

# END USER LICENSING AGREEMENT

Version 1.0 | October 2026

Licence Type:  
**Commercial Use**

## The Short Version

Buy a licence, use the fonts to make things.<sup>§2</sup> Desktop Licence covers anything you export as a finished file<sup>§3</sup> — printed art, PDFs, images, videos, logos. Digital Licence covers anything where the font is rendered live<sup>§4</sup> — websites, apps, games, broadcast graphics. There are no usage caps, no renewals, no page-view counting.<sup>§4.2</sup> You can share the files with the people creating work for the licensed organisation.<sup>§5.4</sup> Don't pass the fonts on to anyone else, and don't modify them.<sup>§6</sup>

That's the general idea. The sections that follow are the actual agreement, and they're what applies in the event they matter.

# TERMS & CONDITIONS

This agreement is between you (the Licensee) and Likely Suspects (the Licensor). Likely Suspects is the trading name of Likely Suspects Limited, NZBN 9429053010384, of 12 Esperance Road, Glendowie, Auckland 1071, New Zealand. By purchasing, downloading, installing, or using the Font Software, you confirm that you have read and understood this agreement and agree to be bound by its terms.

If you do not agree to these terms, do not purchase, download, install, or use the Font Software.

The Font Software is protected under the New Zealand Copyright Act 1994 and by applicable international copyright treaties. All rights not expressly granted in this agreement are reserved to Likely Suspects Limited.

## 1. DEFINITIONS

### 1.1 Font Software

"Font Software" means the digital font files provided to you upon purchase — in the styles and weights you have licensed — including OpenType (.otf) and Web Font (.woff2) formats, along with any corrected or updated versions of those styles that Likely Suspects provides later.

If we add new styles or weights to a family after your purchase, those are a separate purchase rather than a free update. If we fix or improve a style you already hold, that's yours at no charge.

### 1.2 Licensor

"Likely Suspects", "Licensor", "we", "us" and "our" means Likely Suspects Limited (NZBN 9429053010384), trading as Likely Suspects, and includes its successors and permitted assigns.

### 1.3 Licensee

"Licensee", "you" and "your" means the individual or organisation that holds the licence. Where a designer or agency purchases a licence on behalf of a client, the client organisation is the Licensee for the purposes of this agreement.

### 1.4 Organisation Size

"Organisation Size" means the total number of employees, contractors, and regular staff within the Licensee's organisation at the time of purchase, counted on a full-time-equivalent basis. Part-time and occasional contractors count as the fraction of a full-time role they actually work — five people at one day a week each is one, not five.

A licence covers one organisation. If the Licensee is a subsidiary, division, or operating company within a larger group, Organisation Size is measured on that entity, not the group. See 5.1 for what the licence covers.

### 1.5 Licence Tier

"Licence Tier" means the pricing band applicable to your Organisation Size, as published at [type.likelysuspects.co/licensing](https://type.likelysuspects.co/licensing) at the time of purchase. The tier recorded on your licence confirmation is the one that applies to you.

### 1.6 Desktop Use

"Desktop Use" means the installation and use of the Font Software on computers and devices within the Licensee's organisation for the creation of finished design work in any static or rendered format. See Section 3 for full scope.

### 1.7 Digital Use

"Digital Use" means the embedding or live rendering of the Font Software in digital environments where the font is rendered dynamically at the point of display. See Section 4 for full scope.

## 2. GRANT OF LICENCE

### 2.1 What you are buying

Upon payment in full, Likely Suspects grants the Licensee a non-exclusive, perpetual, worldwide licence to use the Font Software in accordance with the terms of this agreement and the licence type(s) purchased.

This licence does not transfer ownership or copyright of the Font Software. The Licensee is purchasing the right to use the Font Software within the scope defined here — not the Font Software itself, nor any part of its design.

Licences are perpetual. There are no subscription fees or renewal requirements.

### 2.2 If your organisation grows

If your organisation grows past the top of your current tier, let us know and pay the difference between what you paid and the current price of the tier you've moved into. If your organisation shrinks, your licence stays valid at the tier you bought; there's no refund, but there's nothing to do either.

