

# STANDARD END USER LICENSE AGREEMENT 1.0

This End User License Agreement ("**EULA**") is a legal agreement between you ("**you**" or the "**Licensee**") and me ("**me**," "**I**," or "**Alanna Munro Type**"), concerning your use of any fonts downloaded from this site (collectively the "**Font**"). The Font is being licensed, and not sold, to you, and your right and ability to use the Font is subject to the terms and conditions set out in this EULA. Please read it carefully.

Approx. 12 min read  
[alannamunro.com/licensing](https://alannamunro.com/licensing)  
[hello@alannamunro.com](mailto:hello@alannamunro.com)

## GENERAL

### FONTS

For the purposes of this EULA, the "**Font**" includes (without limitation) the font software, the designs embodied therein, and all supplemental materials provided along with the font software, as well as any future versions or upgrades.

### LIMITATIONS

This license is governed by certain limitations (collectively the "**Limitations**" and each a "**Limitation**") that define the maximum number of users that have access to use the Font (your "**User Limit**"), unique visitors to websites using the Font (your "**Traffic Limit**"), and number of mobile app downloads using the Font (your "**Downloads Limit**"). The specific Limitations that apply to your license can be found in your Order Summary (which is incorporated into this EULA by reference and together shall form a single, consolidated agreement). If you do not have an Order Summary, if your order summary is marked to indicate it is a "Personal License," or if a specific use and/or any Limitations thereon is not defined, all relevant Limitations are assumed to be zero (0) and you are restricted to using the Font only in accordance with the "**Terms of Personal Use**" section below.

### TERM

This EULA comes into effect from the moment you download the Font or use the Font for any purpose whatsoever, and by downloading or using the Font you agree to be bound by this EULA. This EULA is effective until terminated, as described in the "**Termination**" section below.

# LICENSING

## **LICENSE**

You are hereby granted a non-exclusive, non-transferrable (except as provided for in this EULA), revocable, worldwide, and perpetual right and license to use the Font. All rights not granted in this EULA are expressly reserved by Alanna Munro Type.

## **PROTECTION**

The Font is protected under copyright and trademark law of Canada.

## **DISTRIBUTION**

Except in very specific instances described and permitted in this EULA, you may not distribute the Font for any reason (including but not limited to sharing, renting, lending, giving away, or selling the Font). You agree to take all reasonable steps to prevent others from accessing, distributing, or re-serving the Font file, or otherwise using or dealing with the Font in any manner that violates or could violate this EULA.

## **MODIFICATIONS**

You are allowed to convert text set in the Font into outlined vector files. You may also subset and modify the font software itself for your own purposes. However, all such modifications and any derived versions of the Font remain the property of Alanna Munro Type, and remain subject to the same license and Limitations and to this EULA. You are also to notify me of any major modifications so that I can consider making similar changes to the released version and you hereby provide your irrevocable consent to me doing so.

## **LICENSE TRANSFER**

You are not allowed to transfer this license to another individual, company, or organization without the express prior written permission of Alanna Munro Type, which permission may be unreasonably or arbitrarily withheld.

## **UPGRADES**

If any of your uses exceeds the scope defined in your Limitations, you must contact me immediately to purchase an upgrade for your license, or purchase the license from my website directly.

## **SPECIAL USES**

A custom license extension is required to use the Font in any way connected to broadcasting, use in alphabet products where an unlicensed user has access to the alphabet in full, in products where an end-user can set type using the Font or distribute products with customized uses of the Font, or in any other way not specifically identified as allowable under this EULA or your Order Summary. Please contact me through email to arrange the terms and Limitations of this license extension.

## **CREDIT**

You are not obligated to include a colophon or credit the Font or its designer, but are more than welcome to do so.

