Surface for Business Transition to Cloud asset-usage guidance

How to use the Surface for Business Transition to Cloud assets

There are three (3) PDFs, three (3) Adobe InDesign files, one (1) OFT file, and one (1) HTML file.

1. Transition to Cloud E-book
Objective: The intention of the Transition to Cloud e-book is to highlight to prospective customers and purchase influencers how they can enable a hybrid work environment with Microsoft 365 on Microsoft Surface for Business devices.

File format: PDF and InDesign. You will need Adobe InDesign to edit the original file and flow in localized copy. Choose the option for an interactive PDF when you export a PDF so that the links work correctly in the PDF.

2. Transition to Cloud Static Infographic (IG)
Objective: The intention of the Transition to Cloud IG is to draw the interest of prospective customers and purchase influencers using statistics on the challenges of hybrid work, and to show how Microsoft 365 on Surface for Business devices addresses these challenges.

File format: PDF and InDesign. You will need Adobe InDesign to edit the static image file and flow in localized copy.

3. Transition to Cloud Flyer
Objective: The Transition to Cloud flyer provides prospective customers and purchase influencers with a brief overview of the benefits of Microsoft 365 on Surface for Business in a hybrid work environment.

File format: PDF and InDesign. You will need Adobe InDesign to edit the static image file and flow localized copy through.

4. Transition to Cloud Email Template
Objective: The intention of the email is to provide direct outreach to customers.

File format: OFT: You will need Microsoft Outlook to edit the OFT file to flow localized copy through. HTML: You will need to follow your usual procedures to edit and use HTML content in email clients other than Outlook.

Notes:
The design team and/or agency should take the copy document marked with EN-US, and then copy, localize, and flow that copy into the final design assets.

| Asset Location + Title	Surface_Transition_to_Cloud_E-book_072921.pdf	
Thumbnail	**File Type**	**Copy**
![Microsoft Surface — Positioning for growth in a hybrid work environment. The right approach and technology can help organizations not only maintain continuity and productivity, but also grow and innovate. Build a successful future with cloud-powered Microsoft Surface devices for better productivity, endpoint security, and manageability.]	PDF InDesign	Title: Positioning for growth in a hybrid work environment Subhead: The right approach and technology can help organizations not only maintain continuity and productivity, but also grow and innovate. Build a successful future with cloud-powered Microsoft Surface devices for better productivity, endpoint security, and manageability. CTAs: Learn more: Microsoft Surface for Business devices Get started today: Microsoft Surface Resellers	Microsoft 365

Asset Location + Title	**Surface_Transition_to_Cloud_IG_072921.pdf**	
Thumbnail	**File Type**	**Copy**
	PDF InDesign	Title: What does it take to succeed in a hybrid-work environment? The pandemic accelerated digital transformation and emphasized the benefits of transitioning to the cloud. • 53% of workers are expected to be remote or to work a hybrid schedule post-pandemic. But creating a collaborative, seamless, and security-enabled hybrid work environment is challenging: • 60% of people say they feel less connected to their team after shifting to remote work. • 59% of organizations allow employees to use their own devices for work, which can complicate endpoint management for IT. • 27% of enterprise mobile endpoints were exposed to device threats in 2019. Support hybrid workers to do their best work anywhere. Transition to the Microsoft Cloud with Microsoft Surface for Business devices and Microsoft 365 to boost productivity, strengthen security, and streamline management. Boost productivity: Collaborate and connect with cloud-built Microsoft 365. • Surface users saved an average of 10 hours weekly in efficiency and productivity. Strengthen security: Provide security from all angles: protection, compliance, and management. • 51% of enterprises ranked the security benefits of Surface devices with Microsoft 365 as the top feature. Simplify management: Control every connected device with a few clicks. • 24% less time is spent deploying and managing new software. CTA: Learn more about what Microsoft 365 and Surface devices can do for you.