We rarely ask, but we may request reasonable evidence of your Organisation Size, and you agree to provide it.

### 2.3 Trials

We provide full-set trial fonts so you can test properly before buying. Trial fonts are for evaluation, internal testing, unpublished concept work, client pitch documents, and student or academic work. They are not licensed for published or commercially released work. Trial use is governed by our Trial End User Licence Agreement.

### 2.4 Who is agreeing

Any person who purchases a licence, downloads or installs the Font Software, or otherwise accepts this agreement acknowledges and confirms that they have authority to do so on behalf of the Licensee.

Where a licence is purchased on behalf of another organisation, the person accepting confirms they are authorised to bind that organisation to this agreement.

## 3. DESKTOP LICENCE

### 3.1 Permitted Uses

A Desktop Licence permits the Licensee to install and use the Font Software on any number of devices within their organisation — for the creation of finished design work in any static or rendered format, including but not limited to:

#### → *Print materials*

Documents, publications, packaging, signage, and advertising

#### → *Digital image files*

Files exported from design software (PDF, PNG, JPG, SVG, EPS, AI and similar formats)

#### → *Logos and brand identity*

The Font Software may be used to create logos and brand marks, including for the purposes of trademark registration. Note: trademark registration protects the specific logo or mark you create, not the underlying typeface design, which remains the property of Likely Suspects

#### → *Motion graphics and video*

Film titles, video advertising, streaming content, and any other work rendered as a video file

#### → *Presentations and pitch documents*

#### → *Social media assets*

Static image and video content created in design software and exported as finished files

#### → *Engraving, embroidery, and personalisation equipment output*

### 3.2 Embedding in documents

Embedding the Font Software in PDFs and similar documents is fine and expected. Where your software gives you the option, embed as a subset for viewing and printing rather than in a form that lets the recipient extract and install the font.

### 3.3 Distinction of licences for broadcast use

A Desktop Licence covers all broadcast and video use where the font is baked into a rendered output. This includes television commercials, title sequences, streaming content, and online video. A Digital Licence is required where the font is rendered live by a broadcast graphics system or similar real-time rendering environment.

### 3.4 What is Not Covered

A Desktop Licence does not cover live rendering of the Font Software in digital environments such as websites, web applications, mobile applications, or real-time broadcast graphics systems. These uses require a Digital Licence.

## 4. DIGITAL LICENCE

### 4.1 Permitted Uses

A Digital Licence permits the Licensee to embed or render the Font Software in any live digital environment where the font is rendered dynamically at the point of display, including but not limited to:

- **Websites**  
Using CSS @font-face embedding
- **Web applications and software interfaces**
- **Mobile applications**  
iOS, Android, and other platforms
- **Games and interactive media**
- **Digital advertising**  
Programmatic and display advertising where the font is rendered live in the browser or application. Social media ad creative exported as image or video files is covered under a Desktop Licence
- **Live broadcast graphics**  
Real-time text rendering systems used in television or streaming production
- **Electronic publications**  
ebooks, digital magazines, and interactive documents with live font rendering
- **Digital signage and display systems**
- **Automated document generation**  
Server-side rendering of invoices, reports, certificates, and similar output

### 4.2 No Caps

Digital Licences are not capped by page views, monthly visitors, active users, impressions, or the number of websites, apps, or products you build. The licence covers unlimited digital use within the Licensee's organisation, scaled by organisation size as specified in the licence tier purchased.

### 4.3 File Hosting

Web Font files (.woff2) should be served from hosting you or your developers operate for your own projects. In practice that means your own web hosting, your CDN account, a platform you have an account with (for example, Squarespace, Shopify, Webflow, Framer, Vercel), or a developer's hosting set up on your behalf.

What we're asking you to avoid is putting the files somewhere they become available to people who haven't licensed them: public file repositories, font sharing sites, third-party font hosting services, or any open, publicly browsable location. A copy of the Font Software may of course be provided to a web developer working on your behalf; see Section 5.4.

