

Fonts & Mac OS X 2007 Update



by Craig Swanson,
CreativeTechs, Inc.

What font problems/questions do you have?

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A weekly mix of left-brain and right-brain tips for today's real world creative professionals.

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#129 Xtra Tip: **Helvetica. The Film.**
Creative Tip: **WhatTheFont?! The font matching website.**
Tech Tip: **Make Suitcase play nice with InDesign fonts.**

#128 Tech Tip: **CreativeTechs 2007 Backup Recommendations.**
Special Offer: **Free Personalized Backup Strategy Session.**

#127 Holiday Tip: **Business Card Holiday Ornaments.**

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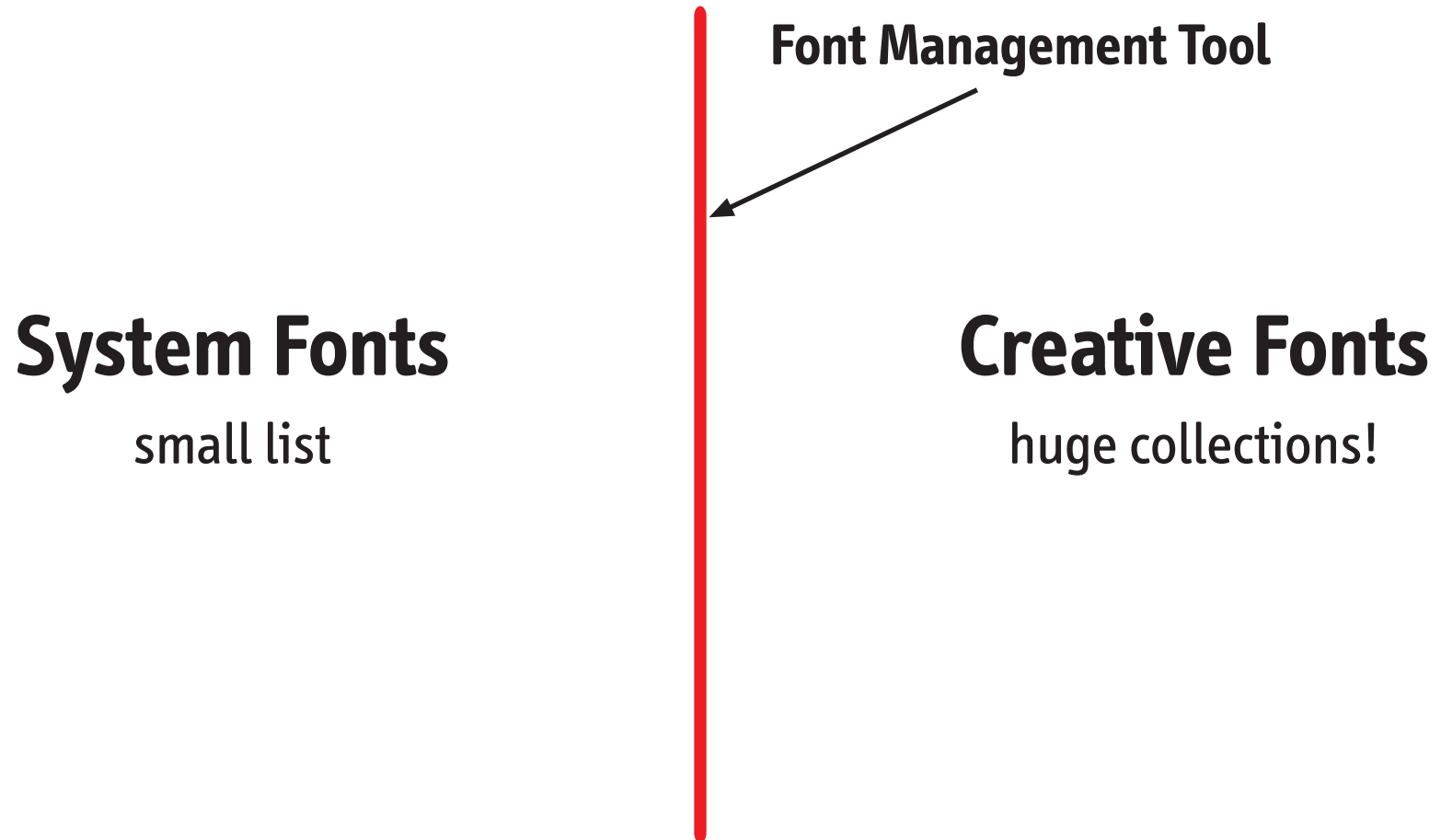
#125 Tech Tip: **Garbled Fonts Troubleshooting Guide.**

Why does font management matter?

Messy Fonts = Frustration!

