

Woodwing Programme

Media 24 Magazines

*New font management –
criticality & protocol*

Date : 25th August 2011

1. Purpose of this document

When any magazine transitions onto Woodwing, it advises the Woodwing project of the full set of fonts that it will make use of. This font set is then loaded onto InDesign Server by the project team. These fonts on InDesign Server are super-critical as they and only they will be utilized in final printed outputs that get sent to the printers. If fonts are missing from InDesign Server (and this is not noticed in the final eyeball verification of .pdfs), then arbitrary default fonts will appear in the printed magazine. This in turn may negatively impact on the entire look and feel of the printed magazine (incorrect text line endings, text missing as it flows over a text box etc.)

This document outlines :

- what the correct process is to make use of additional fonts, over and above those that were initially provided to the Woodwing project Team, and
- the key understanding that each Business Unit within Media24 Magazines must have regarding fonts, and

Both of these aspects are critical to avoid this potentially disastrous issue.

2. Process for making use of additional Fonts

The process articulated overleaf should be followed, irrespective of where the new font originates (i.e. advertisers, production staff, etc.). It is applicable to all magazine publications – whether outputting to print or digital media.

Step	Action	By Whom?
1	<p>Logs a call with Helpdesk at helpdesk@media24.com, providing</p> <ul style="list-style-type: none"> - font name, - family to which font belongs, - No. machines on which the font is to be loaded. <p>Note : All new fonts must be OpenType format so that they are compatible on both PC as well as Macs.</p>	Business (person responsible for font management)
2	Route call to 'Woodwing Technical Team'	Helpdesk
3	<p>Check if the requested font already exists in the procured set of fonts or not.</p> <p>IF it does not exist...THEN...</p> <p>Obtain a quote & advise business. Purchase on behalf of Business if approved, using Business purchasing capability.</p>	Woodwing Technical Team
4	<p>Store the font of a server share as agreed with Client Services.</p> <p>Load font on InDesign Servers</p>	Woodwing Technical Team
5	Log call for Client Services to install font on all desktops in the related department.	Woodwing Technical Team
6	Load font on all desktops in the related department and close call.	Client Services

3. Key understand regarding Fonts

- If a font is used, but does not exist on InDesign Server, then the printed output will not be what was expected (and could be a mess).
- If any new fonts (over and above those provided to the Woodwing project team) are to be used, then the process as outlined above **must** be followed. If not, then the printed output will not be what was expected (and could be a mess).
- Unilaterally loading fonts onto individual desktops (and not following the outlined process) may result in disciplinary action.
- Font management (ensuring that the fonts being used are fully licensed and paid for), is the responsibility of the business unit.
- Loading the fonts as provided to the Woodwing team, is entirely the responsibility of the Woodwing team.
- If fonts are missing from the InDesign Server at the time that pdfs are created, the onus of responsibility lies entirely with the business unit.
- Each publication ought ideally to nominate a person to police fonts and their usage throughout the publication process.

4. Key Consequences

	Consequences
<p>Only open type fonts will be loaded onto the InDesign server.</p> <p>And the converse...All fonts currently being used that are not open type will <i>not</i> be loaded.</p>	<ul style="list-style-type: none"> ➤ The publication will no longer be able to make use of any of the fonts that are not open type. This includes all true type fonts (including 'Mac system fonts'). ➤ The publication will need to buy replacement open type fonts if it wishes to make use of a particular font that is currently not open type. This purchase will need to be made before Woodwing is implemented into the publication. The purchase is for the BU's account.
<p>No fonts will be converted from true type to open type by the Woodwing project.</p> <p>The only fonts that will be generated for a publication are 'custom fonts' made up of a specific set of locally used glyphs – if possible.</p>	<ul style="list-style-type: none"> ➤ As above
<p>Unlicensed fonts may be in current use.</p> <p>Licensed fonts may be currently used for purposes not covered by that licensing (eg. Digital use, but print license; company use, but personal license; etc)</p>	<ul style="list-style-type: none"> ➤ The Woodwing project will not in any way verify / validate the current use of licenses. Responsibility for this lies entirely with each Business Unit. ➤ Media24 Magazines may incur significant penalties if such misuse were to be exposed.

On behalf of LifeStyle BU _____

Date _____