Asset Location + Title		Surface_Transition_to_Cloud_Flyer_072921.pdf
Thumbnail	**File Type**	**Copy**
	PDF InDesign	Title: Empower your hybrid workforce to do its best every day

Create a collaborative, seamless, and security-enabled hybrid work environment with Microsoft 365 on Microsoft Surface devices.

Balancing the needs of hybrid workers—those working remotely full-time, returning on-site, or blending the two—is no easy feat. Microsoft Cloud services on Surface for Business devices can help to:

Boost productivity
Empower employees to do their best anywhere
Collaborate and connect in ways that can increase engagement and creativity with cloud-built Microsoft.

Strengthen security
Protect endpoints with multilayered security
Together, Microsoft 365 and Surface devices provide security from all angles, combining protection, compliance, and management.

Simplify management
Help save significant IT resources and costs
Maintain control over every connected device, help prevent security vulnerabilities, and manage endpoints with just a few clicks.

Choosing the right approach and technology for your transition to the cloud.

CTA: Learn what Microsoft 365 on Surface for Business devices can do for you. [https://www.microsoft.com/en-us/surface/business] |

Asset Location + Title	Surface_Transition_to_Cloud_Email_072921.oft Surface_Transition_to_Cloud_Email_072921.html Surface_Transition_to_Cloud_Email_072921_files

Thumbnail	File Type	Copy
	OFT HTML	Subject line: Give your hybrid workforce cloud cover for the future Header title: Help employees connect and excel anywhere with cloud services on Microsoft Surface Hello [First Name], Is your business struggling with a hybrid workforce? It can be difficult to maintain productivity and collaboration when employees are working remotely at least part of the time, and it can be even harder to deploy and manage software on their devices. Fortunately, cloud services that help your business stay flexible and resilient at an enterprise level can also enable your workers to do their best work anywhere they're located. When provided with the right cloud-powered tools for hybrid work, such as Microsoft Surface devices with Microsoft 365, both your employees and your IT department are empowered to: • Boost productivity by increasing engagement, creativity, and collaboration. • Strengthen security. • Streamline management. The right approach and technology can help your organization go beyond what's normal today to grow and innovate for tomorrow. Learn more about what Surface for Business devices can do for you. Best regards, [Signature] CTAs: Read "Positioning for growth in a hybrid-work environment." Learn more at surface.com/business.

Step-by-step instructions on how to flow localized copy in InDesign

Open Layers panel and make sure that "EDIT_text" layer is unlocked. Lock all other layers by clicking on the box to the immediate left of the layer name.
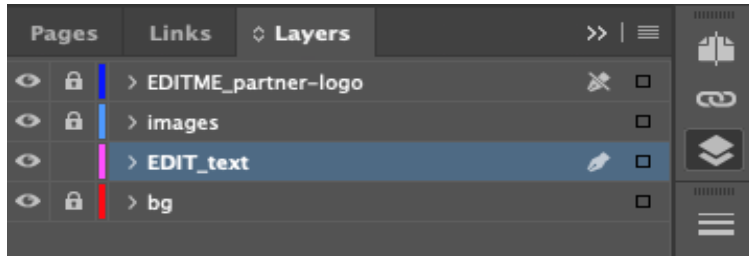

Double-click into the text box or hit "T" and click in the text box to edit the text. Copy + paste from another document or edit directly in InDesign.
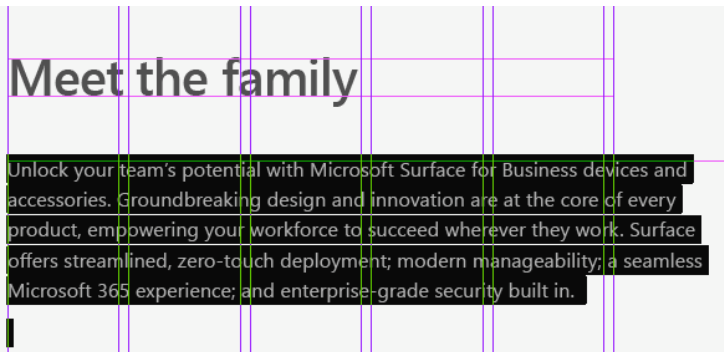
Double-check the details:

- **Run spell-check.** Double-click into the text box and select all. Right click > Spelling > Spell Check. Choose whether to Skip, to change to a Suggested Correction, add to User Dictionary, or Ignore.

