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.

**THE CREATIVE LIFECYCLE**

**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 on the journey begins.

**CREATIVE EXPLORATION**

Creating cool concepts for your client is a breeze. Often, this comes to life by testing various font combinations with the client:
- What are the best font styles for this client?
- Which fonts will bring real-life concept to life?
- What fonts turn your focus to the client’s goals.

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**FONT LICENSES**

Font licenses can be complex and confusing. Failing to understand font licenses can expose your team to costly litigation. But it doesn’t have to be this way:
- Font licenses agreements can be complicated, and failing to understand them can expose your team to costly litigation.
- Are there any font libraries required by the client?
- Have these fonts been reviewed by the client?
- Have these fonts been reviewed for their client’s purposes?
- Have all 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 is to ensure that 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 FRAMEWORK**

The challenges don’t stop once you select the right fonts. Make sure these fonts meet the client’s needs:
- Specific font families will look across all platforms and devices.
- Determine how the selected fonts will display in every situation, whether on social media, in web, mobile, or print advertisements.
- Research alternative fonts in similar styles, for when using your selected fonts isn’t possible.

Once successfully navigated 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.

**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 the approved fonts checked into project assets?

Safeguarding all acquired and purchased fonts throughout the organization is vital, yet it’s easier said than done. The right font management solution 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 you know which fonts are the right fonts, it’s time to integrate them into your project assets:
- Will all project stakeholders have access to the fonts?
- Are these fonts approved by all stakeholders?
- Are the final fonts legible on all media and consistent with the client’s preferences?

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**PRODUCTION**

As the final step in validating that fonts and assets are visually accurate before releasing final output, pre-lighting is where every unexpected holdup can occur:
- Do fonts in the project file match the approved visual proofs?
- Are all fonts accounted for and used correctly?
- Have the final versions been reviewed and validated to meet expectations?

Consistent font management is essential for identifying and avoiding potential problems, from collapsed text substitutions and missing elements to renamings on final purchases. Font management can make all the difference in a successful project outcomes, ensuring all team members have appropriate access to these fonts.

Visit extensis.com/fonts to learn more.