



End User License Agreement Business License

Last updated: February 2026

By purchasing and downloading this font software, Kereatype Studio grants you a non-exclusive, non-transferable license to install, access, and use the font(s) in accordance with the usage type and specific limitations associated with this license. Usage is restricted to the terms outlined below. This license is for **single entity and single brand use only**.

1. PERMITTED USES

1.1 Brand Limitation: This license applies exclusively to **one brand** within the licensed entity. For use across multiple brands, an additional license must be obtained for each brand.

1.2 Desktop: Installation is allowed for up to **5 Users** on up to **25 devices** (e.g., workstations, portable devices, or cloud-based design accounts) owned by the licensed entity.

1.3 Commercial Prints & Products: Use the font in physical or digital products (e.g., packaging, merchandise, NFTs/Digital Collectibles, flyers) for up to cumulative total of **500,000 instances/copies**. The font must not be used in 'on-demand' or 'editable' applications where the end-user can create their own designs using the font.

1.4 Digital Ads: Use in digital advertisements across platforms such as Google, Instagram, Facebook, YouTube, TikTok, and other social media, with a limit of **1,000,000 monthly impressions**. Monthly impressions are tracked and verified based on the analytics provided by each platform.

1.5 Social Media Content: Permitted for use in organic (non-paid) social media posts, stories, and videos (e.g., Instagram, TikTok, YouTube, Facebook) for designated official social media accounts owned by the Licensee. Limit: **Unlimited views/impressions** for organic content.

1.6 Website: Self-hosting on websites is allowed, with a limit of **2,500,000 monthly page views**. Page views are calculated monthly and must remain under the stated limit.

1.7 Trademark Usage (Logo): Permitted for use in logos, marks, or branding. You are permitted to register or trademark the logo design. Note: This right applies to the graphical logo design only, not the font software itself.

1.8 App/Game/ePub Embedding: Permitted to embed the font software into:

- One (1) Mobile Application or Game (iOS/Android); OR
- Up to Five (5) e-Pub/e-Book Titles.
- Note: Usage is strictly limited to the Application's Interface (UI) or static text only. See Section 2.3 for specific prohibitions regarding content generation.

2. RESTRICTIONS

2.1 Entity Restriction: This license is valid for a single organization or business entity. The font(s) may not be used by, installed on devices belonging to, or shared with any other organization, business, or individual outside the licensed entity. Each organization must purchase a separate license.

2.2 Client Work Restriction: The font(s) may be used to create designs for clients, but the font files themselves must not be shared or transmitted to clients or third parties. Clients requiring direct use of the font must purchase their own license.

2.3 Prohibited Uses:

- Broadcast or large-scale video usage, including but not limited to cinema, television, and digital signage.
- Reselling, sublicensing, or redistributing the font files to any third party, including clients, collaborators, or any other entity.
- Usage across multiple brands within a corporate group. For each additional brand, an additional Business License must be obtained.
- Content Generation Apps: It is STRICTLY PROHIBITED to use the font in a way that allows users of the App/Game to type, edit, or generate new text using the font (e.g., "Meme Generators", "Design Tools", "Template Editors", or "Print-on-Demand Platforms").
- Usage for AI Training: It is strictly prohibited to use the Font Software for training, testing, or validating Artificial Intelligence (AI), Machine Learning (ML), or Deep Learning models.

3. USAGE DEFINITIONS

3.1 Desktop Usage: Permits installation of the font on devices owned by the licensed individual or organization. This definition includes the use of the font within cloud-based design platforms (e.g., Canva, Figma) solely for content creation, NOT for creating 'editable templates' for resale. Font files must not be shared or accessed by users outside the licensed group.

3.2 End Product Usage: Allows the use of the font in the creation of final products, either physical or digital, intended for sale or distribution. Total units sold across all product types must not exceed the stated limit. This explicitly excludes 'editable' or 'on-demand' products where the font can be extracted or used by third parties to generate new designs.

3.3 Digital Ads Usage: Permits the use of fonts in digital ad formats on specified platforms, with impressions tracked monthly through platform-provided analytics.

3.4 Website Usage: Allows the use of fonts on websites via self-hosting, with monthly page views tracked to stay within the specified limit.

3.5 Social Media Usage: Permits the use of the font in content created for social media platforms owned/managed by the Licensee. "Organic" refers to content distribution that is not paid for or sponsored as an advertisement.

3.6 Trademark Usage: Permits the use of the font characters to create a visual symbol or logotype and allows for trademark registration of that specific logo design. Note: The Licensee acquires rights to the artistic design of the logo only, NOT to the font software itself.

3.7 App / Game Usage: Permits embedding the font software into one (1) mobile application or game. Usage is restricted to the application's interface (UI) and static text. Use in "content generation" features (where users can type their own text using the font) is NOT permitted.

3.8 ePub Usage: Permits embedding the font software into electronic publications (e.g., eBooks, magazines) for up to five (5) titles, with unlimited distribution/sales.

4. ADDITIONAL TERMS

4.1 Renewal and Upgrades: License holders may renew or upgrade their license as needed to extend the usage terms. Contact Kereatype Studio for additional information on license upgrades.

4.2 Termination: Kereatype Studio reserves the right to **terminate** this license without refund **if any terms are violated**.

4.3 Jurisdiction: This license is governed by the laws of the Republic of Indonesia. Any disputes will be resolved under the jurisdiction specified by these governing laws.

If you have any requests, questions or issues regarding this License please contact us by email: hello@kereatype.com