Corrupt Fonts	=	Crashes
Old Fonts	=	Application Errors
Incomplete Postscript	=	Printing Problems
Duplicate Fonts	=	Poor Auto-Activation
Conflicting Versions	=	Reflowing Text
Helvetica Issues	=	Garbled Safari/Email
Corrupt Font Caches	=	Garbled Fonts & Complaining App's
Other Font Issues	=	Weird problems

The Basics of Font Management



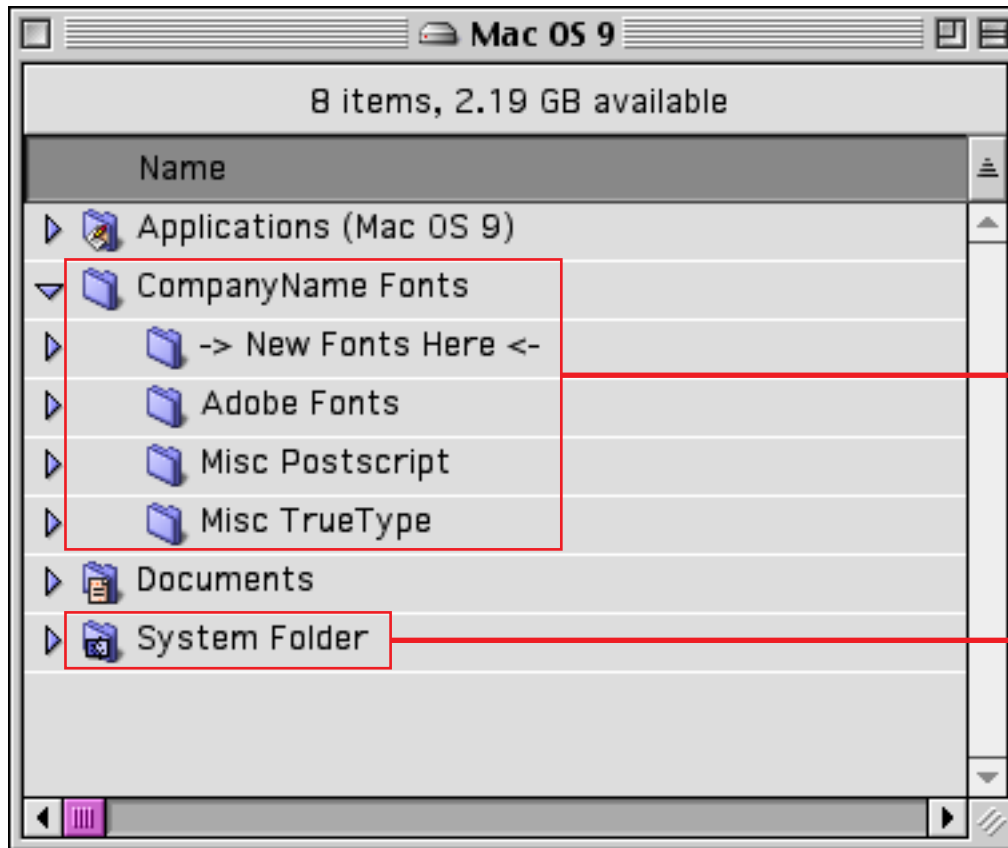
Best Practices in 2007:

- 1 Simplify your System Fonts**
- 2 Use a Font Management Tool**
- 3 Organize your Creative Fonts**

Step 1

**Simplify your
System Fonts**

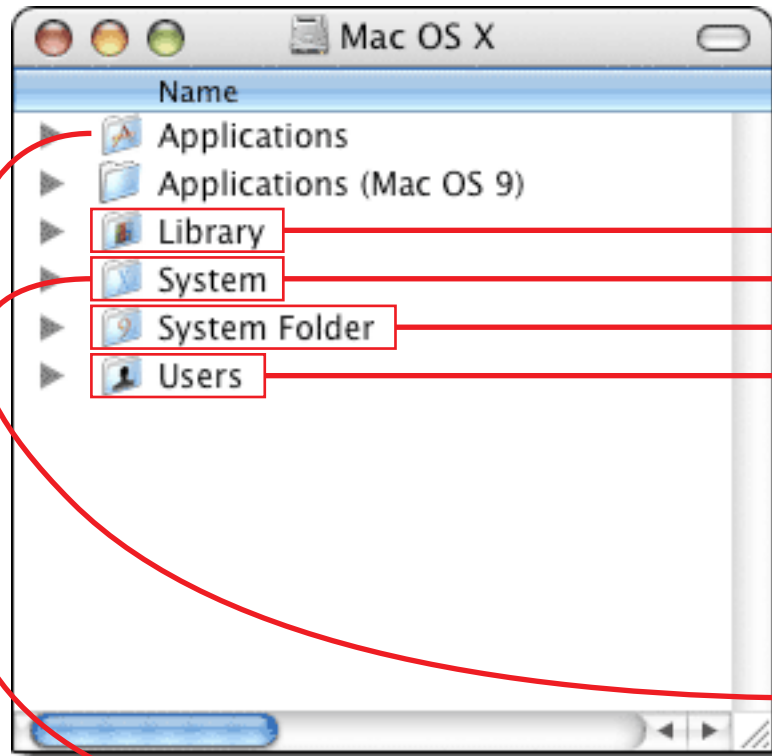
History: How did we handle fonts in Mac OS 9?



