 5,1 inch	142,24 mm = 5,6 inch					
31 pt	45 pt	49 pt	67 pt	85 pt	103 pt	121 pt	139 pt	157 pt	175 pt	193 pt	211 pt	229 pt	247 pt	265 pt	283 pt
Heineken International			copy Formtitle Subtitle												
				position of text position of line: 2,25 pt below											
				The General Purchasing Terms and Conditions of Heineken BV, filed at the Office of the District Court in Amsterdam, apply to this order.											
				17.00.10.0348											
				1/4											

A4 grid, portrait
Form to be filled in by printer
Line spacing 14 pt

0 pt

35 pt

49 pt

63 pt

77 pt

91 pt

105 pt

119 pt

133 pt

147 pt

161 pt

175 pt

189 pt

203 pt

217 pt

231 pt

245 pt

259 pt

273 pt

287 pt

301 pt

315 pt

329 pt

343 pt

357 pt

371 pt

385 pt

399 pt

413 pt

427 pt

441 pt

455 pt

469 pt

483 pt

497 pt

511 pt

525 pt

539 pt

553 pt

567 pt

581 pt

595 pt

609 pt

623 pt

637 pt

651 pt

665 pt

679 pt

693 pt

707 pt

721 pt

735 pt

749 pt

763 pt

777 pt

791 pt

805 pt

819 pt

833 pt

position of text
top of line
2 pt below

kopie Formulier naam

Subtitel

first line of address

first line continuation sheet

first line without widow

first line with widow

203,2 mm = 8 inch

190,5 mm = 7,5 inch

175,26 mm = 6,9 inch

160,02 mm = 6,3 inch

144,78 mm = 5,7 inch

129,54 mm = 5,1 inch

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53,34 mm = 2,1 inch

38,1 mm = 1,5 inch

22,86 mm = 0,9 inch

12,7 mm = 0,5 inch

7,62 mm = 0,3 inch

The General Purchasing Terms and Conditions of Heineken B.V. filed at the Office of the District Court in Amsterdam. apply to this order.

1/4

