



End User License Agreement

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1. Agreement and Acceptance

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If you do not agree to this Agreement, do not download, install, access, or use the Font Software.

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Subject to your compliance with this Agreement and the license details purchased at checkout, Wamotype grants you a non-exclusive, non-transferable, perpetual license to use the Font Software only within the scope of the license types and usage limits purchased.

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3. Definitions

For purposes of this Agreement:

- "Font Software" means any font files, webfont files, OpenType or TrueType files, WOFF or WOFF2 files, related font data, documentation, and any updates supplied by Wamotype.
- "License Details" means the license types, usage options, usage limits, price, product, order information, and related details selected and purchased at checkout.
- "Desktop Use" means local installation and use of the Font Software on desktop or laptop computers.
- "Web Font Use" means embedding the Font Software on websites using webfont technologies such as @font-face.
- "Digital Ads Use" means use in paid digital advertising campaigns and online ad placements.
- "Social Media Use" means use in organic social media content, creator content, and branded social posts.
- "Merchandise and Templates Use" means use in products, merchandise, printable goods, templates, and commercial items for sale or distribution.
- "App and Platform Use" means embedding or using the Font Software in apps, games, software, SaaS platforms, server workflows, or automated systems.
- "Broadcast and Film Use" means use in film, television, streaming, cinema, motion graphics, or audiovisual productions.
- "Logo Use" means use of the Font Software as part of a final logo, brand mark, product mark, or trademark-related identity.

4. Purchased License Details Control Usage

Wamotype uses a flexible licensing model. A single purchase may include one or more license types. The permitted usage is limited to the license types and usage limits selected and purchased at checkout.

If your project uses the Font Software in multiple ways, you must purchase all applicable license types. For example, if you use a font for desktop design, website embedding, and a final logo, you must purchase the relevant Desktop License, Web Font License, and Logo License.

Usage tiers, limits, and pricing are displayed on each font product page. The License Details recorded in your order determine your permitted scope of use.

5. Permitted Uses by License Type

The following clauses describe the permitted use for each Wamotype license type. All permitted uses remain subject to the specific License Details purchased and to the restrictions in this Agreement.

5.1 Desktop License

The Desktop License permits you to install and use the Font Software on desktop or laptop computers to create static visual works, design files, documents, printed materials, presentations, packaging drafts, and other non-embedded design assets within the usage limits purchased.

- This license does not permit website embedding, app embedding, paid digital advertising, broadcast use, merchandise production, template distribution, or final logo/trademark use unless the applicable additional license is also purchased.
- If the font is used to create work for a client, the client or final end user must be properly licensed for the intended use.

5.2 Web Font License

The Web Font License permits you to embed the Font Software on websites owned or controlled by you using supported webfont technologies, including @font-face, within the purchased monthly pageview or usage limit.

- The Font Software must remain under your control and must not be made available for download, extraction, redistribution, or use by unlicensed third parties.
- This license does not permit desktop installation, app embedding, paid digital advertising, broadcast use, merchandise use, or logo/trademark use unless the applicable additional license is also purchased.

5.3 Digital Ads License

The Digital Ads License permits use of the Font Software in paid digital advertising campaigns, including display ads, banner ads, HTML5 ads, paid social ads, online marketing campaigns, and similar promotional advertising materials within the purchased impression or campaign limit.

- This license does not permit organic social media publishing unless a Social Media License is also purchased.
- This license does not permit website embedding, app embedding, broadcast use, merchandise use, or logo/trademark use unless the applicable additional license is also purchased.

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The Social Media License permits use of the Font Software in organic social media content, branded social content, creator content, influencer content, video thumbnails, posts, stories, reels, shorts, and similar social platform content within the purchased audience or usage limit.

- Paid social advertising requires a Digital Ads License.
- This license does not permit website embedding, app embedding, broadcast use, merchandise use, or logo/trademark use unless the applicable additional license is also purchased.

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The Merchandise & Templates License permits use of the Font Software in physical products, print-on-demand products, apparel, mugs, stickers, posters, packaging, printable products, digital templates, design templates, and other commercial items for sale or distribution within the purchased unit, sales, or distribution limit.

