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## Secrets of Terrific Type

### Lesson 01-07: Commercial Use vs. Personal Use

Downloading fonts can be such a fun activity. But before we get carried away with font shopping, we're going to spend a little time going over the different "terms of use" that can come with a font and what those terms mean.

In the world of fonts, there are three main levels of use allowed.

#### Personal Use Fonts:

The first level is Personal Use. A font that is ok for Personal Use means you can use the font to create projects that are not used for monetary gain. So if you're designing a t-shirt for a family reunion or making a card for a friend's birthday, these kinds of things all fall under Personal Use.

#### Commercial Use - Standard:

The next level of use is Commercial Use - Standard. A standard commercial use license will give you the ability to create projects for sale up to a limited amount of sales. For some sites, it's 500 objects. For others, it can be more. Each website or store (and sometimes each font designer) can set their own terms so you always want to make sure you're reading the terms of use before you use a font for a project where monetary gain is involved.

So, for example, if you use a font to create a coffee mug with words on it and sell it online, you can only sell a certain number of mugs before the next level of use will be required.

#### Commercial Use - Extended:

The third and most expensive level of use is an extended commercial use license. This will usually allow you to use a font to create something for an unlimited number of sales.

#### So why is it important for you to know about this?

I want to save you time! If you only ever use fonts for personal use, then you can be less diligent when shopping. But if you do the occasional project for a friend's business or are like me and create tutorials or pages published for a class, you need to be more aware of what fonts you can use. Keeping this in mind will help you make better font choices when you start shopping.

In the next section, we're going to be looking at different websites for downloading fonts. Some of the sites will cater more towards personal use and some will cater more towards commercial use. You'll see a trend that often times, a font for personal use only, will be free or nearly free and commercial use fonts will often cost something. But don't despair, while this is the trend, there are still some great resources for free commercial use fonts and I will be sharing those with you!