

SWMCA Catalogs LLC.

Union Label Certificate Style Guide.

All of our union label certificates are only in the English Language at this time, to reduce the size of the already large zip file. Designs and information presented subject to change.

This guide is only for union made downloads and is available on our website in the EULA area.

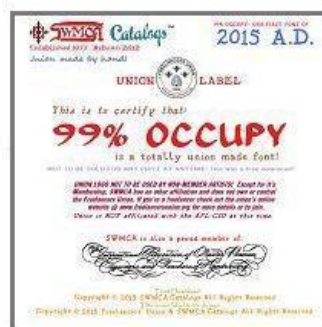
If it was included within your GENUINE SWMCA download, then all or some of the contained fonts are union made products.

Certificate Characteristics:



Style 1-
No longer used but may be in older font downloads not updated yet.

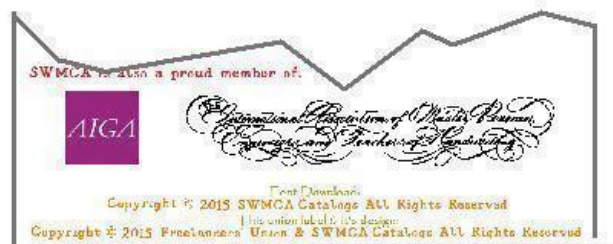
A few copies of Watermelon Stand I use this style due to a mishap on our part, but not many of them do.



Style 2- NO AIGA LOGO and that of IAMPETH is centered. No longer used for toll fonts, but will continue to be used for totally free font downloads until the end of 2015. Style 3 is exact except for the fact of it being watermarked. All 2016 and later will be of the style 5 type unless totally redesigned.

2015 certificates may be either of style 2 or 5.

Style 4- For extension and speciality packages sold for free downloads. These do have the AIGA Logo, and the ones in the download are always watermarked. Speciality format packages will be similar. These should NOT have year in the copyright date or at top before 2015. Somewhere on these certificates will be a notice as shown below [location varies] The first sentence tells the kind of download. The second sentence should always read exactly the same as worded below.



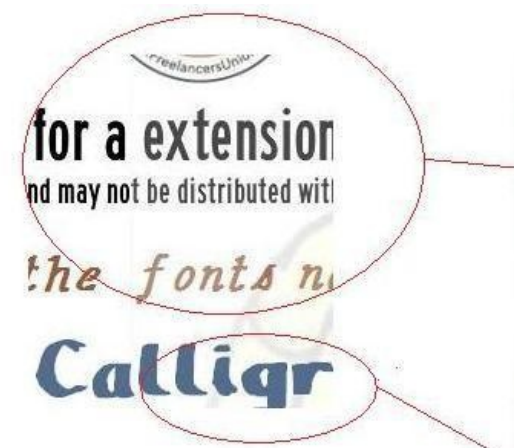
Style 3- Has the Logo of AIGA...a very professional artist organization. All of these are of the watermarked design, but actual placement varies. It's in the sample at the right but you must look closely.



This certificate is for a extensions package download.
Open Type and True Type were free and may not be distributed without the other formats sold with download.

AIGA (American Institute of Graphic Artists) is a very professional organization, both here and abroad. Their regulations absolutely prohibits the AIGA logo to be placed on giveaways or "freebies". This goes for ALL members including SWMCA Catalogs LLC.

The reason we can put the AIGA logo on certificates in extension (additional formats) and speciality package downloads is that you must buy these. The free Open Type and True Type formats then become premium offerings included in the overall package.



A fade in the text is normal on or near the watermark, but should still be readable; however, and if it's not then the document is void.

The font name is usually in black or red but can be in any color. The font name and effective dates on Grade B certificates should not be nearly as faded if at all.

How to detect counterfeit union label certificates:

if the fonts named below:

Pupil Light
il Calligraphic
upil Rounded

re totally union made fonts!

