

## BEFORE YOU LICENSE

## Font licensing checklist

### What you're creating

- What am I creating? (logo, brand identity, packaging, publication, campaign...)
- On which channels will the font appear? (print, web, app, social, office documents and templates, email newsletters, advertising including animated ads, packaging, merchandise, signage, video)
- Is this a one-off project or part of a brand that will grow over time?
- Will it extend beyond the obvious? (subbrands or sister brands, additional countries or domains, later campaigns)
- Do I need the font for more than one language or writing system?
- Which styles and formats do I actually need? (weights, italics, language sets, file formats)

### Who's involved

- Am I licensing for myself or for a client?
- Who will actually work with the font files? (me, my team, freelancers, the client, the printer)
- Does anyone need the files who isn't covered yet? Sharing the fonts with others usually needs its own license.
- Where will the font files live, and who can reach them? (shared design systems or Figma libraries, Git repositories, CI/CD, cloud templates, external freelancers, dev handoff)

### How the font is used

- Static results only (images, print), or embedded font files (web, app, PDF, e-book, editable office documents)?
- Will font files leave my hands (to a client, printer, developer)?
- Will the font be more than display text? (tools where users style text themselves, SaaS or web apps, embedded widgets, customer portals, white-label platforms, server-generated documents) These usually need a different kind of license, so flag them early.

### Scope and future

- What reach do I expect? (page views, downloads, print run)
- What happens if the project or company grows?
- Could my brand need something of its own later? (a customised or exclusive typeface)

### Before you publish

- Do I have the right license for every channel above?
- Does the licensee name match who will actually use the font?
- Have I kept the license details for handover? (proof of purchase, terms, any limits)
- If unsure, have I asked? [mail@ludwigtype.de](mailto:mail@ludwigtype.de)