- **Check footnotes**. Check that all references to footnotes use a superscript style. To change numbers from regular to superscript, highlight the number and hover over it. A superscript option will appear. Alternatively, open Window > Type & Tables > Glyphs and make the change in the Glyphs panel.
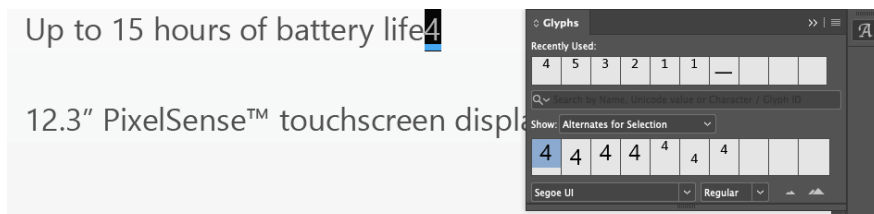
Best practices for exporting a PDF from InDesign

Export the PDF: File > Export > Export As.
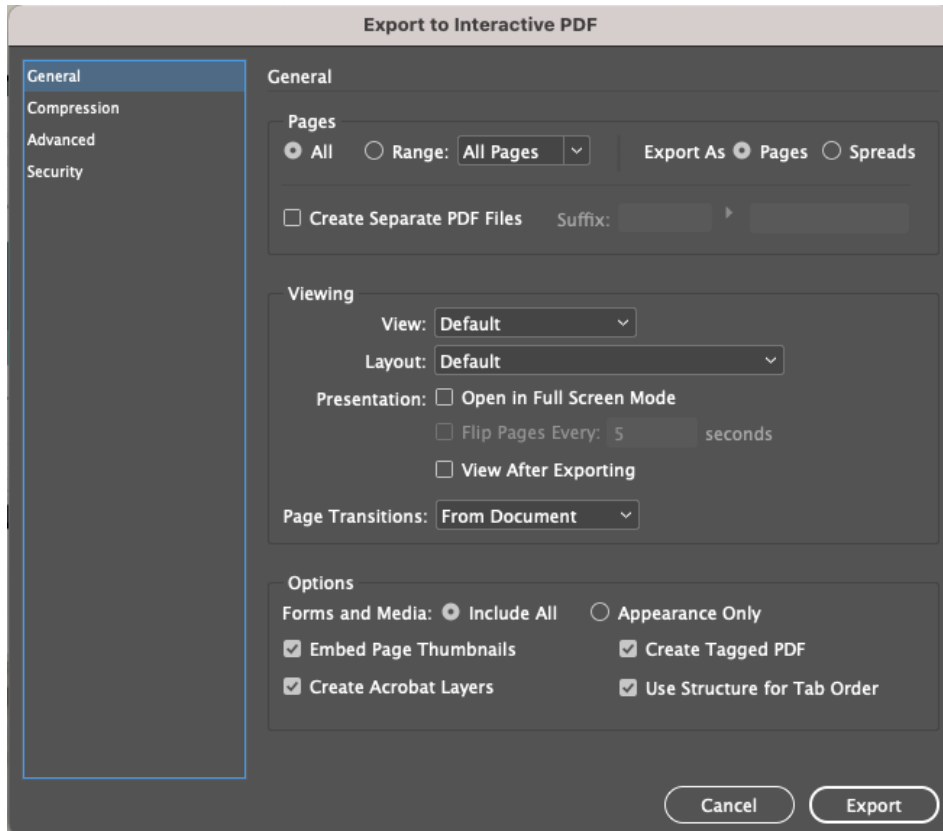
- Name the file and determine your save location. Under Format, select Adobe PDF (interactive).
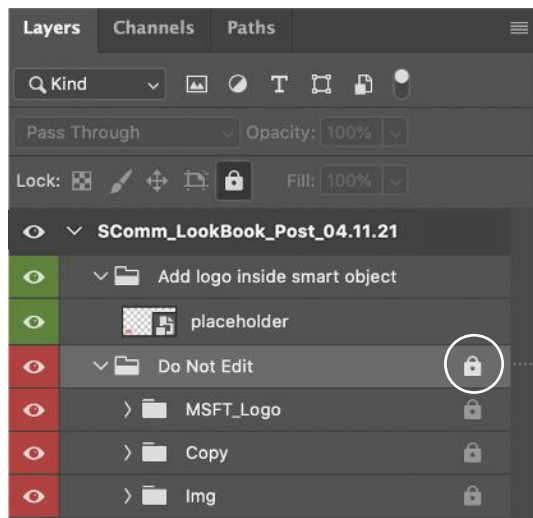
- In the Export Adobe PDF dialog box, set any options, then click Export to output the PDF.

