

Typography Center of Excellence.

Take control of your global typographic landscape.

Experience the highest level of partnership with our **Typography Center of Excellence** service, focused on being your all-in-one Monotype resource.

The service is managed by a **dedicated resource** who will act as your resident expert in all typographic matters. Supporting everything from managing administration of your Monotype Font instance, to helping **define and execute your typographic strategy** and managing your typographic needs across your organization and beyond. Allowing you to **take control of your global typographic landscape**.

Benefits.

Your Senior Type Success Manager will:

- Help define your global typography strategy.
- Conduct regular brand audits.
- Ensure brand consistency (and advise on rebranding initiatives) across all your digital touch-points.
- Make typographic recommendations.
- Connect you directly to the expertise of the Monotype Studio.
- Act as your liaison for your global organization and subsidiaries, including any external agencies for all typographic operations.



Why the Typography Center of Excellence service is essential for your brand:

Dedicated resource.

As part of the service, you will be assigned a Monotype expert, a **Senior Type Success Manager**, who will act as your type strategist & concierge.

Seamless global collaboration.

We'll handle and continually **simplify font access** for any sub-brands, suppliers, and internal teams so **you can easily collaborate**.

Access to studio expertise & services.

Gain insights and develop your team with the guidance from Executive Creative Directors.

Covering typography best practices, font pairings, technical knowledge, global language support and even **exploring custom or modified fonts requests**.

Elite success plan is included.

The Senior Type Success Manager will partner with you to ensure you **get the most out of Monotype Fonts**.

This includes unlimited onboarding sessions, assisted management of Monotype Fonts and the **highest priority** of technical support available.

Compliance tracking & assistance.

Get **total peace of mind** that your font usage always remains compliant and **avoid any unexpected costs**.

Your resource will recommend the most suitable font licensing for your needs, both forecasted and ad-hoc, including third-party font requests and **ensure seamless integration**.



Speak to your sales representative to find out more.