

Basic Alphabet License		Tier 1-3 Predesigned	Tier 4 Custom & Predesigned
• Pre-designed Phrases • Pre-assembled Sets and Banners • Pre-designed Physical Products • Unlimited Platforms • Unlimited store fronts • One font per license • Tier based production volume • Unlimited phrase variation		✓	✓
		✓	✓
		✓	✓
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		✓	✓
		✓	✓
		✓	✓
		✓	✓
Custom & Personalized License			
• Custom Text		✗	✓
• Customer Personalization		✗	✓
• Product Images of glyphs		✗	✓
Prohibited			
• Alphabet Packs		✗	✗
• Typography Tools or Apps		✗	✗
• Font software modification		✗	✗
• Digital products		✗	✗
• Other font rights		✗	✗
License Tier	Annual Sales	License Summary	
Tier 1	0-5,000	Alphabet Production Font License Allows the commercial production and resale of physical die-cut words, names, sets, banner phrases and products that may derive their primary value from the licensed asset itself using one specific font design . License pricing is based on the license holder's approximate annual sales volume and applies across an unlimited number of platforms and storefronts.	
Tier 2	5,000 - 50,000		
Tier 3	50,000 - 100,000		
Tier 4	100,000+ and Custom		

Basic Alphabet License

Allowed In All Tiers 1-3

- **Pre-designed phrases** Physical die-cut words or phrases you design and sell as fixed, non-custom text.
- **Pre-assembled** Product sets, banners, and letter driven products you pre-assemble using fixed phrases, sold as completed physical products.
- **Pre-designed products** Includes but not limited to: Stamps, Stickers, Embroidery, die-cuts, sashes, signs, and décor using fixed, non-custom wording.
- **Unlimited platforms** You may sell licensed physical products on any marketplace, website, or platform.
- **Unlimited storefronts** You may operate multiple shops or sales channels under the same license.
- **One font per license:** Each license applies to one specific font design; additional fonts require separate licenses.
- **Tier-based production volume** You may produce unlimited physical units within the annual sales volume of your tier.
- **Unlimited phrase variation** You may create any number of fixed phrases using the licensed font, as long as they are not custom text.

Custom & Personalized License

Tier 4 Only

- **Custom text** Allows physical die-cut production of custom names, dates, numbers, and personalized wording.
- **Customer personalization** Permits one-off personalized orders requested by individual customers.
- **Product images of glyphs** Allows displaying the font's letterforms, outlines, or dimensions in product photos or listings.

Prohibited

Not Allowed In Any Tier

- **Alphabet packs** Selling individual letters or numbers as components, kits, or “build your own phrase” sets is not permitted.
- **Typography tools or apps** No use in apps, generators, or tools that allow customers to type or create their own text.
- **Font software and alterations** You may not modify or create derivative works of the design or software. The font file itself may not be altered, shared, embedded, or redistributed.
- **Digital products** No SVGs, templates, downloads, or digital files of any kind may be sold or distributed.
- **Other font rights** No rights beyond physical die-cut phrase production are granted under this license.

Important* Font Names

Demo-to-Commercial Font Names

**Demo* and *Personal Use* versions are licensed interchangeably under the commercial name.

Sugar Plums = Sweet Pea

Carried Away = Ballerina Script

Ink Blossoms = LillyBelle

Tickled Pink = Give Me Some Sugar