### 4.4 Apps and interactive products

Where the Font Software is embedded in an app, game, or similar product distributed to end users, embed it in the ordinary way your platform provides. This is bundled into the product, not offered to users as a downloadable or installable font file.

## 5. TRANSFERABILITY AND AGENCY USE

### 5.1 Who a licence covers

A licence covers the Licensee. That means your organisation, your employees, and contractors working on your behalf while they're working for you.

Within your organisation you can use the Font Software across as many brands, products, or business lines as you run. What the licence doesn't stretch to is another legal entity, even a related one. So if you're part of a group, the parent company and any sister companies need their own licences.

Anyone else needs their own licence, and needs to agree to these terms themselves, before using the Font Software — see 5.4 for people working on your behalf.

### 5.2 Buying on behalf of a client

Where a designer, agency, or studio buys a licence for a client, the licence belongs to the client. The client is the Licensee, and their organisation size sets the tier.

You can use the Font Software to do that client's work without buying a licence of your own if it is for the client's project only. It doesn't cover work for any other client, and it doesn't cover your own studio's work.

### 5.3 Client work needs the client's licence

A designer, agency, or studio may hold their own licence, but it doesn't extend to work that represents someone else. If the typeface is being used to publish a client's brand — their identity, their packaging, their campaign, their site — that's the client's use, and they'll need their own licence at their own size. You're doing the work, but the font is working for them.

### 5.4 Sharing with vendors and collaborators

You can share the Font Software with people working on your behalf for a specific brand or project. For example:

A web developer or digital agency putting the font on your website or app — their use is covered by your Digital Licence for the duration of the project

A social media or content agency making assets for you — covered by your Desktop Licence, for work produced for your brand

A print supplier producing work for you — you can send open design files containing the Font Software. They will need to remove it from their systems once the job is done

In every case, the Font Software can only be used for work produced on your behalf, and not for their other clients or purposes. Please pass this on to anyone you share the files with.

### 5.5 What isn't permitted

You can't transfer, sell, sublicense, or assign your licence to another organisation without our written consent. If you bought a licence on behalf of one client, you can't use it for work you're doing for a different client.

## 6. PROHIBITED USES

The following uses are not permitted under any licence:

- Distributing, sharing, or making the Font Software available to any party not covered by this agreement
- Uploading the Font Software to public file repositories, font sharing sites, or any publicly accessible location
- Including the Font Software in templates, themes, or products that put the font files themselves into the hands of end users — Canva templates, website themes, app kits, and similar
- Modifying, decompiling, reverse engineering, or creating derivative works from the Font Software
- Changing the font name or removing copyright notices embedded in the Font Software
- Sublicensing, reselling, renting, or leasing the Font Software
- Using the Font Software to create a competing typeface product or as part of any effort to develop, design, or produce a font, program, or product that is similar to or competes with the Font Software
- Using the Font Software as training data for any artificial intelligence or machine learning system, or to fine-tune, improve, or develop any AI model. This covers the font files and any deliberate reproduction of the letterforms made for that purpose
- Using the Font Software in any way that is unlawful, promotes or facilitates illegal activity, or that, in our reasonable view, is defamatory, obscene, or offensive, or promotes violence, hatred, or discrimination

## 6.1 If any of this happens

You're responsible for any loss we suffer from a prohibited use, including the licence fee we should have received if the use had been properly licensed. You also cover us for any claim, loss, cost, or expense, including reasonable legal costs, arising from it. Clause 10.1 sets out when we can end your licence.

## 7. OWNERSHIP AND COPYRIGHT

The Font Software and the typeface designs inside it belong to Likely Suspects, and so does every intellectual property right in them. That covers the font files, the letterforms and designs themselves, the outlines, spacing and kerning, hinting, and any source files, artwork, names, and documentation that go with them, whether or not you've been given copies.

What this agreement gives you is a right to use the Font Software on the terms set out here. It doesn't transfer ownership of the fonts or the designs.

The Font Software and the typeface designs are protected under the New Zealand Copyright Act 1994 and by international copyright law. Using, copying, adapting, or distributing them without permission may be copyright infringement, and may end up in court.