- Templates and digital products must not include the Font Software as an installable, extractable, reusable, or standalone font file.
- Editable templates that require customers or end users to access, install, download, or extract the Font Software are not permitted unless expressly authorized in writing by Wamotype.
- Logo or trademark use requires a Logo License if the font is used as part of a final brand mark, product mark, or trademark-related identity.

5.6 App & Platform License

The App & Platform License permits embedding or use of the Font Software in mobile apps, desktop apps, games, software, SaaS products, web applications, server-side automation, PDF generation, templating systems, print-on-demand systems, and similar digital platforms within the purchased user, MAU, application, or platform limit.

- The Font Software must be embedded or used in a secure manner that reasonably prevents extraction, copying, downloading, redistribution, or use outside the licensed app or platform.
- This license does not permit website webfont embedding, paid advertising, broadcast use, merchandise use, or logo/trademark use unless the applicable additional license is also purchased.

5.7 Broadcast & Film License

The Broadcast & Film License permits use of the Font Software in film, documentary, television programming, streaming content, cinema releases, festival screenings, video titles, motion graphics, commercials, and audiovisual productions within the purchased distribution or territory limit.

- This license does not permit merchandise use, app embedding, website embedding, paid digital ads, or logo/trademark use unless the applicable additional license is also purchased.
- Political campaign use, government campaign use, or other sensitive large-scale public campaign use requires a separate written custom license from Wamotype.

5.8 Logo License

The Logo License permits use of the Font Software as part of a final logo, brand mark, product mark, corporate identity, or trademark-related design within the business size, usage scope, or license level purchased.

- This license permits registration of a logo or trademark incorporating the licensed Font Software as part of the final design, subject to the purchased License Details.
- This license does not transfer ownership of the Font Software, typeface design, copyright, source files, or any Wamotype intellectual property.
- This license does not permit general marketing use, merchandise use, website embedding, or app embedding unless the applicable additional license is also purchased.

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A custom or enterprise license is required for uses not covered by the standard license types, including large enterprise use, unlimited multi-brand use, OEM distribution, hardware embedding, political campaigns, special exclusivity, white-label redistribution, or other special rights.

- Custom rights are valid only when confirmed in a separate written agreement or invoice issued by Wamotype.
- If a custom agreement conflicts with this Agreement, the custom written agreement controls only for the specific rights it expressly grants.

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- Use the Font Software beyond the license types, tiers, seats, pageviews, impressions, users, distribution limits, or other usage limits purchased.
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- Use the Font Software in any way that allows end users, customers, clients, or third parties to extract, download, copy, install, or reuse the Font Software outside the licensed scope.

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A license purchased by an agency or contractor does not automatically grant unlimited rights to all clients. Each client, brand, company, product, campaign, or end user may require its own license depending on how the Font Software is used.

You may provide final static, flattened, outlined, or rasterized artwork to a client when permitted by the purchased license. You may not provide the Font Software itself to the client unless the client is properly licensed.

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You are responsible for keeping the Font Software secure and preventing unauthorized access, copying, extraction, redistribution, or use by unlicensed parties.

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You may not modify, adapt, rename, reverse engineer, decompile, disassemble, or create derivative font software from the Font Software except where expressly permitted by law or by a separate written agreement from Wamotype.

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Any embedding of the Font Software must be secure and must not allow extraction, download, copying, or reuse by unlicensed third parties.

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If your usage exceeds the purchased License Details or expands to additional usage types, you must purchase the required additional license, upgrade, or custom license before the expanded use begins.

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Upon termination, you must immediately stop using the Font Software, remove it from all systems where use is no longer permitted, and destroy or delete all unauthorized copies. Termination does not limit Wamotype's right to seek any available legal or equitable remedy.

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Updates do not automatically reduce or expand the rights granted under licenses purchased before the update, unless required by law or agreed in writing by Wamotype.

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Custom licenses are valid only when confirmed by Wamotype in writing. Verbal discussions, informal messages, or assumptions do not modify this Agreement unless confirmed in a written custom license or invoice.

18. Contact

For license upgrades, custom licensing, or questions about this Agreement, contact:

- Wamotype
- Website: <https://wamotype.com/>
- Email: support@wamotype.com