



Urgent Artwork

Basic Commercial Use of Fonts Licence

USE OF JULESART, URGENT ARTWORK, OR ARTMAMA FONTS SUMMARY

Free fonts by Julesart, Urgent Artwork, or Artmama are free for personal use only. To use them for any commercial use, you must have either:

a Basic Commercial Use of Fonts Licence which is enclosed when you buy fonts at artmama.co.nz and has certain requirements,

or

an Extra Commercial Use of Fonts Licence which allows you to use the font in something that will be sold to more than one buyer.

BASIC COMMERCIAL USE OF FONTS LICENCE SUMMARY

If you have bought these fonts, you will have a Basic Commercial Use of Fonts Licence in your zipped files (please email us licences@urgentartwork.co.nz if you have not bought these at artmama.co.nz or do not have the BCUF Licence). With this licence, you may use these products commercially provided you follow the Basic Commercial Use of Fonts Licence conditions **and** you are not selling more than one copy of what you are producing with our work. If your products will be sold to multiple people, you need an Extra Commercial Use of Fonts Licence. If you are unsure whether or not your usage of the font requires an Extra Commercial Use of Fonts Licence, please email us licences@urgentartwork.co.nz and tell us your why you are unsure.

EXTRA COMMERCIAL USE OF FONTS LICENCE SUMMARY

This licence is more expensive because the Extra Commercial Use of Fonts Licence lets you use fonts in something that will be sold, eg magazines for sale, web templates for sale, t-shirts or posters for sale

or DVDs, CDs or games for sale etc. This licence also allows exemption from requirements to provide credit & information for Urgent Artwork.

BASIC COMMERCIAL USE OF FONTS LICENCE CONDITIONS

The Basic Commercial Use of Fonts Licence grants you, the Buyer a non-exclusive, non transferrable right to make use of Julesart, Urgent Artwork, or Artmama Font(s) that you have bought (Font or Fonts).

Your use of the Fonts, under the Basic Commercial Use of Fonts Licence, is subject to the following conditions:

(1) You may use the Font(s) alone or you may incorporate the Font into another work you are creating.

(2) Unless you have our prior written consent by way of an Extra Commercial Use of Fonts Licence, you must not directly or indirectly licence, sub-licence, sell or resell the Font(s) or offer to do any of these things. All of these things are referred to as Resale.

(3) You may use the Font(s) in a printed format or display the Font(s) in a digital format, such as a graphic file, but Font(s) are not to be duplicated and/or distributed as a font file without Special Permission.

(4) Your use of the Font(s) is **not** limited to a single application providing each application has correctly attributed the Font(s).

(5) Your use of the Font(s) requires correct attribution as follows:

- Credit should be given to the designer of the Font(s) by way of a web link to urgentartwork.co.nz **or** attribution to Julesart, Urgent Artwork, or Artmama, for example:

Font: *fontname* from urgentartwork.co.nz (where *fontname* is the name of the font, as: **Font: Julesgirltalk from urgentartwork.co.nz**);

- Registration of the use of the font to licences@urgentartwork.co.nz by stating where the font will be used and by whom;

- Provide a hard copy of the publication or copy of the digital file to

Urgent Artwork
PO Box 30048
St Martins
Christchurch 8246

or email a link to the graphic to licences@urgentartwork.co.nz.

NB If you wish to forego these conditions, you may do so by applying for an Extra Commercial Use of Fonts Licence or email licences@urgentartwork.co.nz for a Special Permission exemption stating why you should be exempt from these conditions.

(6) You may use the Font(s) in a work which you are creating for your own purposes or for specific clients.

(7) You must not incorporate the Font(s) in a work which is created for Resale by you or your client.

(8) If the Font is used or incorporated in a work there is no restriction on the number of copies of that work that can be reproduced and distributed (provided the copies are not for Resale).

(9) Notwithstanding the restriction on Resale, if you acquire the Font(s) on behalf of your client you may recoup from your client the cost of acquiring the Product.

For example: you may incorporate the Font(s) in artwork, such as a graphic, in a newsletter you design for your client. An unlimited number of copies of the newsletter incorporating the font may be made but the newsletters must be distributed to recipients at no charge to the recipient.

EXAMPLES OF USE

The Basic Commercial Use of Fonts License can be used for any of the following examples:

Websites, (commercial, personal, or non-profit)

Websites for clients,

Blogs, Twitter pages, Flickr, Myspace, Bebo, or other social networking site,

Scrapbooking for personal use,

Free games, or avatars or character graphics,

Videos, such as tutorials, animations, training videos, or videos for YouTube or other online video services,

Design projects for yourself or clients, such as business cards, stationery, posters, free training or other manuals, brochures, flyers, PowerPoint presentation or talk etc

PROHIBITED FROM USE WITH THIS LICENCE

You must not offer the item using Julesart, Urgent Artwork, or Artmama Font(s) for Resale either on its own or as part of a project. In other words, you can use the item in a website for a client, but not in a web template that is on sale. You can use the fonts in a film, but not in a film on a DVD that you sell. You can use the fonts on a t-shirt, but not on a t-shirt that is to be sold.

If at any time an item that uses Julesart, Urgent Artwork, or Artmama Font(s) that you have bought becomes available for Resale, you must contact licences@urgentartwork.co.nz to purchase an Extra Commercial Use of Fonts Licence.

Any questions regarding this Licence can be emailed to licences@urgentartwork.co.nz
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