



KL Type — Standard End User License Agreement

This End User License Agreement (“Agreement”) is a legal agreement between you (“Licensee”) and Kent Lew d/b/a KL Type (“I”, “me”, or “my”). It governs what you can and cannot do with the font software you have licensed.

By downloading, installing, or using the fonts, you accept the terms of this Agreement. If you do not agree to these terms, do not download, install, or use the fonts.

1. THE LICENSE

Upon payment in full, I grant you a non-exclusive, non-transferable, worldwide, perpetual license to use the fonts as described in this Agreement and in your Order Summary.

This is a license, not a sale. I retain all ownership of the fonts and the designs embodied in them. All rights not expressly granted here are reserved by me.

2. WHO IS A USER

A “User” is any person who has access to the fonts (locally or via a font server or web server) to create content in the course of producing a document, website, user interface, image, or other work. People who only view or consume that content — website visitors, app users, document recipients — are not Users, regardless of how many there are.

The total number of Users covered by your license is the number you selected in your Order Summary (your “User Count”). The scope of this license is determined by your User Count — count the people, not the devices, print runs, page views, or downloads.

If you are a business, Users include your employees, partners, and authorized subcontractors or freelancers doing work on your behalf and should be included in your User Count.

If you grow beyond your User Count, please contact me to expand your license to the appropriate tier and pay the difference in cost.

3. WHAT IS ALLOWED

A standard license from me covers the following uses. You do not need separate licenses for each.

3.1 Desktop use You may install and use the fonts on any number of devices within your licensed User Count, for any form of design, production, or publishing work.

There are no device limits, as long as all users who regularly access and use the device[s] are covered by your User Count.

3.2 Web use You may use the fonts on websites using the CSS @font-face rule. Web fonts

must be served in WOFF2 format only. (If you have a unique need which requires a different web font format, please contact me to obtain this at no charge.)

You may use the fonts on any number of domains you own or control. I don't measure web licenses by page views or monthly traffic. Whether your site has 100 visitors a month or 10 million, the same license applies. Your website's success is your success.

3.3 Static documents and publications You may embed the fonts in static documents such as PDFs, e-books, and electronic publications, provided the fonts cannot be easily extracted from those documents by the reader.

3.4 Print materials You may use the fonts to produce any printed material — books, magazines, newspapers, packaging, posters, t-shirts, signage, and similar. (There are a few, limited exceptions mentioned in §4.4 covering Letterform products)

3.5 Social media and digital content You may use the fonts to create images for use on social media platforms and in digital advertising.

3.6 Passive applications (apps) You may embed the fonts in applications (“apps”) where the fonts are used solely to display content to the app user. For example: a news reader app where the font displays editorial content. The fonts must be embedded securely and must not be easily extractable. (See also §4.1 for restrictions on apps where the fonts are used for more than solely displaying content.)

3.7 Font servers & web-based design tools You may install the fonts on an internal font management server, as long as everyone who has access to the font server is covered by your User Count. Font servers for your team are fine, as long as only licensed Users can access them. For web-based design tools, you may upload the fonts for use as long as everyone who has access to the tool is covered by your User Count.

3.8 Outside vendors and printers You may send the fonts to a commercial printer or outside vendor for the purpose of producing a specific job if required. They may only use the fonts for your job, must agree to the terms of this Agreement, and must delete all copies of the fonts when the job is complete.

3.9 Logos, wordmarks, and brand identities You may use the fonts to create logos and wordmarks for yourself or your clients. You may vectorize letterforms and modify those vectors for this purpose. However, the font files themselves may not be modified or redistributed.

If the fonts are to be used as part of a brand identity, the client must have an appropriate font license based on their relevant User count.

4. WHAT IS NOT ALLOWED (and requires a separate license)

The following uses are not included in the Standard license. Please contact me before

proceeding with any of them — I’m happy to discuss an appropriate addendum.

4.1 Active or generative applications (apps) Any application, service, or platform where users can employ the fonts to create, customize, or generate their own content — including online design tools, print-on-demand services, or any similar application.

This is the key distinction: if your app enables users to select or apply the fonts to make something, rather than simply reading or viewing content set in the fonts, that is a generative use, and that requires a different license.

4.2 Broadcast Use of the fonts in film, television, or other broadcast media intended for mass distribution.

4.3 OEM and device embedding Embedding the fonts in hardware, operating systems, or devices intended for distribution.

4.4 Letterform products Using the fonts as the primary content of physical or digital alphabet products, such as house numbers, stamp sets, rub-on letters, sticker alphabets, or similar merchandise where individual letterforms are the product.

5. SUBCONTRACTORS OR FREELANCERS

If you work with freelance designers, agencies, or other subcontractors who need to use the fonts on your behalf, they are covered under your license — as long as:

- They are counted within your User Count
- They use the fonts only for work they are doing for you
- They delete all copies of the fonts when the work is complete
- They agree to be bound by the terms of this Agreement

As the Licensee, you are responsible for the compliance of your subcontractors or freelancers in abiding by the terms of this Agreement.

If a subcontractor wants to use the fonts for other clients or their own work, they must purchase their own license.

6. ARTIFICIAL INTELLIGENCE

You may not use the fonts, or any renderings of the fonts, to train, develop, or improve any artificial intelligence or machine learning system. This includes, but is not limited to, image generation models, text generation models, and font generation tools.

7. PROTECTING THE FONTS

You must take reasonable steps to prevent unauthorized access to the font files. You cannot upload them to public repositories, shared storage accessible to unlicensed users, or any location where they could be freely accessed.

8. OWNERSHIP AND INTELLECTUAL PROPERTY

The fonts and all designs embodied in them are my intellectual property, protected by applicable copyright and intellectual property law. This Agreement gives you the right to use them; it does not transfer ownership.

9. WARRANTY AND SUPPORT

I've taken care to produce these fonts to a high technical standard, and I stand behind that work. If you encounter a problem with the fonts within 90 days of purchase, contact me and I'll make a good-faith effort to resolve it. If I can't fix the problem, I'll offer you a refund.

Beyond that, the fonts are provided as-is. I can't guarantee they'll work perfectly in every application or environment, and I'm not liable for indirect, incidental, or consequential damages arising from their use.

10. TERMINATION

This Agreement remains in effect until the license is terminated. If you breach any of its terms, I reserve the right to terminate your license. Upon termination, you must stop using the fonts and delete all copies.

If you want to terminate voluntarily, delete the fonts and let me know. Refunds on voluntary termination within 30 days of purchase are considered at my discretion.

11. GOVERNING LAW

This Agreement is governed by the laws of the State of Massachusetts, without regard to where you are located. Any legal disputes arising from this Agreement shall be resolved in Massachusetts court.

12. ENTIRE AGREEMENT

This Agreement, together with your Order Summary, constitutes the entire understanding between us regarding the fonts. If any part is unenforceable for any reason, the rest of the Agreement remains in effect. Any changes to this Agreement must be made in writing.

Questions? Contact me at licensing@kltype.com. I'm happy to discuss any use case not clearly covered here. I'd rather talk it through than have you uncertain about whether or not you're in compliance.