

# A Closer Look

## The Font Trap

Creative contributors in every industry strive for an ideal workflow. They want to open a document in any application on any machine, have the correct fonts activate within it, and then publish that document without errors. Activating the correct fonts is essential to completing a project without any unforeseen hiccups.

But this workflow has a major pitfall. Creative applications and basic font managers will activate a font based on its name alone. But font names are not unique. Competing font foundries often use identical names for fonts that differ in meaningful ways.

For example, a document may have been laid out using a specific version of Helvetica. But every time someone opens that document, there's a risk their creative program will substitute a different version of Helvetica. And these changes could happen without the error being flagged.

## The Limitation Of Font Names

Applications such as Adobe® Creative Cloud and Sketch® use standard criteria when identifying fonts, which means they might accidentally activate a close version with the same name.

Not all Helveticas are created equal. Adobe's version of Helvetica may have different character widths than Apple's version of Helvetica. Even two Helveticas from Adobe may be different.

For example, Adobe's early versions of Helvetica were developed before the creation of the European currency, the euro. The euro symbol € did not exist at the time the font was released — it was added later.

What would happen if a euro sign was properly typeset using a newer version of the font, but an older version was used in production? Glyphs such as the euro symbol would go missing or be replaced by an incorrect glyph. The result would be creative chaos.

The damage can be even more dramatic if Helvetica from a different foundry is substituted. Carefully engineered line breaks, text flowing along a path, logotypes, and other typographic elements can all reflow and rearrange in unexpected ways, wreaking havoc on the intended typographic design of a document.

## Design Integrity And Automation

Fortunately, there's a better way to work. Extensis font management products can help you take out the guesswork and eliminate creative chaos. And our advanced font matching technology — Font Sense — can help you avoid errant font substitutions.

Font Sense creates unique identifiers — like a digital fingerprint — to guarantee font fidelity. The tool then invisibly and automatically activates the correct fonts, greatly enhancing the users' experience and streamlining automated workflows.

Font Sense's patented technology provides a deeper level of font identification and matching. This technology enables the document to know exactly which version of Helvetica is required. Without Font Sense, users would have to record and validate each font's name, kind, foundry, and version, a daunting task that could slow any workflow to a halt.

Every last bit of data encoded within each font is designed to be used specifically with a professional font manager. In automated workflows, consistency is key. When all this information is tracked from one step to the next, that means fewer errors and higher productivity.

Without a professional font manager, manual oversight might be required — which could derail any project with an endless cascade of font errors. But with tools like Font Sense, users can reclaim their time, avoid irritating interruptions, and reduce risk while maintaining the integrity of their designs.

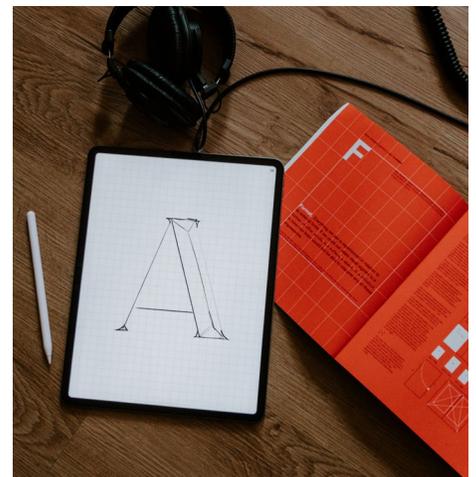


Photo by Kelly Sikkema on Unsplash

# How Does Font Sense<sup>SM</sup> Work?

**Font Sense creates a complete font specification - like a digital fingerprint - that uniquely identifies the fonts used in creative documents.**

This font matching specification captures a dozen critical properties that ensure the exact right font is activated at the right time, every time.

When you open a document containing a font specification, Font Sense compares this font information to all available fonts, and then automatically activates the correct one. The benefits of Font Sense are magnified when coupled with a professional font manager such as Suitcase Fusion™, Suitcase TeamSync®, or Universal Type Server®.

