

## **Type Design Firm Canada Type Announces Unique Font Licensing Model**

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Digital type design firm Canada Type, has announced a new Font Licensing Model. The new licensing model introduces a "personal licensing" option alongside their usual commercial license, allowing customers to purchase font packages for personal, non-commercial use. This is a breakthrough licensing practice in the font world, offering non-commercial font users between 20% and 35% off the commercial price.

Toronto, Canada - August 22, 2007 - Digital type design firm Canada Type, has announced a new Font Licensing Model. The new licensing model introduces a "personal licensing" option alongside their usual commercial license, allowing customers to purchase font packages for personal, non-commercial use.

"Based on much research and customer feedback, we chose to take a progressive step in our licensing. Now it is possible for students to improve their homework's layout and the mom who wants her child's birthday scrapbook to be as unique as the memory itself to get what they want for pricing that is much fairer to their purposes than the industry norm. We'd like great design and conscious typography to be natural for everyone, so this is certainly a step in the right direction." cites Patrick Griffin of Canada Type.

Personal license customers may use Canada Type fonts for anything they wish, as long as the printed product is not for sale or for a commercial entity or business. Examples include family birthday or party invitations, school work, personal scrapbooking, personal garage sale flyers, personal stationary, or personal web sites.

Canada Type's commercial license remains the most flexible and affordable in the industry overall, allowing embedding, unlimited impressions and use on a large variety of output devices. The introduction of their new Personal License option extends the firm's audience to non-commercial users. All Canada Type fonts come with free lifetime support as well as free lifetime version upgrades. All font packages are available as Postscript, True Type and OpenType format.

Canada Type continues to expand its library of affordable, high-quality retail typefaces on a monthly basis, as well as to provide custom work, technical support, and multiple user licensing to a long list of creatives and publishing clients.

Canada Type:  
<http://www.canadatype.com>

Canada Type Font Library:  
<http://www.canadatype.com/fonts.php>

Canada Type Personal License:  
<http://www.canadatype.com/ctpula.php>

Canada Type Commercial License:  
<http://www.canadatype.com/cteula.php>

Based in Toronto Canada, Canada Type was founded in early 2004 by Patrick Griffin and Rebecca Alaccari as an independent digital type design and development studio for creatives all around the world. Their policy is to remain the most affordable provider of retail and custom type solutions, allowing customers flexible licensing and impeccable

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quality. Canada Type provides various font services to business clients big and small. Both Patrick and Rebecca come from extensive design industry backgrounds.

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