

pixolution and DATANOMIQ present the 1st part our infographic series:  
How Deep Learning drives businesses forward through automation.

# How to ensure consistent branding with automatic font recognition

A large brand creates and uses a huge amount of marketing material every day. Employees from different departments are responsible for creating and publishing the material. At the same time, a **consistent brand image must be maintained as key to the brand's success.**



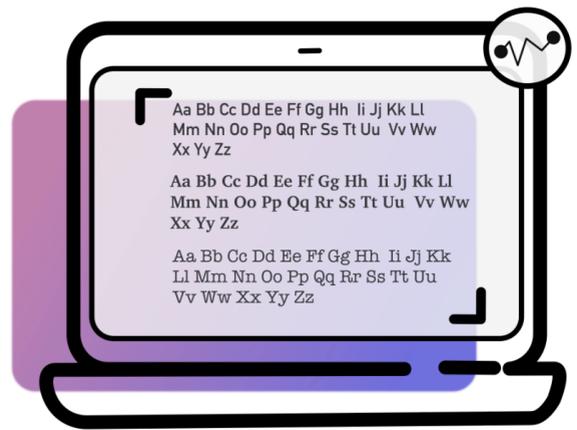
## Challenge

Distributed marketing teams or sales representatives have to comply with the same corporate design rules. For example, only **certain fonts** for text may be used. Before publishing, the **marketing material** has to be **checked fast and reliably.**

## Model Training

We **generate millions of images** containing words in different fonts. We use these as **training data for an AI model.** The model learns to recognize the characteristic features of the font types by being given the task to distinguish them from each other.

After training, the model computes embeddings that represent the features of the fonts like fingerprints.



## Matching

When a marketing document is to be checked for the font used, it is **compared with a pool of allowed fonts** (also represented by embeddings). The model then **outputs the most similar font** as the result of the matching, **along with a probability indication that they are identical.**

If the font in the marketing document cannot be matched to an acceptable font, the user is informed that it does not comply with the marketing guidelines.

## Benefits

Font type recognition is an **automated process performed entirely by AI.** It is **reliable and fast.** Especially in large companies, it is almost impossible to manually check all marketing materials for accuracy. By **enforcing the corporate design,** the AI solution is a crucial factor for a **consistent brand presence.**