Your Font Collection
Managed by ATM Deluxe

System Folder: Fonts
Basic Fonts Only
Courier, Helvetica, Times, Symbol, Zapf Dingbats
Geneva, Charcoal, Monaco

Today: Where are Fonts in Mac OS X?



“Local” /Library/Fonts

“System” /System/Library/Fonts

“Classic” /System Folder/Fonts

“User” <user>/Library/Fonts

Adobe Creative Suite Fonts:
/Library/Application Support/Adobe/Fonts

Microsoft Fonts:
/Applications/Microsoft Office/Office/Fonts

Simplify: Mac OS X Core System Fonts.

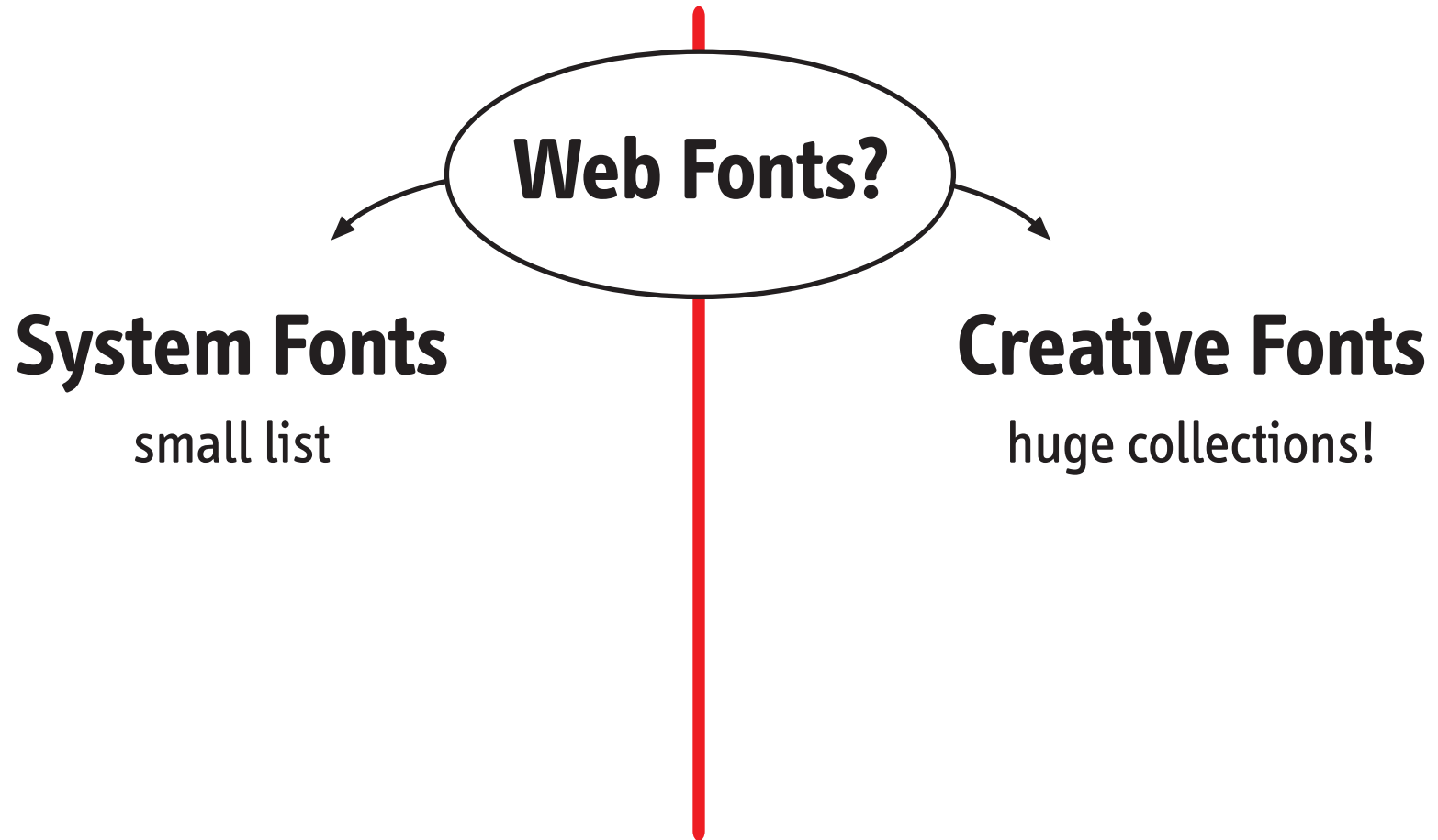
Core System Fonts	/System/Library/Fonts
Monaco.dfont Geneva.dfont LucidaGrande.dfont AppleGothic.dfont Keyboard.dfont* LastResort.dfont* Helvetica.dfont**	<div> <div> HelveLTMM* Helvetica LT MM* TimesLTMM* Times LT MM* </div> <div>Used by Preview</div> </div>

