

Web Font License

UnitType provides Typeface Software, hereafter referred to as “Fonts”, for commercial use through the sale of non-exclusive Licenses.

When a License is purchased, this UnitType End User Licence Agreement (“EULA”) becomes a binding contract between you (the “License Holder”) and UnitType, and by downloading and installing the Fonts you agree to the terms and conditions set out below.

1. Ownership

A Web Font Licence grants you the right to use the Fonts as outlined in this EULA. Ownership, copyright, and all intellectual property rights remain with UnitType at all times. Fonts are licensed, not sold.

2. Scope of License

This Web Font Licence grants the Licensee the right to host and serve the Fonts via @font-face for live text display on licensed domains, websites, and campaigns. Usage includes websites, HTML5 banners, and email campaigns. The Licence is issued on a per-domain (or per-campaign) basis, with usage tiers defined by the number of unique monthly visitors or total impressions purchased at checkout. The Licence is non-exclusive, non-transferable, and perpetual unless otherwise terminated under Section 11.

3. Conditions of use

3.1 Hosting and Serving

The Fonts must be self-hosted on the Licensee’s server or CDN and referenced using @font-face. The Fonts may not be served through third-party web font services (e.g. Adobe Fonts, Google Fonts, or equivalent).

3.2 Domains and Campaigns

Each licensed domain, subdomain, or campaign requires its own Web Font Licence. A single licence does not extend to multiple unrelated domains.

3.3 Developers and Contractors

The Fonts may be shared with developers or contractors for the purpose of implementing them on licensed projects. Any such sharing must remain strictly limited to the scope of the Licence.

3.4 Embedding Restrictions

The Fonts may only be used for live text rendering via @font-face. They may not be embedded in downloadable or installable software, mobile or desktop applications, or other digital products. For such uses, an App Font Licence is required.

3.5 Modification

The Fonts may not be altered, converted, decompiled, reverse-engineered, renamed, or otherwise modified. Subsetting to reduce file size is permitted only for licensed domains or campaigns, provided the Fonts are not made available for download or editable use by unlicensed users.

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3.6. Font copies and backup

You may make copies of the Fonts for internal backup purposes, provided that a copy of this EULA is stored alongside them. Backup copies must remain strictly internal and may not be shared outside your organisation. Fonts may not be placed on any public or uncontrolled server (e.g. GitHub, shared Dropbox or Google Drive links) where third parties could gain access.

3.7 Prohibited uses

The Web Font Licence does not permit:

- Use on unlicensed domains, subdomains, or campaigns.
- Use in logos, logotypes, or wordmarks (requires Extension).
- Use in broadcast, film, streaming, or high-reach social media (requires Extension).
- Use in software, apps, or other digital products (requires App Font Licence).
- OEM distribution or bundling of Fonts with hardware or software (requires Extension).

4. Licence Extensions

Additional rights, including for broadcast, logos, high-reach social media, OEM, or other specific uses, may be purchased separately.

5. Transfer and Sub-Licensing

The Licence may not be transferred, rented, or sub-licensed to third parties.

6. Font updates

UnitType may occasionally develop or update its typefaces at any point in the future, and will provide License Holders free access to any updated Fonts of the same name. You will be notified by email if a new version becomes available that falls within this Agreement.

7. Warranty and refunds

UnitType Fonts are provided 'as is', without warranty of any kind, express or implied. While we strive for compatibility, we cannot guarantee the Fonts will function properly with all current or future software products, nor that they will meet your specific requirements. If the Fonts are not performing as expected, please contact us and we will do our best to resolve any issues. All sales are final, and refunds are not offered. However, if you accidentally purchased the wrong Fonts or License, you may contact us within 48 hours of purchase. We will assist in making the necessary changes, subject to payment of any price difference for the correct Fonts or License. To avoid issues, we recommend testing font compatibility with your software and platform during this 48 hour resolution period.

8. License updates

The EULA issued at the point of purchase will be the License that governs your use of those Fonts in perpetuity, even if UnitType updates its EULA for new purchases. If you would like to update to the latest EULA as published on our website, please contact us.

9. Marketing usage

Unless otherwise specified with UnitType, your use of the Fonts in images and videos implies consent for their use in our marketing efforts. We will never use your work for marketing without credit, and you may opt out at any time.

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10. Compliance and audit rights

We reserve the right to request reasonable proof of licence compliance, including but not limited to a list of domains using the Fonts. While we do not routinely audit License Holders, we may do so if misuse is suspected (e.g. exceeding licensed traffic volumes, serving Fonts to unlicensed domains, or providing Fonts to third parties without permission). Failure to provide requested information within a reasonable timeframe may result in suspension or termination of the Licence. Any such requests will be handled respectfully and with advance notice.

11. Termination

UnitType may terminate this Licence if its terms are breached. Upon termination, all copies of the Fonts must be deleted.

12. Governing Law

This Agreement is governed by the laws of the United Kingdom, and disputes shall be resolved in its courts.