

Suitcase Travels to the British Museum

"With the British Museum's vast collection of artifacts, our designers must constantly create new signage and other materials for upcoming exhibits. Extensis® Suitcase not only helps us to manage fonts within these projects with ease, it also saves us considerable time, improves stability on our machines, and helps us maintain consistency throughout the design process."

— Paul Goodhead, Graphic Designer, British Museum



Founded in 1753, the [British Museum](#) is home to a world-famous collection of art and antiquities from Egypt, Western Asia, Greece and Rome, as well as historical artifacts spanning Prehistoric, Medieval, Renaissance and Modern eras. This impressive reserve of over six-and-a-half million objects is displayed in a variety of permanent galleries as well as through a continually changing roster of special exhibits. Charged with the responsibility of creating all the associated literature, including signage, posters and maps, that accompany each new exhibit, the museum's design department plays a central role in its success. Complex design projects such as those at the British Museum require graphic designers to work with hundreds, sometimes thousands, of fonts. For these designers, font management is a critical issue that can threaten to derail the entire project if not kept under control. Such was the situation faced by the British Museum before they discovered Suitcase. Back in those days, designers working on a specific project would have to manually activate desired fonts one by one and then remember to deactivate them when the project was finished or risk serious system crashes and the possibility

of lost work. This tedious method of trying to manage fonts was extremely time-consuming and severely restricted the designers' ability to keep up with the volume of work required for the museum's busy exhibit schedule. "About four years ago we had accumulated so many typefaces that our machines could simply not cope with the demand of actively running all the fonts we required," noted Paul Goodhead, graphic designer at the British Museum. "We needed to find a solution which would allow us to activate fonts as and when required, depending on the project we had in hand." So the British Museum turned to Suitcase, the world's best-selling font management solution that lets designers painlessly put their fonts in order and keep their focus where it should be - on creativity.



Turn Fonts On, Turn Fonts Off

Since finding Suitcase, the museum's designers no longer have to spend time going back and forth, opening and closing fonts, wasting valuable design time. With Suitcase, turning fonts on and off is quick, intuitive and can be accomplished in just a single step. To temporarily open fonts, Suitcase users simply drag them onto the Suitcase icon. These fonts are then listed in a convenient window and can be quickly de-activated when no longer needed. The ability to quickly turn fonts on and off without having to restart the system also helps maintain stability, giving designers the freedom to work with multiple fonts without the risk of overloading the system. "There is no other software on the market that manages and makes fonts available with the same ease and flexibility as Suitcase. It has saved us an unquantifiable amount of time and money and has saved our machines from devastating system crashes which we would almost certainly have encountered," observed Goodhead.

Create Custom Font Sets

Because the museum's design department typically works on many complex and diverse projects simultaneously, Suitcase has also saved significant time by allowing designers to package individual fonts into font sets that correspond to each of the different exhibits. Now there is no need to manually search through the entire font library



to find each of the fonts needed for a particular design project. Instead, the designers simply turn on the font set for the exhibit they're working on and they're ready to go, with all the approved fonts they need for the project right at their fingertips. "Our design department requires a great number of typefaces in order to represent different cultures and exhibition themes, such as Egyptian, Roman, or Japanese displays," commented Paul Goodhead. "Using Suitcase allows us to organize these different fonts into meaningful sets so we can find and use them quickly and easily." The ability to create specific font sets for each project has been especially helpful at the British Museum, since the museum's design department does not have enough workstations for each designer. This would be an enormous problem if it weren't for Suitcase. Without Suitcase, every time a designer sat at a new machine to work on a project, each of the fonts for that project would have to be manually located and activated, a task that would absorb valuable production time. By being able to create project-specific fonts sets in Suitcase, however, the museum's designers avoid this hassle. Instead, they can easily transfer the appropriate font set to their current machine, and spend their time working on the exhibits rather than loading fonts.



Consistency in Design

Maintaining visual consistency within each exhibit is very important to the museum each piece of signage associated with a particular project must be executed in the same style in order to preserve the overall look and feel of that exhibit. By using Suitcase, the design department is able to ensure that all fonts remain the same within each project, resulting in a consistent look across the exhibit. Down the line, as further additions or changes are made to exhibits, the font sets created in Suitcase allow the designers to easily replicate needed information and signage according to the same design and style guidelines. "Without Suitcase to manage our entire font process, we would encounter many frustrating delays on a daily basis," noted Goodhead. "Using Suitcase has definitely increased both our efficiency and consistency,

allowing us to better support the educational and cultural mission of the museum."

About Extensis, Inc.

Extensis is a leading publisher of software and tools that extend the capabilities of creative professionals. Extensis award winning and industry standard products include: Suitcase for font management, Portfolio for asset management, PrintReady for pre-printing document error-checking, plug-in enhancements for Photoshop (Mask Pro, Intellihance, PhotoTools, PhotoFrame), and productivity enhancements for QuarkXPress (QX-Tools, QX-Effects) Extensis was founded in 1993, by creative professionals for creative professionals, and is based in Portland, Oregon and the United Kingdom. Extensis is a wholly owned subsidiary of Celartem Technology USA Inc., which is wholly owned by Celartem Technology Inc., (Hercules: 4330). For additional information please visit our website at <http://www.extensis.com/> or call 1-800-796-9798.