* These fonts do not appear in font menus.

** We'll be talking soon about our friend Helvetica.

List available at: creativetechs.com/tips

The Basics of Font Management



Simplify: Optional Web Fonts.

Optional Web Fonts	/Library/Fonts
Comic Sans MS	Arial
Georgia	Arial Black
Times New Roman	
Trebuchet MS	
Verdana	
Webdings	

List available at: creativetechs.com/tips

Simplify: Clean Up After Installers.

Adobe Creative Suite (CS/CS2)

/Library/Application Support/Adobe/Fonts

Fix: Remove everything but the folder named “Reqrd”

Microsoft Office (X/2004)

/Applications/Microsoft Office 2004/Office/Fonts

Fix: Remove or rename Fonts folder (“MS Office Fonts”)

Others Installers?

Fix: Check /Library/Fonts for new additions after installs.

Simplify: After Simplifying the System Fonts.

before

Abadi MT Condensed Extra Bold	Sample	
Abadi MT Condensed Light	Sample	
American Typewriter	Sample	▶
Andale Mono	Sample	
Apple Chancery Chancery	Sample	
Apple Symbols	⌂ ⌨ ⌘	
Arial	Sample	▶
Arial Black	Sample	
Arial Narrow	Sample	▶
Arial Rounded MT Bold Bold	Sample	
Baskerville	Sample	▶
Baskerville Old Face	Sample	
Bauhaus 93	Sample	
Bell MT	Sample	▶
Bernard MT Condensed	Sample	
Bernhard Modern Std	Sample	▶
Bickham Script Pro	Sample	▶
Big Caslon Medium	Sample	
Birch Std	Sample	
Book Antiqua	Sample	▶

after

Geneva	Sample	
Helvetica	Sample	▶
Lucida Grande	Sample	▶
Monaco	Sample	
Myriad	Sample	▶
✓ Times	Sample	▶
AppleGothic	서체견본	

Continues for 4 Feet!



Simplify: Additional Resources

Ebook: Take Control Fonts in Mac OS X (Tiger)

<http://www.takecontrolbooks.com/fonts-macosx.html>

Excellent \$20 downloadable book!

MacWorld: Take Control of Fonts in Mac OS X

<http://www.macworld.com/2006/07/secrets/tcofonts/>

Free article based on the ebook.

Kurt Lang: Font Management in OS X Tiger and Panther

<http://www.jklstudios.com/misc/osxfonts.html>

Links available at: creativetechs.com/tips

Step 2

**Use a
Font Management Tool**

Manage: Pick a Font Management Utility



Apple FontBook



Font Agent Pro







Linotype FontExplorer



Suitcase Fusion

Manage: Pick a Font Management Utility

	 FontBook	 FontAgent	 Suitcase	 FontExplorer
Interface	✓	✓	✓	✓+
Stability	✓	✓+	✓*	Spotty
Large Font Libraries		✓	✓	✓
Auto-Activation		✓	✓+	Problems
Cleaning/Testing		✓+	Some	Some
Features		Network Sharing		Great Features!
Cost:	Free	\$100/\$130	\$100	Free
CT Recommends?	No	Yes	Yes*	No

*Clean font libraries only.

Manage: CreativeTechs Recommendation 2007



- ✓ **Font Agent Pro 3.3**
Stable performance.
Good font testing.
Fewest client support calls.



- ✓ **Extensis Suitcase Fusion**
If you already like the interface.
If you have a clean font collection.

Manage: Additional Reviews + Resources

Ars Technica: Font Manager Reviews

<http://arstechnica.com/reviews/apps/fontmanagers.ars>

Excellent review of the three top font managers.

CreativeTechs: Font Manager Shoot-Out

<http://creativetechs.com/tips/fontmanagement>

Our own review last year. Includes lots of video clips and demos.

