Fontwerk

WHY LICENSE FONTS AT ALL?

If you want your own voice, you shouldn't speak with a borrowed tongue. And if you want a distinctive brand, you should start with the typeface.

What licensed fonts can do

Professionally licensed fonts are not mass-produced items. They are tools for precise design. They can also do things that free fonts rarely offer in such depth:

‣ ORIGINALITY AND DIFFERENTIATION: Retail fonts open up a huge selection of individual voices. For almost every project, there is "the one font" that really fits—instead of one that just "works." In some cases, exclusivity can even be agreed upon, for example, for certain industries or regions.

‣ TECHNICAL RELIABILITY: Clean outlines, careful spacing, kerning, vertical metrics, OpenType features, screen optimization, optical sizes, broad Unicode coverage—all tailored to professional workflows and long-life cycles.

‣ LEGAL CERTAINTY: Established foundries offer a guarantee through clearly defined licenses and advice, and in special cases, the option of adapting terms of use to fit individual needs. Plus: Unlike dynamic integration via third-party servers, local use on your own servers is GDPR-compliant. This reduces risks and provides security.

‣ SUPPORT & UPDATES: Professional fonts are maintained and expanded, and there are direct contacts to access support. Whether you need adjustments, bug fixes, updates or simply a quick query—collegial, direct, fair.

‣ SUSTAINABILITY AND SUPPORTING CREATIVES: A license is also an appreciation of the creative work of others. It strengthens the community, enables new designs, and is an investment in the culture and quality that also benefits your own.

Points to convince your team

Do you need to convince the project management, management or your clients? These seven points will help you:

1. A typeface is the most important element in branding, especially in digital environments—even before color, shape and images.

2. Our brand is not standard and therefore deserves more than just a standard font.

3. A typeface with strong character conveys our individual brand values subtly, continuously and effectively in any environment.

4. Our corporate typeface clearly sets us apart from the competition (if necessary, analysis of which [open source] fonts the competitors use).

5. Others who use the same fonts dilute our appearance.

6. With professional fonts we reduce effort, legal risk and later workarounds.

7. We don't just design "beautifully", but strategically.

Print out this list. Take it with you to the next conversation.

Think about this image: **Type is the first impression of a brand**—often before anyone even reads the text.

Handout: Why license fonts at all?

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Typefaces used: Nice Text™ and Neue DIN™. Free trial fonts are available on our website fontwerk.com.