

# 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®, Adobe® InDesign®, or QuarkXPress®—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 creative applications you're using today (Adobe Illustrator and InDesign CS4/3, and QuarkXPress 8/7)
- 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
- Be optimized for the latest operating systems — Mac OS X 10.5 (Leopard) and Windows Vista™
- 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 Adobe CS or QuarkXPress regularly
- 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.
Secure and Controlled Location	Ensure use of clean, optimized fonts by activating only the fonts housed in the location you choose.	Activates fonts located in any folder; can be different every time.
Auto-Activation Controls	Utilizes plug-in or XTension based auto-activation that provide important options and controls for the user, such as auto de-activation and font conflict resolution. Professional auto-activation also allows fonts activated in Adobe® and Quark® products to be available to other applications.	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).	Will not auto-activate fonts in embedded objects.
Activate Font Families	Can be set to activate an entire font family, allowing all variations (bold, italic, etc.) of the font to be available to use in a document. (Available in Universal Type Server only).	Font family auto-activation option is not available.
Professional Font Management	Offered by Extensis desktop and server font managers: Suitcase Fusion 2 and Universal Type Server.	Not offered by basic font managers.

## COMMON FONT ISSUES

## PROFESSIONAL-LEVEL SOLUTION

Opening a document and seeing the dreaded “missing fonts” dialog or having the wrong font silently substituted into the document.

### PROFESSIONAL AUTO-ACTIVATION

Some basic font managers offer auto-activation but have limited technology often relying on the operating system to find which font to activate and offering little-to-no control over auto-activation functionality. Professional font managers offer advanced plug-in based auto-activation and de-activation of fonts that employ advanced identification technology and offer key options for the user such as how to resolve font conflicts or deal with missing fonts.

Using an incorrect version of a font that reflows text in a document that has gone to print.

### ACCURATE FONT IDENTIFICATION

Basic font managers use PostScript names or font menu names as identifiers, leaving the door open for “silent” font substitutions using name duplicates. Professional font managers eliminate any potential errors in dealing with fonts even if fonts have the same name, since they employ technology that uses multiple criteria to identify each version of a font and then apply a unique “fingerprint” to it. This ensures an exact match 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 has a safe and secure repository that prevents true duplicates from even being added to your library. While true duplicates can create confusion, name duplicates (a font that shares the same name, but is different in other values such as foundry, version #, 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.

Too many active fonts slow your system to a crawl.

### TYPE FACE ACTIVATION/AUTO-DEACTIVATION

Professional font managers allow you to activate individual font faces while basic font managers only allow you to activate entire font suitcases. This type 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. This can eat up valuable system resources. Professional font managers will auto-deactivate fonts upon closing a document, ensuring that only the fonts you need at that time remain active.

Fonts always seem to disappear at the worst possible time.

### SAFE AND STRUCTURED FONT REPOSITORY

Professional font managers offer a safe repository that provides easy access to your fonts when you need them. It also makes it easy to back-up fonts, eliminating concerns that they could get lost.

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 keywords, foundries, and font classifications. It automatically classifies the fonts for you and provides an easy to use font family view.

North America: 1.800.796.9798  
Europe: +44 (0) 1604 654 270

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