The font specification guarantees that applications identify the correct fonts when opening documents, throughout design, and production. Font Sense delivers complete font fidelity to free designers from creative chaos and expand the possibilities of automated workflows.

## Where Is Font Sense Today?

Font Sense technology is built into all Extensis font management products for both macOS® and Windows®, including Suitcase Fusion, Suitcase TeamSync, and Universal Type Server. These products also include free Font Sense-equipped plug-ins and extensions for leading creative applications, Adobe Creative Cloud and Sketch.

Whenever a document is saved by any of these applications, Font Sense data is saved with the document. When these documents are reopened at a later time, the Font Sense data precisely identifies the fonts needed by the document.

Today, Font Sense is a mature technology, with over two decades of real-world testing behind it. It has proven itself a dependable solution for environments that require consistency and precision when working with fonts. Let's take a look at a typical situation using Universal Type Server:

1. A designer creates a new document with Adobe InDesign, activating the desired fonts with Universal Type Client.
2. Once complete, the document is saved and handed off to the production team on another workstation.
3. When the production team opens the file, Universal Type Client reads the Font Sense information and automatically activates the exact fonts used to output the document.

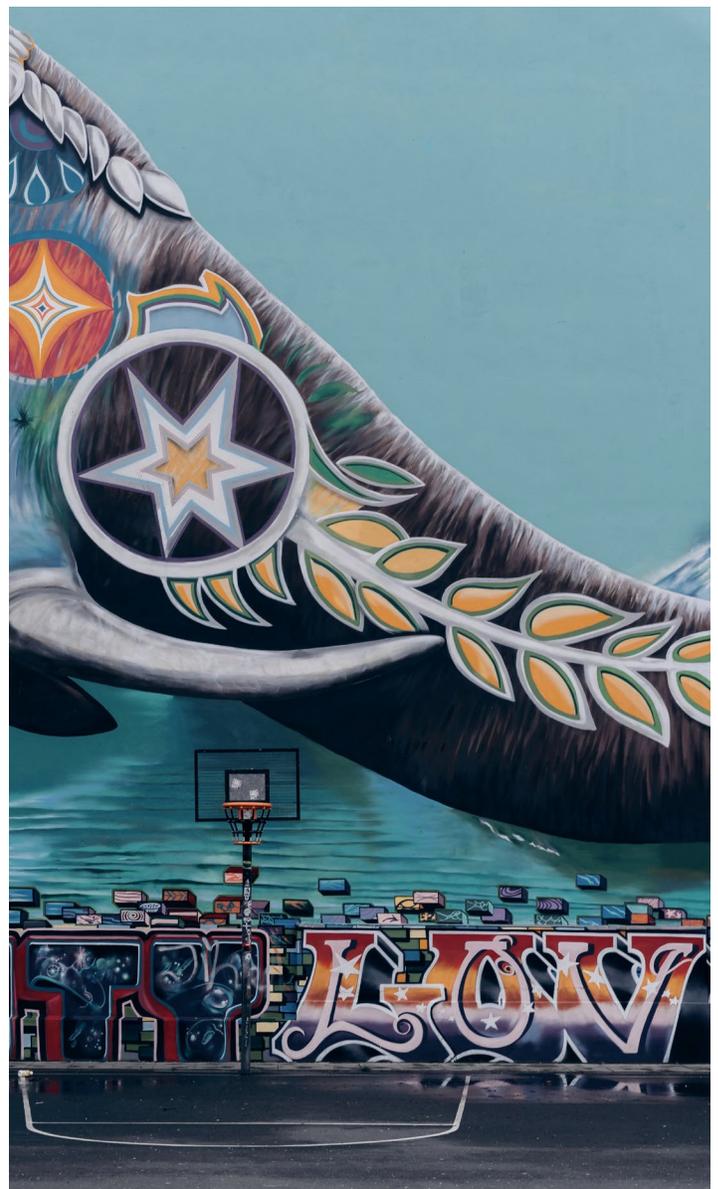


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