Links available at: creativetechs.com/tips

Step 3

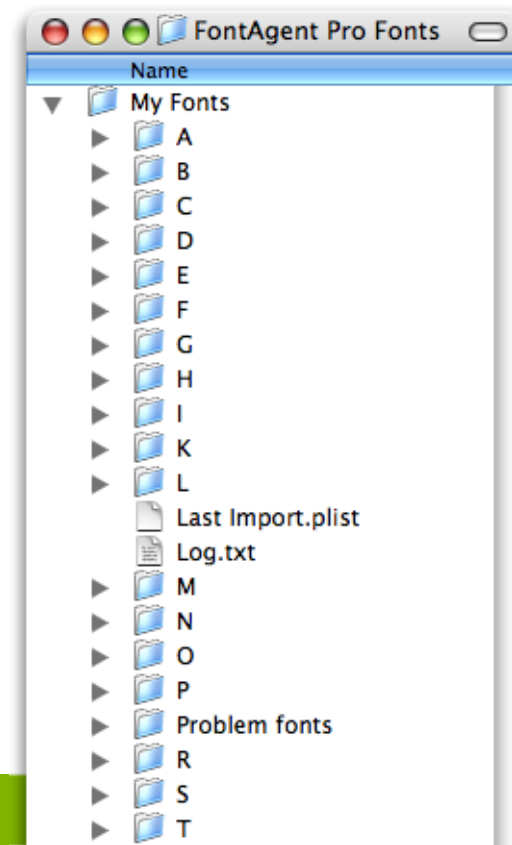
Organize your Creative Fonts

Organize: Where do you store your creative fonts?

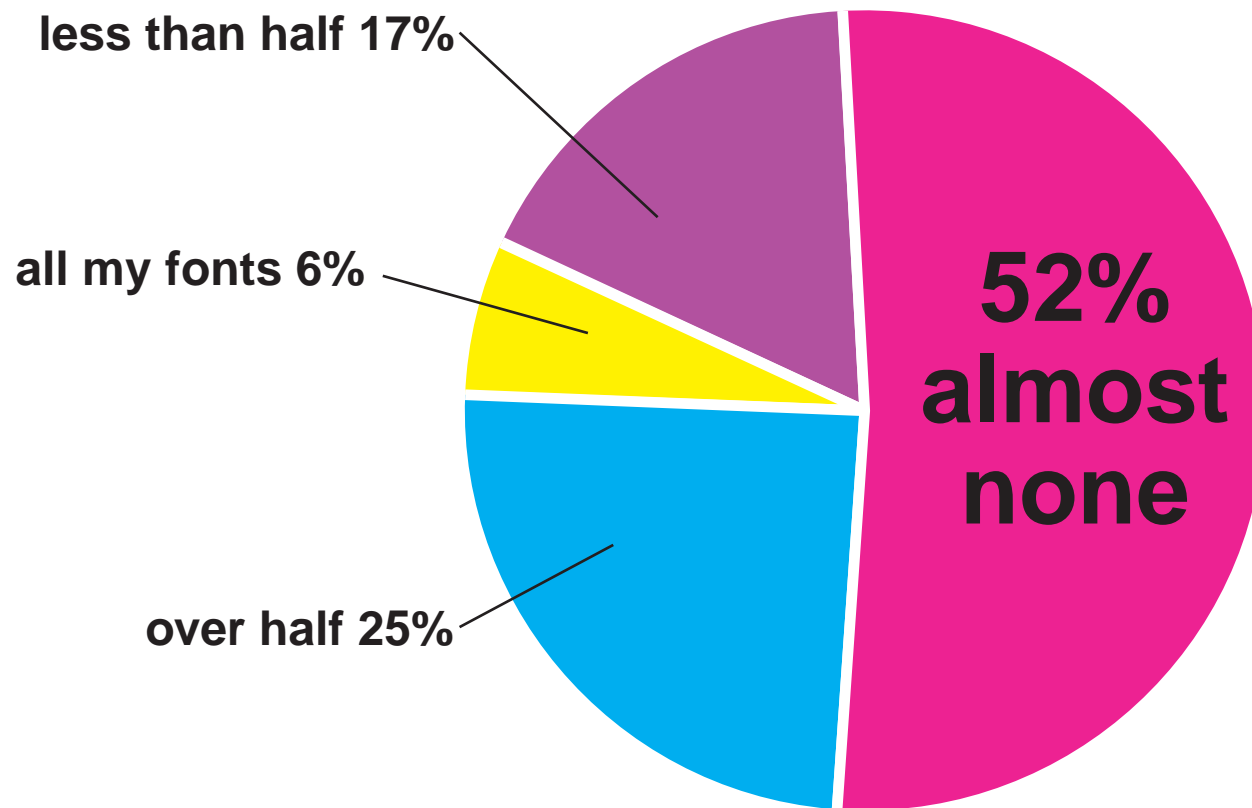
The Old Way
You Organize Them
Where You Want.



