

# Wamotype End User License Agreement

**Last updated: 20 June 2026**

This End User License Agreement (the “Agreement”) is entered into by and between you, the purchaser or user of the Font Software (“Licensee”), and **Wamotype** (“Licensor”), the owner and licensor of the Font Software.

By purchasing, downloading, installing, accessing, or using the Font Software, you acknowledge that you have read, understood, and agreed to be bound by the terms of this Agreement.

This Agreement applies to all Wamotype font purchases made under the following license plans:

- Basic License
- Creator License
- Business License
- Corporate License

The specific rights granted to you are determined by the license plan selected and recorded at the time of purchase.

## 1. Definitions

For the purposes of this Agreement, the following terms apply:

**Font Software** means the digital font files provided by Wamotype, including but not limited to OTF, TTF, WOFF, WOFF2, and any related font data, design, encoding, software, or associated code.

**Typeface Design** means the visual design and appearance of the letters, numbers, symbols, punctuation, and other glyphs contained in the Font Software.

**Licensee** means the person, business, company, organization, or legal entity that purchased or is authorized to use the Font Software under this Agreement.

**Licensor** means Wamotype, the owner and licensor of the Font Software.

**Brand** means one commercial, personal, product, service, or organizational identity represented by a single name, logo, or public-facing identity.

**Sub-brand** means a separate brand, product line, company division, affiliated brand, subsidiary brand, or independently marketed identity that is distinct from the main licensed brand.

**End Product** means a final product, design, merchandise item, package, print, digital graphic, publication, advertisement, template, or other finished work created using the visual appearance of the Font Software.

**Website Usage** means use of the Font Software as a self-hosted webfont through CSS, including @font-face or similar web embedding methods.

**Digital Ads** means online advertisements, paid campaigns, sponsored posts, display ads, video ads, social media ads, or other digital advertising placements.

**App / Game Usage** means embedding or using the Font Software inside mobile apps, desktop apps, web apps, games, platforms, software products, or interactive digital products.

**Server Usage** means installing, hosting, processing, rendering, or using the Font Software on a server, SaaS platform, design tool, template generator, print-on-demand system, automated image generator, PDF generator, or similar system.

**Broadcast Usage** means use of the Font Software in television, film, cinema, streaming content, OTT platforms, series, documentaries, commercials, motion graphics, large-scale video transmission, digital signage, or similar public broadcast media.

## 2. License Grant

Subject to the terms and conditions of this Agreement, Licensor grants Licensee a limited, non-exclusive, non-transferable, non-sublicensable license to install, access, and use the Font Software according to the license plan purchased.

Licensee is purchasing a license to use the Font Software. Licensee is not purchasing the copyright, ownership, intellectual property rights, or exclusive rights to the Font Software or Typeface Design.

Unless otherwise stated, all Wamotype licenses are granted on a one-time purchase basis and are valid for lifetime use, provided that Licensee complies with this Agreement.

### 3. License Plans and Scope

The rights granted under this Agreement depend on the license plan selected at checkout.

Feature	Basic License	Creator License	Business License	Corporate License
Best for	Freelancers, personal brands, small commercial projects	Creators, small studios, growing brands	Small and medium-sized businesses	Enterprise, corporate, global brands
Brand coverage	1 personal / small brand	1 brand	1 business brand	1 corporate / enterprise
Business size	Freelancer / micro business	Creator / small business	Small & medium-sized business	Enterprise / corporate
Users / seats	1 user	Up to 5 users	Up to 50 users	Unlimited users
Installation	Up to 2 computers	Up to 5 computers	Up to 50 computers	Unlimited installations
Website usage	1 website, up to 100,000 views/month	1 website, up to 1,000,000 views/month	Unlimited websites for 1 brand	Unlimited websites
Social media	Image posts only	Image and video content	Unlimited for 1 brand	Unlimited
YouTube / video content	1 channel, under 10,000 subscribers	1 channel, no subscriber limit	Unlimited for 1 brand	Unlimited
Digital ads	Not included	Up to 1,000,000 impressions	Unlimited for 1 brand	Unlimited
End products / merchandise	Up to 1,000 units/sales	Up to 10,000 units/sales	Unlimited for 1 brand	Unlimited
Templates for sale	Not included	Up to 10,000 sales/downloads	Unlimited for 1 brand	Unlimited
E-publication / E-Pub	1 title, up to 10,000 downloads	Up to 3 titles	Up to 10 titles	Unlimited

