

Fonts Throughout THE CREATIVE LIFECYCLE

Empower Your Team With Better Font Management

Fonts play a huge role in branding and design. That’s why font management impacts every stage of the creative lifecycle, from concept to completion. Recognize how font management affects your team’s workflow, and you can rise above creative chaos to invent amazing.



DISCOVERY

Starting a new project can lead to major challenges:

- + Finding styles that resonate with the client can be staggering.
- + Organizing all necessary materials can feel overwhelming.
- + Inspiration can be elusive, and making it work can feel daunting.

When all your fonts are at your fingertips, you can minimize distractions and save time. With easy access to fonts, team members can quickly get in the zone as the journey begins.



CREATIVE EXPLORATION

Creativity calls for constant experimentation and innovation. Often, this can lead to lots of back-and-forth conversations with the client:

- + What are the best font styles for this client?
- + Which fonts will bring each design concept to life?
- + Will these fonts be permissible in the media required for this project?

Testing lots of variations for a client can wear anyone down. But discovering the right elements to tell a compelling story makes it all worth it. Font management tools make it easy to sift through vast collections of fonts, so you can find the right ones quickly. Now your team can focus on bringing their inspiration to life.



FONT FRAMEWORK

The challenges don’t stop once you select the right fonts. Make sure these fonts meet the client’s needs:

- + Spec how each font will look across all planned media: web, mobile, packaging, branded collateral, billboards, and beyond.
- + Determine how the selected fonts will display in every situation, including different font sizes, colors, styles, and resolutions.
- + Research alternative fonts in similar styles, for when using featured fonts isn’t possible.

Once you establish font guidelines for the client, this will encourage creativity and ensure consistency within your team.



FONT LICENSES

Font licenses can be complex and confusing. And failing to understand font licenses can expose your team to costly litigation. But it doesn’t have to be this way:

- + Are the selected fonts a fit for all media required by the client?
- + Have these fonts already been licensed? Or will they need to be purchased?
- + How will these fonts be distributed? Who needs access to these fonts?
- + Finally, have the selected fonts been approved by the client?

Once you successfully navigate these font licensing decisions, that will bring creative concepts one step closer to reality. And font management solutions can track font usage to help ensure compliance for everyone involved. Address these details, and you can turn your focus to the client’s goals.



CREATIVE INTEGRATION

Now that your team has the right font licenses, it’s time to integrate them into project assets:

- + Will all project stakeholders have appropriate access to these fonts?
- + Have the approved fonts been added to all elements of the project?
- + Are the final fonts legible on all media and consistent with the client’s plans?

The goal: make sure the right fonts are available to the right people at the right time. That’s why a good font manager is like a map for your journey – it helps your team stay on track and avoid costly delays.



FONT USAGE

Font management isn’t a one-time thing. Ensure all your fonts are managed correctly now and in the future:

- + Are font license agreements clearly documented so everyone on our team has easy access?
- + Do team members have access to correct versions of the fonts they need?
- + Are font usage rights, terms, and conditions easily viewable by project stakeholders?

Safeguarding all acquired and purchased fonts throughout the organization is vital, yet it’s easier said than done. The right font management solution lets you track permissions, stay on top of licensing renewals, and simplify font distribution so creativity can lead the way.



PRODUCTION

As the final step in validating that fonts and assets are visually accurate before releasing final output, preflighting is where many unexpected holdups can occur:

- + Do the fonts in the project files match the approved visual proofs?
- + Have all fonts been accounted for to avoid costly errors?
- + Have the final versions been cleared and validated to meet expectations?

Consistent font management is essential for identifying and resolving potential problems, from unexpected font substitutions and license violations to overspending on font purchases. Font management can make all the difference in a successful project outcome, ensuring your team stays on track and under budget.

Font management is fundamental to every step of the creative process. The right tools and approach will deliver the right fonts to the right people at the right time, every time. A strong font management tool can calm creative chaos and help you and your team invent amazing.