

FONT LICENSING

A font license is simply an agreement that gives you permission to use a font, subject to the terms of that agreement (also called an End User License Agreement or “EULA”). Using a font without a license can lead to legal action, fines, or penalties. Before using any font, you need to confirm whether you’re allowed to use it and the terms involved in doing so.

UNDERSTANDING FONT LICENSING

Font foundries or designers create license agreements that outline the terms and conditions for font use. These agreements vary, but they generally cover different types of use, such as desktop, web, app, and e-pub. Some fonts require a fee to obtain certain usage rights. Others are free, but may have usage limitations or additional licensing fees.

- ✓ **Ultra Graphics most often uses fonts from Adobe Fonts, our active subscription font library, and Google Fonts, a free font library, for customer’s designs.**
- ✓ **If your company uses certain fonts for their branding guidelines, and it is not available on the above listed libraries, we may need you to provide and/or purchase the font.**

FONT USAGE

There are two general types of usage — personal and commercial.

PERSONAL USE: Licensing that gives permission to use a font for non-commercial purposes, like personal documents, presentations, or design projects that are not intended to generate direct income, essentially allowing you to use the font for your own personal use without any restrictions related to profit-making activities.

COMMERCIAL USE: For ANY project where financial gain is the ultimate goal. This is basically any organization — even a non-profit, that uses the font for advertising, branding, or marketing materials. Essentially, it permits the font to be used in any context where a business is attempting to make money from its application.

WAYS TO CHECK FOR LICENSING

- Check the readme file that comes with the font
- Check the website where you purchased the font
- Search for the font name plus “license” or “commercial license”
- Visit the font’s official page or foundry

TYPEFACE vs FONT

Often times “font” and “typeface” are used interchangeably” but they do not, in fact, mean the same thing.

TYPEFACE refers to the design—the actual appearance of the letters, numbers, punctuation, and symbols

FONTS come in the form of a computer file, software, or a program that sends a signal to your computer to display each character in a certain way.

! IF IN DOUBT... Font owners actively monitor for cases of unauthorized use. If you are unsure, contact the font owner to clarify usage rights. Or simply do not use the font. This is safer than risking license infringement where the consequences could be expensive and unpleasant.

! PLEASE REMEMBER THIS INFORMATION IS NOT THE SAME AS LEGAL ADVICE.

This may not address all relevant business or legal issues unique to your situation, and you should always seek legal advice from a licensed attorney.