Logo usage	Regular logo use allowed	Regular logo use allowed	1 brand logo allowed	Unlimited logo usage
Trademark registration	Not included	Not included	1 trademarked logo	Unlimited trademarked logos
Sub-brands	Not included	Not included	Not included	Unlimited sub-brands
App / game usage	Not included	Not included	Not included	Unlimited
Server / SaaS / design tool	Not included	Not included	Not included	Unlimited / corporate use
Broadcast / film / TV	Not included	Not included	Not included	Unlimited
Streaming / OTT platforms	Not included	Not included	Not included	Unlimited
OOH / billboard / POSM	Not included	Not included	Not included	Unlimited
Subsidiaries / affiliates	Not included	Not included	Not included	Allowed
Worldwide corporate campaigns	Not included	Not included	Not included	Allowed
License duration	Lifetime	Lifetime	Lifetime	Lifetime
Font files included	OTF, TTF, WOFF, WOFF2 if available	OTF, TTF, WOFF, WOFF2 if available	OTF, TTF, WOFF, WOFF2 if available	OTF, TTF, WOFF, WOFF2 if available

If a usage is not included in the purchased license plan, that usage is not licensed unless Licensee upgrades to the appropriate license or obtains written permission from Licensor.

## 4. Basic License

The Basic License is intended for freelancers, personal brands, and small commercial projects.

Under the Basic License, Licensee may:

1. Install and use the Font Software by 1 user on up to 2 computers.
2. Use the Font Software for 1 personal or small brand.
3. Use the Font Software on 1 website with up to 100,000 monthly views.
4. Use the Typeface Design in image-based social media posts.
5. Use the Typeface Design in end products or merchandise up to 1,000 units or sales.
6. Use the Typeface Design in 1 e-publication title with up to 10,000 downloads.
7. Use the Typeface Design in a regular logo.

The Basic License does not include:

1. Trademark registration.
2. Digital ads.
3. Templates for sale.
4. App, game, or software embedding.
5. Server, SaaS, or design tool usage.
6. Broadcast, film, TV, streaming, or OTT usage.
7. Sub-brand usage.
8. Subsidiary or affiliate usage.

## 5. Creator License

The Creator License is intended for creators, small studios, growing brands, social media content, video content, limited ads, and limited product sales.

Under the Creator License, Licensee may:

1. Install and use the Font Software by up to 5 users on up to 5 computers.
2. Use the Font Software for 1 brand.
3. Use the Font Software on 1 website with up to 1,000,000 monthly views.
4. Use the Typeface Design in social media image and video content.
5. Use the Typeface Design on 1 YouTube channel with no subscriber limit.
6. Use the Typeface Design in digital ads up to 1,000,000 impressions.
7. Use the Typeface Design in end products or merchandise up to 10,000 units or sales.
8. Use the Typeface Design in templates for sale up to 10,000 sales or downloads.
9. Use the Typeface Design in up to 3 e-publication titles.
10. Use the Typeface Design in a regular logo.

The Creator License does not include:

1. Trademark registration.
2. App, game, or software embedding.
3. Server, SaaS, or design tool usage.
4. Broadcast, film, TV, streaming, or OTT usage.
5. Sub-brand usage.
6. Subsidiary or affiliate usage.

## **6. Business License**

The Business License is intended for small and medium-sized businesses that need broader commercial usage for one brand.

Under the Business License, Licensee may:

1. Install and use the Font Software by up to 50 users on up to 50 computers.
2. Use the Font Software for 1 business brand.
3. Use the Font Software on unlimited websites, domains, and subdomains owned or controlled by the licensed brand.
4. Use the Typeface Design in unlimited social media content for the licensed brand.
5. Use the Typeface Design in unlimited YouTube and video content for the licensed brand, excluding broadcast, film, TV, streaming platform, and OTT usage.
6. Use the Typeface Design in unlimited digital ads for the licensed brand.
7. Use the Typeface Design in unlimited end products, merchandise, packaging, and product variants for the licensed brand.
8. Use the Typeface Design in unlimited templates for sale for the licensed brand, provided the Font Software itself is not included, embedded in an extractable form, or redistributed.
9. Use the Typeface Design in up to 10 e-publication titles.
10. Use the Typeface Design in 1 brand logo.
11. Register 1 logo using the Typeface Design as a trademark.

