



## **STOP RENTING YOUR CORPORATE FONT**

### **A brand asset should not depend on an annual software subscription**

Adobe Fonts is useful for exploring and testing typefaces.  
It is a poor foundation for a permanent corporate identity.

A corporate font becomes embedded across websites, documents, presentations, campaigns, templates, packaging and digital products. Yet under Adobe's model, the organisation never secures permanent rights to that font. It simply renews access each year.

A perpetual Newlyn licence replaces that dependency with direct, continuing rights from the font's owner.

### **The fonts can leave Adobe**

Newlyn reviews its agreement with Adobe annually. When we decide to end our agreement with Adobe, our fonts leave too.

Users will no longer be able to activate the font. Editable files would open with missing-font warnings. Substitute fonts can appear. New projects can become harder to create or maintain.

Years of annual Adobe payments provide no protection against this.  
A perpetual direct licence with Newlyn does.

### **You can't use Adobe fonts in Apps**

Adobe Fonts cannot be embedded in apps. This includes mobile apps, desktop software, web applications, SaaS platforms, games, connected products, embedded systems and any digital product in which the font software is packaged, installed or made available to users.

### **You can't use Adobe fonts in AdTech**

Adobe Fonts should not be treated as a dependable foundation for AdTech. Adobe's license does not allow installation within ad servers, dynamic creative platforms or automated production systems.

A corporate advertising system should use directly licensed, self-hosted fonts that remain available regardless of Adobe's platform.



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### **Adobe webfonts create a data leak**

Adobe's embed code, used to access fonts for use on the web, is code that tracks the usage on your websites. Every website visit therefore creates a connection between the visitor's browser and Adobe's infrastructure.

That is an unnecessary third-party disclosure of visitor data. It creates GDPR exposure, additional vendor risk and another external data flow for IT and privacy teams to approve.

A corporate website should not have to leak data to a third party simply to display its own typography.

With a perpetual Newlyn licence, the font can be self-hosted. It is served from infrastructure controlled by the organisation or its chosen hosting provider.

### **Recommendation**

Adobe can remain part of the creative software stack. It should not sit between an organisation and its own products or identity.

A perpetual Newlyn licence is not duplicate spend. It solves a different problem.

*Adobe provides annual access to a font service with limited use cases.*

*A perpetual Newlyn licence secures the brand font for the long term across all media.*