Step-by-step instructions on how to flow localized copy into static images in Photoshop

Inside each PSD file, you will find 2 main folders at the layers panel.

Partner logo placeholder.
Delete or hide this layer group if your post does not include a partner logo.

In order to edit the copy, you must first unlock this layer group by clicking the lock icon at the right.

1. Open each PSD file. Click the lock icon in the layers panel to make all elements editable.

2. Copy the localized title from the approved document.

3. Select the current title in Photoshop using the Text tool and replace it by pasting in the localized copy (Edit > Paste).

4. Repeat steps 2 & 3 to update the subtitle or additional copy elements.

5. Export the updated image. See previous slide for export specifications.

Best practices for managing text in Photoshop

Open the character panel to view properties such as font size, font style, color and tracking.
(Window > Character)

All of these properties should remain intact. The only exception occurs if type size needs to be reduced to accommodate longer words in other languages.

Copy checklist

Before you're ready to post, please verify the following:

- On-image copy: Fonts, font sizes and styles must not be modified when pasting in the localized copy.

- Post copy is kept under 150 characters.

- The hashtag #SurfaceForBusiness is used after the final sentence and isn't incorporated into the statement; it stands alone.

Best practices for exporting static images from Photoshop

Export the image: File > Export > Export As.

File format:
PNG. No transparency.