The Business License does not include:

1. App, game, or software embedding.
2. Server, SaaS, or design tool usage.
3. Broadcast, film, TV, streaming, or OTT usage.
4. Sub-brand usage.
5. Subsidiary or affiliate usage.
6. Worldwide corporate campaign usage outside the licensed brand.

## 7. Corporate License

The Corporate License is intended for enterprises, corporate groups, global brands, multi-brand companies, apps, games, servers, broadcast, film, TV, streaming, and large-scale media usage.

Under the Corporate License, Licensee may:

1. Install and use the Font Software by unlimited users.
2. Install the Font Software on unlimited company-owned or company-controlled devices.
3. Use the Font Software for 1 corporate entity or enterprise group.
4. Use the Font Software across unlimited websites, domains, and subdomains.
5. Use the Typeface Design in unlimited social media content.
6. Use the Typeface Design in unlimited YouTube and video content.
7. Use the Typeface Design in unlimited digital ads and impressions.
8. Use the Typeface Design in unlimited end products, merchandise, packaging, product variants, and sales.
9. Use the Typeface Design in unlimited templates for sale, provided the Font Software itself is not included, embedded in an extractable form, or redistributed.
10. Use the Typeface Design in unlimited e-publication titles.
11. Use the Typeface Design in unlimited logos.
12. Register unlimited logos using the Typeface Design as trademarks.
13. Use the Font Software in unlimited apps, games, platforms, and software products.
14. Use the Font Software on servers, SaaS systems, design tools, automated rendering systems, template generators, print-on-demand systems, or similar platforms, provided the Font Software is securely protected from extraction or unauthorized access.
15. Use the Typeface Design in broadcast, film, TV, streaming, OTT platforms, cinema, digital signage, motion graphics, commercials, and similar large-scale media.
16. Use the Typeface Design in OOH, billboards, POSM, event materials, and worldwide corporate campaigns.
17. Extend usage to subsidiaries and affiliates that are under the direct ownership or operational control of Licensee.

Licensee remains responsible for ensuring that all employees, subsidiaries, affiliates, contractors, agencies, and other authorized parties comply with this Agreement.

## 8. Logo and Trademark Usage

Regular logo usage is allowed under the Basic License, Creator License, Business License, and Corporate License, according to the scope of each license.

For the purposes of this Agreement, **regular logo usage** means using the Typeface Design to create a logo, wordmark, brand mark, or visual identity for the licensed brand, where the logo is used for ordinary brand presentation such as websites, social media, packaging, business cards, labels, marketing materials, products, or other permitted commercial uses under the purchased license.

Regular logo usage does **not** include the right to register the logo, wordmark, brand mark, or visual identity as a trademark, service mark, or similar registered brand asset unless the purchased license specifically includes trademark registration rights.

Trademark registration is allowed only under the Business License and Corporate License.

Under the Business License, Licensee may register 1 logo using the Typeface Design as a trademark.

Under the Corporate License, Licensee may register unlimited logos using the Typeface Design as trademarks.

Trademark rights apply only to the final logo design created by Licensee using the visual appearance of the Typeface Design. The Font Software itself, including its name, file data, code, glyph data, outlines, and underlying font technology, remains the intellectual property of Licensor.

Licensee may not claim ownership of the Font Software, sell the Font Software, rename the Font Software, distribute the Font Software as part of a logo package, or register the Font Software itself as a trademark, copyright, proprietary font product, or other intellectual property asset.

## 9. Website and Webfont Usage

Website usage is permitted only according to the limits of the purchased license plan.

When using the Font Software as a webfont, Licensee must take reasonable steps to protect the Font Software from unauthorized access, download, extraction, or redistribution.

Licensee may use standard webfont embedding methods, including @font-face in CSS, provided that the Font Software is used only within the permitted website scope.

Licensee may provide a copy of the Font Software to a web developer, contractor, or agency only when necessary to implement the Font Software into a licensed website, and only for the specific project covered by the purchased license.

The contractor or agency may not use the Font Software for any other client, project, brand, or purpose.

## **10. End Products, Merchandise, and Templates**

Licensee may use the Typeface Design in end products, merchandise, packaging, product designs, print designs, digital designs, and templates only according to the limits of the purchased license plan.

End products and templates may not include the Font Software itself in an installable, editable, downloadable, extractable, or reusable form unless expressly permitted in writing by Licensor.

