



End User License Agreement Premium License

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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 Desktop: Installation is allowed for **1 User** on up to **8 devices** (e.g., workstation, portable device, or cloud-based design account) owned by the licensed individual or organization.

1.2 Commercial Prints & Products: Use the font in physical or digital products (e.g., packaging, merchandise, NFTs/Digital Collectibles, flyers, social media assets) for up to cumulative total of **15,000 instances/copies**. The font must not be used in 'on-demand' or 'editable' applications (e.g., Canva templates, website themes) where the end-user can create their own designs using the font.

1.3 Digital Ads: Use in digital advertisements across platforms such as Google, Instagram, Facebook, YouTube, TikTok, and other social media, with a limit of **50,000 monthly impressions**. Monthly impressions are tracked and verified based on the analytics provided by each platform.

1.4 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.

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

1.6 Logo Usage: Permitted for use in logos, marks, or branding. Deliverables to clients must be in outlined vector (shapes) or flattened image formats. However, you are NOT permitted to register or trademark the logo design containing this font. Trademarking requires a Business License or higher.

2. RESTRICTIONS

2.1 Entity Restriction: This license is valid for a single organization or business entity (e.g., one small business or business unit). 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.
- Embedding font files within apps, games, or ePub publications.
- Reselling, sublicensing, or redistributing the font files to any third party, including clients, collaborators, or any other entity without written consent from Kereatype Studio.
- 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 Logo Usage: Permits the use of the font characters to create a visual symbol or logotype. This does not grant rights to the font software itself, nor does it allow for trademark registration of the design under this license tier.

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