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.

Visit extensis.com/fonts to learn more.

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 69% 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:

- What can I do with my fonts?
- How do I track where they’re used?

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

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.

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.

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What are you allowed to do with this font?

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

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