If Licensee sells templates, design assets, editable files, or digital products, Licensee must ensure that the Font Software is not included or made accessible to end users. End users who need to edit text using the Font Software must obtain their own valid license.

Licensee may outline, rasterize, flatten, or otherwise convert text into non-editable artwork for use in final designs, provided that the Font Software itself is not distributed.

## **11. App, Game, Server, SaaS, and Design Tool Usage**

App, game, software, platform, server, SaaS, design tool, template generator, automated rendering, print-on-demand system, and similar usage is allowed only under the Corporate License unless Licensor gives written permission.

When such usage is permitted, Licensee must ensure that the Font Software is securely embedded, hosted, or processed so that end users cannot access, download, extract, copy, reuse, or redistribute the Font Software outside the licensed environment.

Licensee may not use the Font Software in any system that allows third parties or end users to generate, export, download, or reuse the Font Software as a font file.

## **12. Broadcast, Film, TV, Streaming, and Large-Scale Media Usage**

Broadcast, film, TV, streaming, OTT platform, cinema, series, documentary, motion graphics, television advertising, digital signage, and similar large-scale media usage is allowed only under the Corporate License unless Licensor gives written permission.

Use in social media posts, YouTube videos, and brand video content is allowed only according to the purchased license plan and does not automatically include broadcast, film, TV, streaming, or OTT rights.

## **13. Subsidiaries, Affiliates, and Sub-brands**

Subsidiary, affiliate, and sub-brand usage is allowed only under the Corporate License unless Licensor gives written permission.

Under the Corporate License, Licensee may extend use of the Font Software to subsidiaries and affiliates that are under the direct ownership or operational control of Licensee.

Licensee remains responsible for all use of the Font Software by its subsidiaries, affiliates, employees, contractors, agencies, and related parties.

Sub-brands, product brands, affiliated brands, and separately marketed identities are not covered by the Basic License, Creator License, or Business License.

## **14. Agencies, Contractors, and Client Work**

If Licensee is a design consultant, freelancer, creative studio, advertising agency, marketing agency, or other service provider, Licensee may not use one license for multiple clients.

A separate license must be acquired for each client, brand, or end user that uses or benefits from the Font Software.

An agency or contractor may purchase the Font Software on behalf of a client, provided that the client's correct legal name and billing details are used or recorded as the official Licensee.

The client, as the official Licensee, will hold the rights and obligations under this Agreement.

The agency or contractor is responsible for ensuring that the Font Software is used only for the licensed client and only within the scope of the purchased license.

## 15. General Restrictions

Unless expressly permitted by this Agreement, Licensee may not:

1. Sell, rent, lease, sublicense, lend, share, give away, upload, or distribute the Font Software.
2. Sell access to the Font Software.
3. Upload the Font Software to public file-sharing platforms, font-sharing websites, stock asset marketplaces, design marketplaces, template platforms, or similar services.
4. Include the Font Software in a downloadable product, template, theme, app, game, website package, server package, or source file in a way that allows extraction or reuse.
5. Modify, adapt, translate, decompile, reverse engineer, disassemble, rename, or alter the Font Software for the purpose of creating a new font.
6. Sell, distribute, or publish modified versions of the Font Software.
7. Claim ownership of the Font Software or Typeface Design.
8. Register the Font Software itself as a trademark, copyright, or proprietary font product.
9. Use the Font Software in any way that exceeds the purchased license plan.
10. Use the Font Software in illegal, defamatory, deceptive, or infringing materials.
11. Use trial fonts for commercial projects or public-facing commercial work.
12. Use the Font Software in a system where end users can access, download, extract, or reuse the font files.

## 16. Backup Copies

Licensee may make reasonable backup copies of the Font Software for archival purposes only.

Backup copies must remain under Licensee's control and may not be shared, distributed, sold, uploaded, or used outside the scope of this Agreement.

## 17. Font File Protection

Licensee agrees to take reasonable measures to protect the Font Software from unauthorized access, copying, extraction, distribution, or misuse.

All usage involving websites, apps, games, servers, platforms, templates, or other digital environments must be implemented in a way that prevents unauthorized parties from accessing or extracting the Font Software.

If Licensee becomes aware of unauthorized access, misuse, leakage, or distribution of the Font Software, Licensee must take reasonable steps to stop the misuse and notify Licensor.

