

# FONT MANAGEMENT- WHAT THE PROS USE

You're a professional with professional needs. You deserve a professional tool.

Many of us have encountered basic font managers in our work, like Apple's Font Book. Often supplied by the operating system to ensure fonts show correctly, these tools are not designed for professional workflows.

If you're in the "Professional" camp—working with tools like Adobe Illustrator, InDesign, Illustrator, Photoshop, InCopy, or After Effects—there are things that your professional font manager should deliver so you can do your job.

You should expect the following benefits from your professional font manager:

- » Activate exact versions of fonts, predictably, every time
- » Auto-activate (and deactivate) fonts in the latest professional creative applications you're using today
- » Activate fonts in embedded PDF or EPS files
- » Store your fonts in a secure location
- » Easily address missing fonts and font conflicts
- » Scan for and repair corrupt fonts, and clean font caches
- » Compatible with the latest operating systems — macOS and Windows
- » Provide uninterrupted font management even when the application is not running



## Who Needs Professional Font Management?

- » Design Groups
- » Prepress and Printing Teams
- » Marketing Teams
- » Anyone who uses creative applications, such as, Adobe Creative Cloud
- » Or anyone working in a font-intensive workflow

	PROFESSIONAL FONT AUTO-ACTIVATION	BASIC FONT AUTO-ACTIVATION
Exact Font Matching	Uses "intelligent" font identification, such as Font Sense, and multiple criteria such as font type, foundry, or version to ensure exact font matches.	Uses generic font identification—activates the first font it comes across with the same PostScript or font menu name.
Auto-Activation Controls	Utilizes plug-in or XTension based font auto-activation that provides precise controls for Adobe products, such as auto de-activation and font conflict resolution.	Offers very limited or no auto-activation controls. Font Book activates a font only to the requesting application. The font will not show in any other application unless required by a document opened in that application. When the application quits, the font gets deactivated.
Fonts in Linked and Embedded Objects	Auto-activates fonts that are in linked and embedded objects (such as in PDF or EPS files).	Add storage and capacity on demand, with increased costs.
Professional Font Management	Can be customized to meet an organization's needs with corresponding costs.	Less control over performance, throughput and media processing.

## COMMON FONT ISSUES

## PROFESSIONAL-LEVEL SOLUTION

Opening a document and seeing the dreaded “missing fonts” dialog.

### PROFESSIONAL AUTO-ACTIVATION

Basic font managers offer limited and often imprecise font auto-activation. Professional font managers offer advanced plug-in based auto-activation and de-activation of fonts. Employing advanced identification technology gives you the exact fonts that were used to originally design the document.

Using an incorrect version of a font that reflows the text in a document.

### ACCURATE FONT IDENTIFICATION

Basic font managers use PostScript names or font menu names as identifiers, leaving the door open for “silent” font substitutions. Professional font managers eliminate any potential errors by accurately identifying fonts using numerous unique font metadata, effectively “fingerprinting” the font. This ensures an exact font is used every time.

Losing valuable time resolving font conflicts or duplicate font issues.

### DUPLICATE FONT MANAGEMENT

Basic font managers can, at best, only offer minimal assistance in resolving duplicate font issues. A professional font manager accurately identifies each unique version of a font - even if a font has the same PostScript name as another. Fonts that share the same name, but are different in other values such as foundry, version, type, etc) are worth keeping. A professional font manager can make this distinction and easily help you manage your duplicates.

Corrupt fonts keep crashing your system.

### CORRUPT FONT DETECTION AND REPAIR

Professional font management protects your workflow. It detects and repairs corrupt fonts before they become a liability, filtering out the bad fonts and optimizing your font collection so you don't run into any issues in design or production.

Time consuming scrolling through incredibly long font lists.

### AUTOMATIC FONT ACTIVATION & DEACTIVATION

Having too many fonts on your system can be a logistical nightmare. Professional font managers allow you to activate individual faces within a font while basic font managers only allow you to activate the entire font. This face-level activation means that you only activate the exact font you need while unnecessary fonts remain inactive. In addition, while some basic font managers can auto-activate fonts, they don't auto-deactivate fonts upon closing a document. Professional font managers will auto-deactivate fonts upon closing a document, ensuring that only the fonts you need at that time remain active.

Need to find a font but can't remember the name.

### ADVANCED SEARCH CAPABILITIES

A professional font manager gives you more than sets to find and manage your fonts. It allows you to search for similar fonts automatically, as well as by keyword, foundry, classification and more. It extracts important metadata from your fonts to make font management fast and easy.

For more information visit [www.extensis.com](http://www.extensis.com).