The New Way
Your Font Manager
Organizes Them.

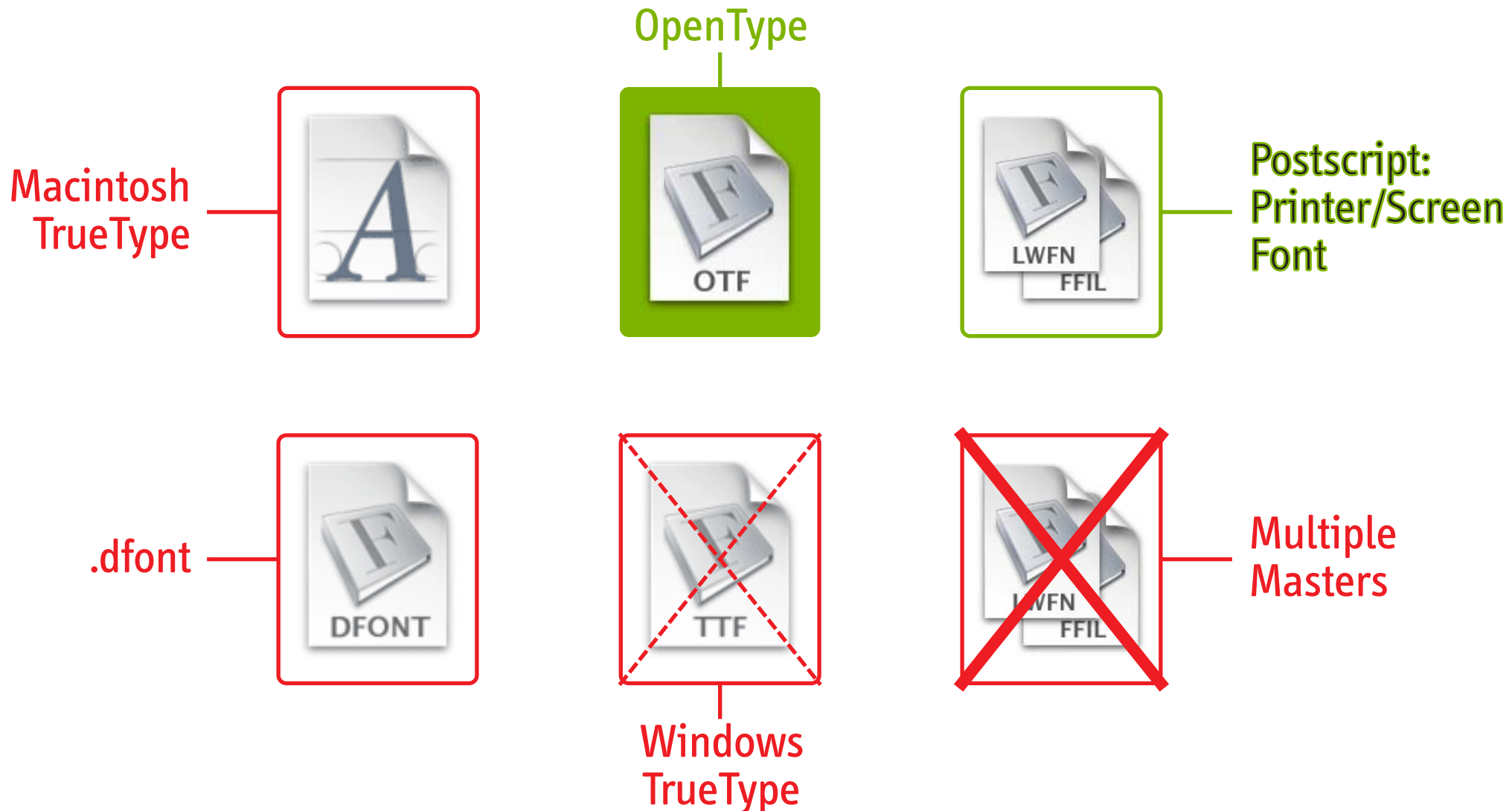


Organize: How many of your fonts did you pay for?



recent survey at beadesigngroup.com

Organize: What Font Formats should designers use?



Organize: Font Testing & Repairing Tools.



Font Agent Pro



Font Doctor

Organize: The CreativeTechs Font Tune-Up Recipe.

- ☐ Pass 1: Collect a “Font Mixing Bowl”
 - Basic corruption tests, remove initial duplicates.
- ☐ Pass 2: Update & Clean Adobe Postscript
 - Update screen fonts, test corruption & orphans.
- ☐ Pass 3: Clean remaining “Mixing Bowl”
 - Clean and test remaining non-Adobe fonts.
- ☐ Pass 4: Test & Remove Duplicates.
 - Test fonts, prefer Adobe when removing dup's.
- ☐ Pass 5: Build Clean Font Folders.
 - Organize fonts by type & vendor.
- ☐ Pass 6: Isolate Known Font Issues.
 - Helvetica's/Times, Multiple Masters, etc.
- ☐ Pass 7: Add in Adobe CS / Office Fonts.
- ☐ Pass 8: Massive Testing & Duplicate Hunt.
- ☐ Pass 9: Final Clean Up.