## TERMS OF PERSONAL USE

This license allows you to install and use the font purely for personal use on a “pay-what-you-can” basis, provided that such use is restricted exclusively to personal uses that do not (and are not intended in the future to) result in financial compensation or income. Examples of personal uses include: birthday cards, garage sale posters, D&D character or reference sheets, letters, lost pet posters, or school projects, provided that such use is not made by or in connection with a for-profit business or enterprise.

A paid, commercial license is required for unpaid personal projects (including side- or passion-projects) that directly result in commercial income, for example selling products related to the project. A commercial license is also required in the case of indirect income, such as a personal project being used to market your skills and land commercial work related to them. If what began as a personal use should ever become a commercial use, for example if you decide to begin selling something that you originally developed solely for personal use, then you must upgrade your license to an appropriate paid commercial license.

This license also allows the Font to be used for internal testing purposes (i.e. uses in which the Font is not distributed to third parties outside of your business or organization). However, you must upgrade to a full and appropriate license before delivering or publishing any work that uses the Font to any person or entity outside of your business or organization.

## TERMS OF DESKTOP USE

This license allows you to install and use the Font for a number of human users not to exceed your User Limit, all of whom must belong to the same company, business, or organization that is licensing the Font. Desktop use includes (but is not limited to) the design of printed materials, logos, and static images.

### **DOCUMENT EMBEDDING**

You are allowed to embed the font in document formats that allow font embedding, such as PDF. The Font must be embedded in such a way that the reader is restricted from changing its embedding permissions, extracting the complete Font from the document, or create and edit new content using the Font.

### **SERVICE BUREAUS**

If printing from an embedded PDF is not an option, you are permitted to send the Font to a printer or service bureau that is creating the final output of your design, provided that immediately after finishing your print job they destroy all copies of the Font.

### **INTERNAL SERVERS**

You may install the Font on an internal server so long as the maximum number of individuals authorized to access said internal server does not exceed the total number of users permitted by your Order Summary.

## TERMS OF WEB USE

This license allows you to use the Font on websites using CSS @font-face, so long as the traffic to those websites do not exceed your Traffic Limit.

### WEB TRAFFIC

You are allowed to serve the font in web font formats on a website that receives no more than the number of unique visitors per month defined in your Traffic Limit (your Traffic Limit being zero (0) visitors if no Traffic limit is set out in the Order Summary). If unique visitors are not recorded for your website, you may alternatively measure your traffic by monthly pageviews. If you exceed your Traffic Limit for three consecutive months, you must upgrade your license to one that accommodates the highest monthly number of monthly unique visitors or pageviews during that period.

### DOMAINS

You must identify and register all domains where the font is served via @font-face. You may contact me at any time to register an additional domain, free of charge. You are not limited to a specific number of domains or subdomains, provided that all domains or subdomains using the Font must be controlled and operated by you, and the cumulative traffic of all such domains and subdomains does not exceed the Traffic Limit.

### FORMATS

You may only serve the Font on the web in WOFF, WOFF2, EOT, and SVG formats.

### SERVER

You must host the Font on your website's server or on a CDN (Content Delivery Network) where you host other website assets. You must make a reasonable effort to prevent unauthorized use or distribution of the Font. If the server's directory structure is publicly listed or searchable, you must include the text of this EULA alongside the hosted files and clearly mark them as licensed assets.

## TERMS OF APP USE

This license allows you to distribute the Font by embedding it in a limited number of apps, subject to your Downloads Limit.

### PLATFORMS

Platform-specific versions of an app with the same name and substantially the same functionality may be counted together as a single application. On each platform, you must make a reasonable effort to secure the Font and prevent it from unauthorized use.

### DOWNLOADS

The number of downloads is calculated by total all-time downloads across all platforms and app titles. If your total downloads should ever exceed your Downloads Limit, you must immediately contact me to purchase an upgrade for your license, or purchase an appropriate upgraded license from my website directly.