NOT TO BE USED BY NON-MEMBER ARTISTS! Except for it's SWMCA has an other affiliation and does not own or control

1. All font names are blue, but "Pupil Light" is in a different shade of blue than the other names.

"Pupil Light" is NOT a union font (at least not at the time of this publishing), and should not be listed here at all. Counterfeit certificates may also have fonts named that are not made by us or that we haven't yet offered to the public as well a 'new' name replacing the font's given name. If in doubt, drop us a line with a sample of the font and well tell you if it's ours or not. If it's a SWMCA font, we can tell you if it's union made too. You can also give us

2. White gaps in the watermark and/or overlapping.

Pupll Rounded

The Pupil Lightz typeface

by 'da hu\$tlr

3. Name of typeface is a font totally not representative of what's being sold. In this case Mistral, a font available at least 25 years BEFORE SWMCA WAS FOUNDED [in 1977].

IN LOGO NOT TO BE USED BY NON-MEMBER ARTISTS! Except for membership, SWMCA has no other affiliation and does not own or control

The name of any font listed will ALWAYS be the font that you're getting. SWMCA does not make symbol or dingbat fonts.

SWMCA Catalogs™
founded 1977 Reborn 2012
made by hand!

2012 A.D.



4. We do not incorporate phrases or nicknames not the actual name of a font in this area!

is is to certify that:

Spencerian Brush

is a totally union made font!

UNION LOGO NOT TO BE USED BY NON-MEMBER ARTISTS! Except for its Membership, SWMCA has no other affiliation and does not own or control the Freelancers Union. If you're a freelancer check out the union's online website @ www.freelancersunion.org for more details or to join. Union is NOT affiliated with the AFL-CIO at this time.

SWMCA is also a proud member of:



Font Download:
Copyright © 2015 SWMCA Catalogs All Rights Reserved
This union label is a design:
Copyright © 2015 Freelancers' Union & SWMCA Catalogs All Rights Reserved

5. A example of the wrong date. We did not even have union made fonts in 2012!

This year almost always matches the one for font download in the copyright notice at the very bottom. If it doesn't, it should not be off by more than a year ahead.

6. AIGA is very picky about placement of their Logo. The AIGA Logo is NEVER, EVER placed on certificates for fonts that are earmarked as a free font, it may however be on a certificate if it's an extensions package...addition formats that you must pay for. For free fonts only the Open Type & True Type formats are free. ALL certificates with the AIGA logo are watermark designed and NONE should be dated before 2015 at the top of the certificate.

Certificates like this one [but with correct year] are sometimes used for display ...but in the downloads; if it has the AIGA logo, it's definitely gonna be watermarked with a huge background image.



7. The Logos should be readable without overlap.

Most vendors will include our EULAs and Union Label Certificates. On occasion, especially with high-end dealers, they may want their own EULA to apply to all the retail that they sell. Sometimes they want house branded offerings or exclusive offerings just for their operation. Also prices will vary from one dealer broker to another. Some brokers want to control pricing, presentation, etc. SWMCA will accommodate all requests as long as we're able, we can schedule it, and were equipped to do so without there being any major issues (such as illegal activity or those affecting the health of this company) All EULAs, union label certificates, etc.; other than what we supply must be approved by us. This design approval requirement does not apply to stuff like invoices. You dealer may add additional docs or terms providing they are approved. If approved, what you read above this paragraph may not apply to you, or the retailer's logo may appear on some or all your documentation.

G&PLTA (see italics below) downloads are designed on a case by case basis.

Downloads with counterfeit union certificates or those of wording and/or design not receiving prior written approval from SWMCA Catalogs.LLC should be considered unapproved copies and our Pirates' and Bootleggers' EULA applies to each and every one.

Government and custom tailored packages are handled by G&PLTA [Generic and Private Label Typographic Arts], a wholly owned subsidiary of SWMCA Catalogs LLC. Changes in G&PLTA certificate designs are minor and do not deviate from the design highlights just presented very much if at all. Copyright date and like items may be made to be either by SWMCA or G&PLTA. The official name of this company is SWMCA Catalogs LLC. but "SWMCA", "SWMCA Catalogs", or "G&PLTA" may also be used. They all should be considered the same as SWMCA Catalogs LLC.