*Typically takes CreativeTechs 2-4 hours to complete.



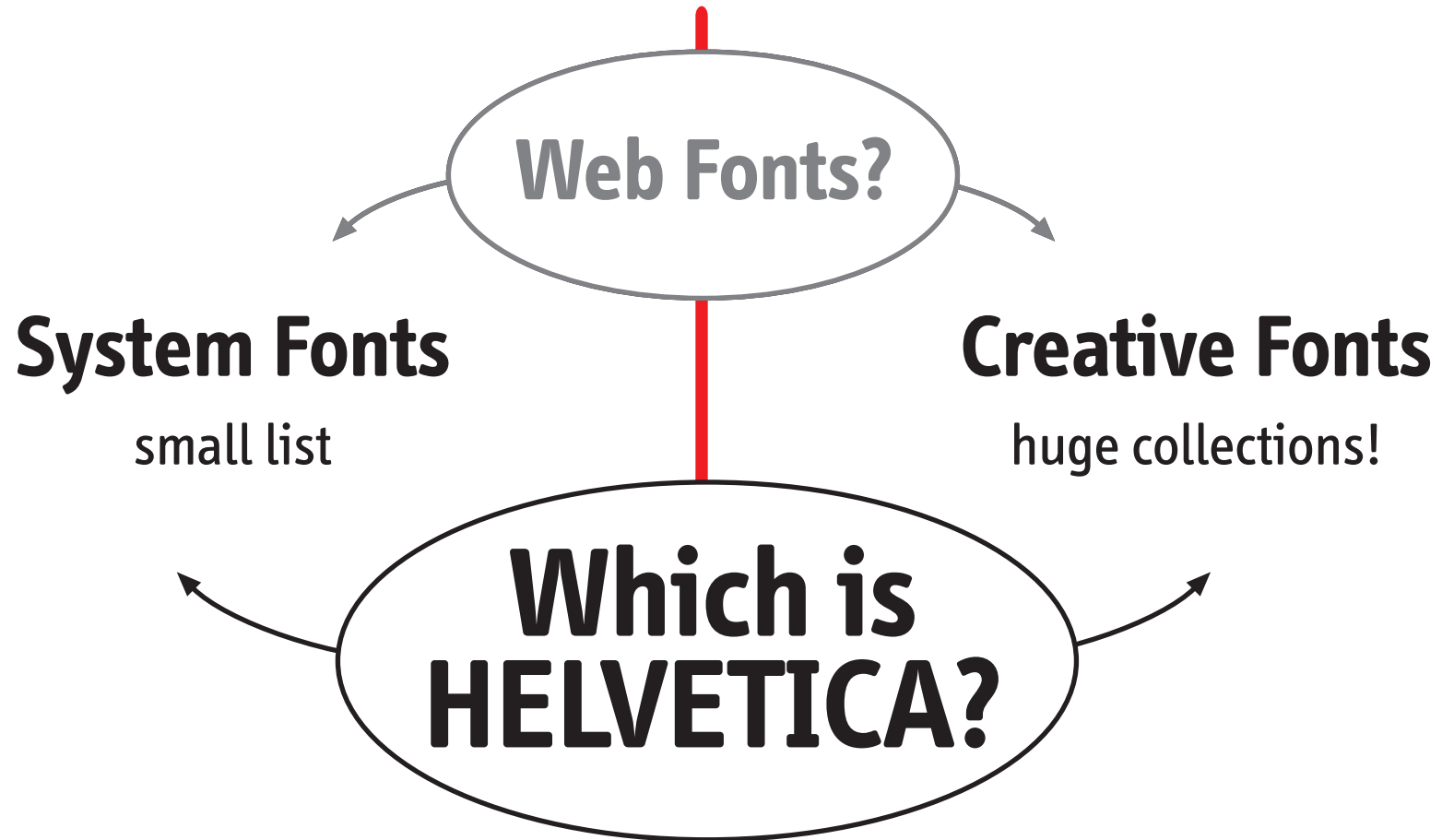
Craig's Rant:

Helvetica is Dead!
(Long Live Helvetica)