Scale: 100%

Size: 1200x627 pixels
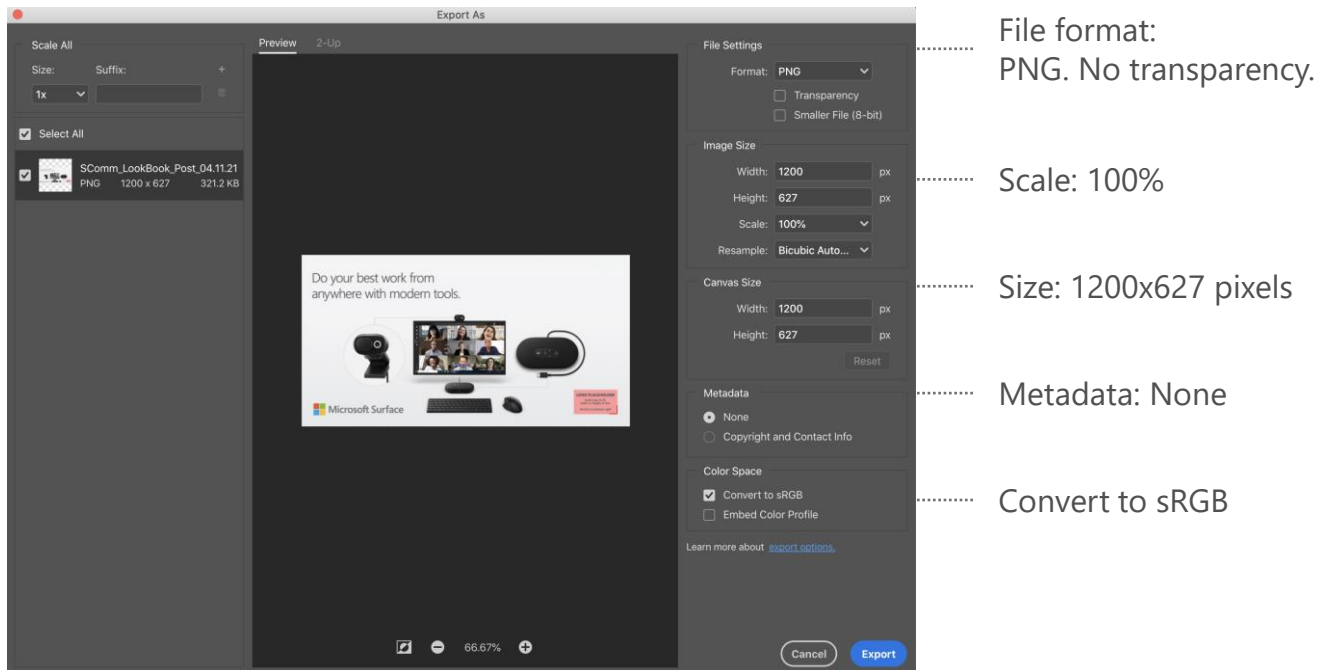
Metadata: None

Convert to sRGB

Image checklist

Before you're ready to post, please verify the following:

• Your partner logo is positioned according to the placeholder guides.

• The logo is accessible and has enough contrast against the light grey background.

• On-image copy can only be modified for localization purposes.

• All other design elements must not be moved or altered in any way.

Microsoft Surface

Step-by-step instructions on how to edit the OFT email

1. Choose the OFT file from the eMail templates folder.

2. Add the name of the recipient in the opening, in the area marked [First Name].

3. Add your name and signature/email address to in the closing statement of the email, in the area marked [Signature].

4. Add your logo into the email.

# Step-by-step instructions on how to edit the HTML file

1. Download Surface_Transition_to_Cloud_Email_072921.html and the folder named Surface_Transition_to_Cloud_Email_072921_files to your device.

2. Open a new message in your email application and follow the directions for importing an HTML file. If there are no directions, open the .htm file in your browser, then Select All, then copy and paste into the body of a new email.

3. Add the name of the recipient in the opening, in the area marked [First Name].

4. Add your name and signature/email address to in the closing statement of the email, in the area marked [Signature].

5. Add your logo into the email.

Microsoft co-branding guidelines
Partner logo minimum size and relationship

Horizontal logo
Partner logo should be no less than 16px high and should not exceed more than the height of the horizontal Microsoft Surface logo.
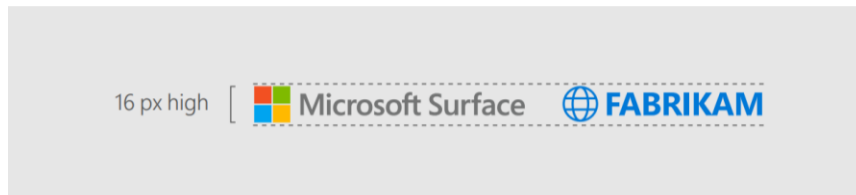
Stacked logo
Partner logo should be no less than 16px high and should not exceed more than 1 symbol square higher than the stacked Microsoft Surface logo.

Note: Padding on ALL banners follows the horizontal logo rules at 16px.

Clear space
Clear space is the minimum distance between partner logo lockups and other visual or verbal elements, as well as the edge of a product.

Minimum clear space surrounding the lockup is equivalent to one 16px symbol of the horizontal Microsoft Surface logo.