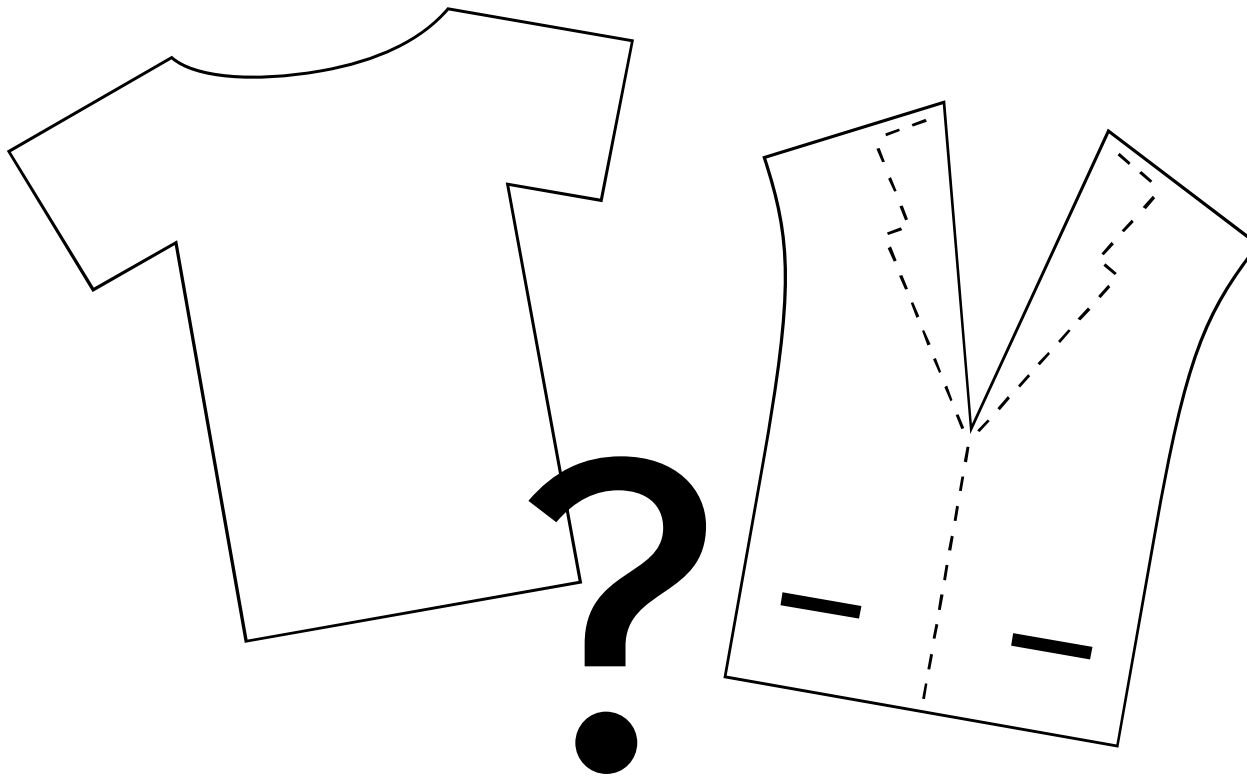


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Licence or
Custom-Tailored
Corporate Type



Status Quo

Weighing up the decision of licensing a retail typeface, or commissioning a custom-tailored corporate typeface, acquires an analysis of your situation first.

Key questions can be:

- _ Which typefaces do you currently use?
- _ Are you satisfied with the situation? Why? Why not?
- _ Can users/employees easily work with the current structure of the fonts?
- _ What's the licence payment model like (i.e. annually)?
- _ How much do you pay and what do you get?
- _ Do you have a consistent appearance across all media platforms and business areas?
- _ Are there any legal problems with your licence?

Where Do You Want to Go?

You also have to define your requirements/expectations regarding your (new) corporate typeface.

Key questions can be:

- _ Is communication in your sector mainly external or internal? How important is individuality?
- _ How's the situation in your market? How do competitors look like and do you aim to be clearly distinguishable from them?
- _ Which requirements does the typeface have to fullfill? I.e. language support, font formats (use in web, apps, specific technical environment), design distinctions
- _ What's the licence for (how many users, workstations, visits, apps, downloads, ...)
- _ Do you require further rights: i.e. worldwide/exclusive usage, right of distribution, right of modification?

A First Direction

Licencing a retail typeface is for you ...

- _ if you found a typeface that fits your needs
- _ if common licence models fit your requirements and you're ok with offered costs
- _ if distinctness and individuality aren't your main priority
- _ if you communicate mostly internally
- _ if your business isn't too complex, doesn't use different kinds of media, and doesn't have a worldwide presence
- _ if you don't expect strong growth soon
- _ if you don't see any legal issues with the licence in foreseeable future

A First Direction

Considering a custom-tailored typeface is for you ...

- _ if you haven't found a typeface that exactly fits your needs
- _ if common licence models don't fit your requirements
and you're not ok with offered costs
- _ if distinctness and individuality are your main priority
- _ if you mainly communicate externally
- _ if your business is complex, uses different kinds of media,
or has got a worldwide presence
- _ if your business works growth-orientated
- _ if you aren't sure wheather you'd be facing legal problems with
a common licence model in the foreseeable future (new media)
- _ if you want your corporate typeface to have a special name
- _ if you want to have a future-proof and flexible type system
- _ if you require further rights: i.e. worldwide/exclusive
usage, right of distribution or right of modification

This is only
meant as a
mere indication.

Let's talk about it
in detail.

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