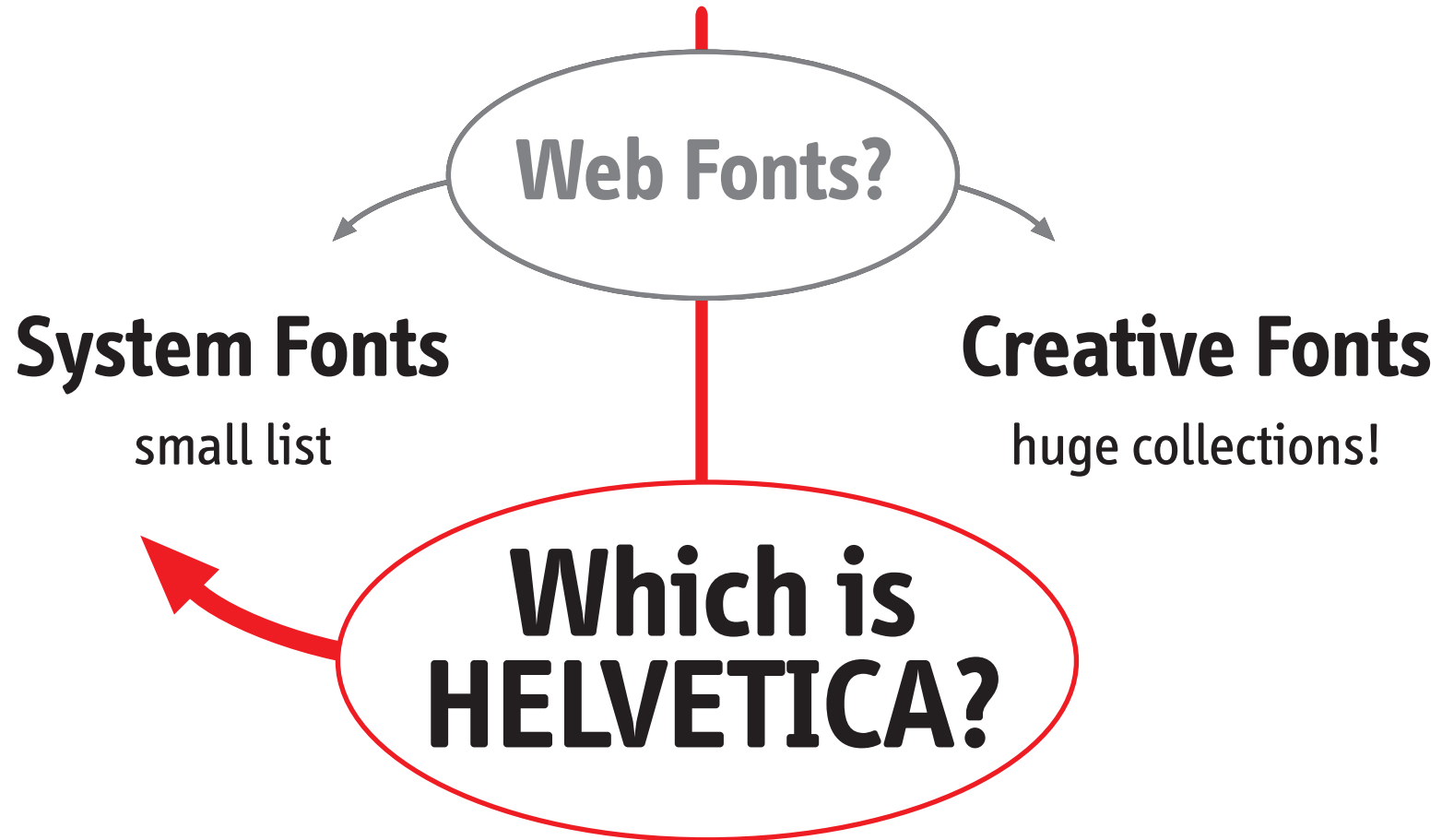


HelveticaFilm.com

The Basics of Font Management



The Basics of Font Management



Helvetica: How we've fought with Mac OS X.

Option 1: Ignore the problem.

Solution: Ignore the Helvetica issue. Hope it goes away.

Problems: Corrupt font caches (gibberish in Mail & Safari)

Option 2: Replace Helvetica.dfont.

Solution: Remove dfont & replace w/ Postscript or OpenType.

Problems: Hard to maintain. Requires ongoing vigilance.

Option 3: Keep Helvetica.dfont.

Solution: Remove basic Helveticas from rest of collection.

Problems: Apple's Helvetica.dfont has no italics!

Helvetica: CreativeTechs' 2007 Recommendation.

Stop Creating with a font named “Helvetica”

The problem is the NAME, not the design.

What if “Helvetica” was left as a System-only Font?

Start Creating with “Helvetica Neue” or “Helvetica Std”

Use a different NAME and the problems go away.

Switching to one of Adobe's OpenType versions.

Tip: Watch out for Apple's HelveticaNeue.dfont!

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