

Layered Licensing In Creative Projects

What's The Problem?

Licensed design elements are an essential part of the creative workflow. But the details of licenses... can get a bit fuzzy.

Creative assets are almost always comprised of individual design assets — from stock images to fonts. The result is greater than the sum of its parts, but also more legally complicated than the sum of its parts. That's because each of those asset elements can have its own licensing agreement.

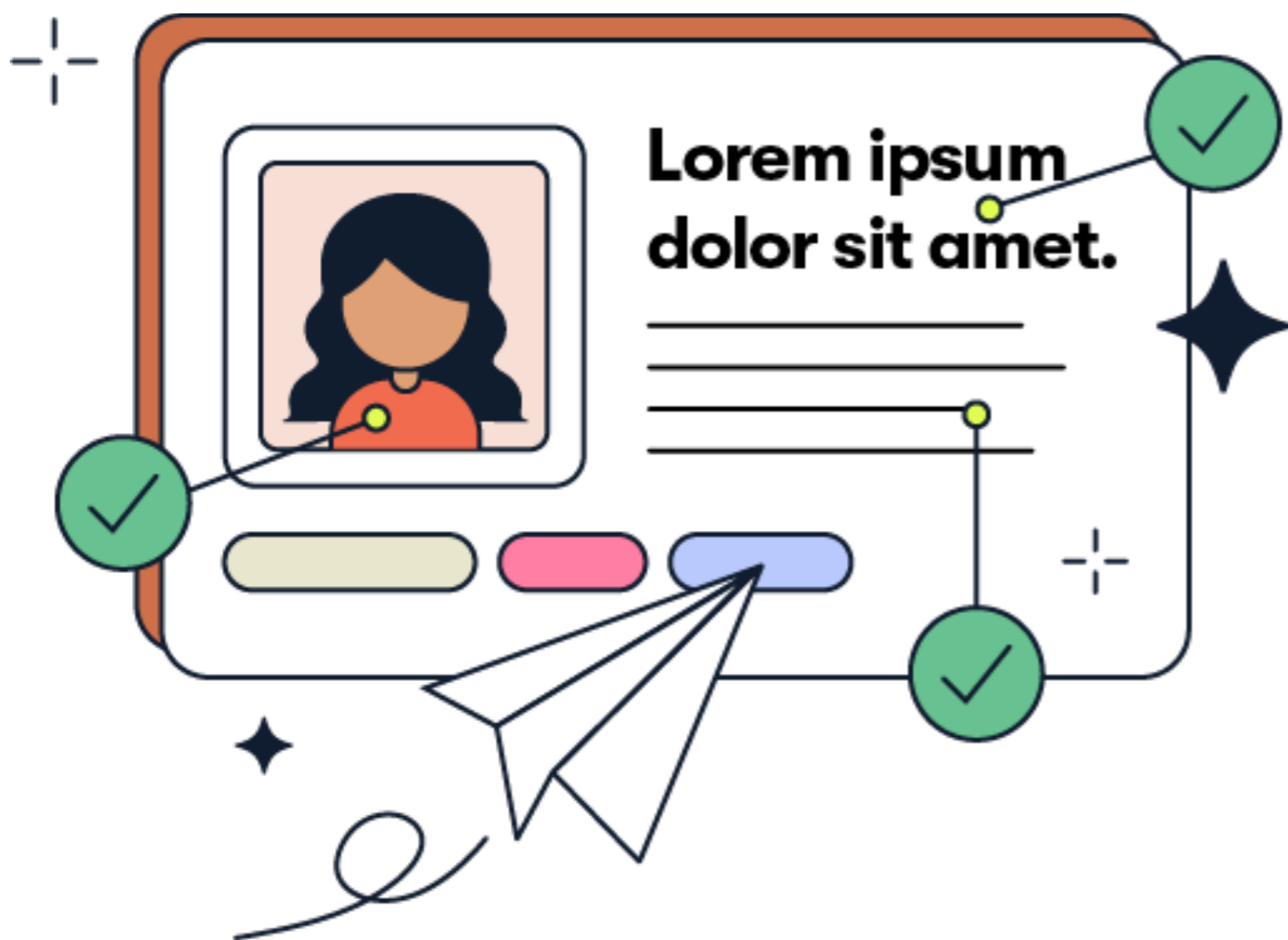
Think of how many creative assets are generated for one client, even one campaign! For the purpose of brand continuity, these same asset elements may be used across a variety of media assets in any given project. However, each deliverable may test the bounds of licensing agreements in different ways.

The stock photo used across assets may be permissible for web, but not for print. The font in question may be licensed for desktop use, but not commercial use.



How Many Fonts Are In Your Toolbox?

The average marketing or design team has about **4,500**.



Different Types Of Creative Licenses.

Think it's just fonts and stock photos?

The following third party creative assets can all save time and bring value to your work — and their licensing requires attention:

- + Fonts
- + Photos
- + Graphics
- + Illustrations
- + Icons
- + Templates
- + Mockups
- + Videos

How Much Do Stock Photos Cost?

The median price of a stock photo is **\$1.11** // **Source**

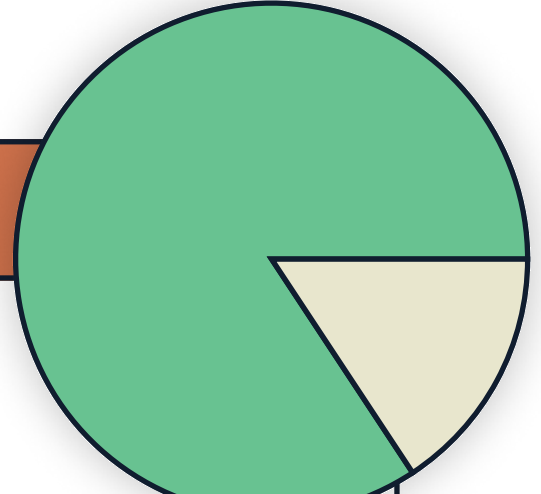


What's The Solution?

- + Tag all your licensed design elements with clear EULA permissions
- + Empower your team to understanding licensing differences and encourage their diligence
- + Choose stock imagery providers with consistent permissions
- + Always double-check licensing of all design elements in each asset before a project goes live.

How Clear Is Asset Licensing?

78% of surveyed creatives said they were unclear on how and when assets such as fonts could be used.



You Can't Always Set It And Forget It.

Some font web licenses stipulate that licensing costs are bound to a certain number of page views. If a company or client's website gains more traffic each year, the increase in views may eventually result in EULA violations.