

# Calm Your Font Chaos

The right fonts can bring your ideas to life. But juggling a growing collection of fonts can quickly turn into a burden. Ever since we launched our first font management solution in 1993, we've grown to serve a wide variety of creative teams all around the world. During that time, we've learned some surprising font facts.

## How many fonts are we talking about?

Marketing and design teams maintain **an average of 4500 fonts.**

If you can't quickly find the fonts you need, your productivity could suffer.



## Which fonts are your favorites?

The design workforce has never been more mobile, with many creative professionals identifying as independent freelancers. But there's a risky downside to this trend.



About **50% of designers** bring their personal fonts to new projects.



And **59% of designers** share fonts with each other.

These tactics can expose companies to font compliance liabilities.



## What are font EULAs and why do they matter?

Font End User License Agreements (EULAs) answer two major questions:

How many people can use each license of this font ?

What are you allowed to do with this font ?

Yet **80%** of designers don't regularly read font EULAs.

And of those who do read them, **78%** experience some level of confusion around these two important questions.



## What can I do with my fonts?



About **60%**

of designers don't understand what they are licensed to do with fonts.

This kind of confusion can lead to costly rework and put your team at risk.

## How do I track where they're used?



Over **55%**

of designers have problems tracking where they've used fonts in the past.

If this part of your workflow is murky, it means you're not getting the most value from your font collection.

When done right, font management can save you time, money, and energy. Extensis font management solutions can calm your font chaos.