## **18. Trial Fonts**

Licensor may provide trial versions, demo versions, personal-use versions, or evaluation versions of the Font Software.

Trial fonts may be identified by names such as “Trial,” “Demo,” “Personal Use,” or similar wording, and may include incomplete character sets, limited glyphs, altered characters, or other limitations.

Trial fonts are provided only for testing, previewing, evaluation, and personal non-commercial use.

Trial fonts may not be used for:

1. Commercial projects.
2. Client work.
3. Paid design work.
4. Public commercial branding.
5. Logos.
6. Merchandise.
7. Advertising.
8. Social media promotion for commercial purposes.
9. Websites.
10. Apps, games, servers, broadcast, film, TV, or streaming content.
11. Any use that provides economic benefit or large-scale public exposure.

A valid paid license is required for any commercial or public-facing use.

## **19. Ownership and Intellectual Property**

All Font Software provided by Licensor remains the intellectual property of Licensor.

Nothing in this Agreement transfers copyright, ownership, title, or intellectual property rights in the Font Software to Licensee.

Licensee receives only the limited usage rights expressly granted under the purchased license plan.

All rights not expressly granted in this Agreement are reserved by Licensor.

## **20. Warranty**

Licensor warrants that, to the best of Licensor's knowledge, Licensor has the right and authority to license the Font Software under this Agreement.

Except as expressly stated in this Agreement, the Font Software is provided "as is" without warranties of any kind, whether express or implied.

Licensor does not warrant that the Font Software will be error-free, uninterrupted, compatible with all software, suitable for every purpose, or accepted by any trademark office, government authority, marketplace, platform, or third-party system.

Licensee is responsible for testing the Font Software before using it in final production, commercial projects, manufacturing, advertising, broadcasting, apps, software, or other public-facing work.

## **21. Limitation of Liability**

To the maximum extent permitted by applicable law, Licensor shall not be liable for any indirect, incidental, special, consequential, punitive, or business-related damages arising out of or related to the use or inability to use the Font Software.

This includes, but is not limited to, loss of profits, loss of business, loss of data, production errors, printing errors, advertising errors, project delays, rejected trademark applications, platform incompatibility, or third-party claims.

Licensor's total liability under this Agreement shall not exceed the amount paid by Licensee for the Font Software.

## **22. Termination**

This Agreement will automatically terminate if Licensee fails to comply with any of its terms.

Upon termination, Licensee must immediately stop using the Font Software and must delete or destroy all copies of the Font Software in Licensee's possession or control within 30 days.

Termination does not limit Licensor's right to seek remedies for unauthorized use, distribution, infringement, or breach of this Agreement.

## **23. License Upgrades**

Licensee may upgrade to a higher license plan if Licensee's usage exceeds the limits of the purchased license.

An upgrade does not cancel or refund the previous license unless expressly agreed by Licensor.

If Licensee's usage exceeds the purchased license before an upgrade is obtained, such usage is not authorized until the appropriate license is purchased or written permission is granted by Licensor.

## **24. License Updates**

Licensor may update this Agreement from time to time.

Updates to this Agreement will apply to new purchases made after the updated version is published.

For past purchases, the license terms in effect at the time of purchase will continue to apply unless the update grants additional rights to Licensee or unless otherwise required by law.

Licensee should keep a copy of the applicable EULA version for its records.

## **25. Entire Agreement**

This Agreement constitutes the entire agreement between Licensee and Licensor regarding the use of the Font Software and supersedes all prior or contemporaneous understandings, communications, or agreements regarding the same subject matter.

If there is a conflict between this Agreement and any short license summary, product page text, promotional text, or pricing table, this Agreement and the license plan recorded at checkout shall control.

## **26. Severability**

If any provision of this Agreement is found to be invalid, illegal, or unenforceable, the remaining provisions shall remain in full force and effect.

The invalid or unenforceable provision shall be interpreted or replaced in a way that most closely reflects the original intent of the provision.

## **27. No Waiver**

The failure of Licensor to enforce any right or provision of this Agreement shall not be considered a waiver of that right or provision.

Any waiver must be made in writing by Licensor.

## **28. Contact**

For license questions, custom licensing, corporate licensing, or permission requests, please contact:

**Wamotype**

Website: <https://wamotype.com/>

Email: [support@wamotype.com](mailto:support@wamotype.com)