# THINGS MY LAWYER MADE ME SAY

## **RIGHTS**

I reserve all rights not specified within this agreement, and retain all right, title, interest, and copyright in and to the Font. I make no guarantees, and disclaim all warranties except those proscribed by law. I further reserve all rights to modify, enforce, and terminate this EULA to the extent that it is permitted by law. You are responsible for making sure that you are in compliance with all laws, foreign and domestic, that might apply to its purchase and use, and to periodically check my website for updates to the language of this EULA (which you agree to be bound by, as amended from time to time).

## **LIMITATION OF LIABILITY**

I represent that, to the best of my knowledge, the Font is an original work that has not been previously published by any person but me, and that no intellectual property rights to the Font belong to any person but me. However, notwithstanding the above representation or any other provision in this EULA, under no circumstances whatsoever am I to be held responsible or liable for any issues, harm, or damages that may result from your use of the Font, even if notified in advance, including but not limited to claims of plagiarism, copyright infringement, or trademark infringement arising from or in connection with the Font or this EULA, and except to the extent paid in settlement from any applicable insurance policies and to the extent permitted by applicable law, you hereby agree to indemnify and hold me harmless (i.e. reimburse me fully) for any and all claims, losses, damages, or other costs of any kind whatsoever (including legal fees on an own-client basis) incurred as a result of or in connection therewith.

Notwithstanding and without limiting the scope of the above paragraph or any other provision in this EULA, the maximum liability I may incur under or in connection with the Font or this EULA and your sole and exclusive remedy shall be strictly limited to an award for direct, provable damages not to exceed the total compensation actually paid by you to me.

This section "**LIMITATION OF LIABILITY**" shall survive the termination of this EULA.

## **TERMINATION**

This EULA remains in effect until your license for the Font is terminated, following which you must discontinue all use of the Font and delete all copies that you control or possess.

If you wish to terminate this EULA, simply notify me and delete the Font. If you choose to terminate a license within 30 days of your original purchase, I will refund your payment. I reserve all rights to terminate this license for any breach of this EULA, without the obligation to provide you with notice or an opportunity to cure said breach. That said, I will make a good-faith effort to allow you to upgrade your license so that it may continue to operate within its terms.

The following are examples of circumstances in which I might want to terminate this EULA:

1. Using the Font outside of the terms set in this EULA;
2. Exceeding the agreed-upon Limitations without purchasing an upgrade or extension license.

#### **JURISDICTION**

This EULA shall be governed by and construed in accordance with the laws of the Province of British Columbia and of Canada. All suits, actions, and proceedings brought by any party in connection with this Agreement must be brought in an appropriate court in the Vancouver, British Columbia, which courts shall have exclusive jurisdiction to hear and determine any such claims or disputes, and you hereby expressly and irrevocably submit to the jurisdiction of said courts for this purpose and waive any objections whatsoever thereto.

#### **ASSIGNMENT**

This EULA may not be assigned, nor the rights under this EULA transferred, to any person without such person first subscribing to or agreeing to be bound by this EULA, as amended from time to time.

#### **ENTIRE AGREEMENT**

This is the entire agreement between you and Alanna Munro Type. It is agreed that there is no promise, guarantee, representation, warranty, collateral agreement or condition whatsoever, express or implied, affecting this EULA except as expressly provided in this Agreement. Alanna Munro Type reserves the right to change this agreement from time to time.

#### **SEVERABILITY**

In the event that any one or more of the provisions of this EULA are held to be invalid or unenforceable, in whole or in part, all other provisions shall nevertheless continue to be valid and enforceable with the invalid or unenforceable parts severed from the remainder of this EULA.

#### **BINDING EFFECT**

This EULA shall ensure to the benefit of and be binding upon you and I and each of our respective heirs, executors, administrators, trustees in bankruptcy, and permitted assigns. You and I each hereby explicitly acknowledge and agree on the receipt and sufficiency of adequate consideration in connection with this EULA, and further expressly acknowledge and agree that this EULA is made under seal.