

# The **8** Golden Rules of Font Software Licensing

1

**Font software is licensed, not purchased.** You license font software for limited use from the type designer or foundry<sup>1</sup> that supplies it.

2

Licence is granted in the form of an End User Licence Agreement (EULA) **based on the number of computers with the installed font software.** Licence terms vary from foundry to foundry, so check carefully.

3

**Most EULAs do not allow you to make copies of** or distribute font software to another organisation or individual who does not have their own licence to use it. This, for example, includes service bureaux, design agencies, PR companies, advertising agencies and printers. In summary, anyone using font software must have a licence.

4

**Most foundries grant a limited licence to embed<sup>2</sup> font software** into personal or internal business documents (that is, a document other than a Commercial Product) for viewing and printing purposes only. Also, font software can be used to create static images (such as a GIF file used as a web banner).

5

**A separate licence is required to embed font software in an editable format, or in a Commercial Product.** Examples of Commercial Products include e-books, e-periodicals and subscription e-newsletters or e-reports.

6

**Font software cannot be altered in any way** without permission from the foundry.

7

**Your company will be liable if you lend or give font software** to others to use without a licence.

8

**If you have any doubts** about your company's licensing position contact your font supplier or type foundry for expert advice.

<sup>1</sup>Foundry *font designer and/or manufacturer*

<sup>2</sup>Embed *include font data in the document enabling other users to output the font*

## Four questions for you...

- Do you know how many fonts you have in your organisation?
- Do you know their exact location per machine and whether they need a licence?
- Do you know if the fonts needing licences are correctly licensed?
- Do you know how to keep track of this forever?



**If you answered no to any of these questions your company could be operating illegally.**

## Now, with Fontwise, it's easy to bring your font software under control. But why would you want to?

Because Fontwise from Monotype can help you....

- Discover font software that you didn't know existed!
- Keep track of fonts installed and in use to help determine licensing requirements.
- Ensure that your company is correctly licensed and not over-licensed.
- Reduce the network overhead of unknown and unwanted fonts.
- Reduce the company's liability and hidden costs associated with undiscovered fonts.
- Move towards total software licensing compliance.
- Reduce font related support issues.
- Monitor font licences in use and delete fonts that are unauthorised, helping to control corporate identity.
- Give authorised users easy access to centralised selection and purchase of fonts saving time, money and delivering control.

## Our credentials

Monotype has been a world leader in font licensing, technology and design for over 100 years.

At Monotype we have designed typefaces for household names such as Barclays, British Airways and Dyson so we understand the way that fonts are used in corporations. In fact you are probably already using our products many of our most famous fonts, such as Arial and Times New Roman are Microsoft Windows system fonts. Monotype offers comprehensive font licensing solutions specialising in font asset management, including reconciliation and centralised database control of font licences.

For friendly advice **call free on 0800 371 242** prompt one

[www.fontwise.com](http://www.fontwise.com)