## 8. QUALITY AND TECHNICAL SUPPORT

Likely Suspects takes care to ensure all Font Software is technically sound and well-tested before release. If you encounter a genuine technical defect in the Font Software, meaning it does not function as expected in standard design applications, please contact us and we will provide corrected files at no charge.

Technical support is provided on a reasonable efforts basis by email at [hello@likelysuspects.co](mailto:hello@likelysuspects.co). We do not offer guaranteed response times or a formal support period, but we stand behind the quality of our work and will do our best to assist with any genuine technical issue.

Support and replacement files are provided for the Font Software as supplied. We are not able to provide support for Font Software that has been modified by the Licensee or a third party.

Beyond what's described in this section, the Font Software is provided as is. We can't promise it will suit every possible application or work flawlessly in every piece of software ever made — which is exactly why we provide full-set trials.

Nothing in this section limits your rights under the Consumer Guarantees Act 1993 or other consumer law, where those laws apply.

## 9. LIMITATION OF LIABILITY

To the fullest extent permitted by New Zealand law, Likely Suspects' liability to the Licensee is limited to the amount paid for the licence in question. Likely Suspects is not liable for any indirect, consequential, incidental, or special damages, or for any loss of profit, revenue, data, goodwill, or business opportunity, arising from your use of the Font Software.

The limitations and exclusions in this clause do not apply to liability for fraud, fraudulent misrepresentation, wilful misconduct, or death or personal injury caused by Likely Suspects' negligence, or to any other liability that cannot lawfully be limited or excluded.

Business purchases: If you're buying in trade and we're both in trade, we agree that the Consumer Guarantees Act 1993 and sections 9, 12A, 13 and 14(1) of the Fair Trading Act 1986 don't apply, and that it's fair and reasonable to exclude them. If you're buying as a consumer, this doesn't apply and your rights are unaffected.

## 10. LICENCE TERMINATION

### 10.1 If you breach the agreement

Your licence stays in effect unless it's terminated. If you breach a material term and don't put it right within 30 days of us telling you about it, we can end the licence by written notice.

Some breaches can't meaningfully be undone — redistributing or reselling the Font Software, or using it as AI training data. For those, and for any prohibited use under clause 6, we can end the licence immediately by written notice, without the 30 days.

We'd much rather have a conversation than send a notice. If something's gone sideways, contact us.

### 10.2 If we need to end a licence ourselves

In unusual circumstances we may need to end a licence that isn't in breach. We can do that by giving 30 days' written notice to the Licensee, where a third party claims the Font Software infringes their rights, or where we're otherwise legally required to stop licensing it. We don't expect this to happen, and it's the only situation in which we'd end a licence that's being used properly.

If we end your licence under this clause, we'll refund what you paid for it. Where a third-party claim means carrying on would expose you or us to further claims, we may need you to stop using the Font Software sooner than 30 days, or straight away. We'll tell you clearly if that's the case, and you still get the refund.

### 10.3 What happens to work already made

Termination isn't intended to unmake work that already exists. On termination:

- Stop installing or using the Font Software to create anything new, and delete the files from your systems
- Take the Font Software down from live digital environments — websites, apps, and similar — within a reasonable period
- Work already printed, produced, published, or distributed can stay as it is. You don't need to recall packaging, pulp a book, or redraw a logo already in use
- This last point does not apply if we've ended the licence because someone else claims the Font Software infringes their rights. In that case we'll tell you what needs to happen and work with you on a sensible transition, but keeping existing work as it is may not be possible

### 10.4 Survival

Sections 6, 7, 9, 10.3, 11, 14 and 15 continue to apply after this agreement ends.

## 11. REFUNDS

We don't offer refunds if you change your mind after downloading, since the Font Software is a digital product that lands with you the moment you buy it. That's what the full-set trials are for, offering the opportunity to try before you buy. If you hit a genuine technical problem with the Font Software, get in touch and we'll put it right.

This doesn't apply if we end your licence ourselves under clause 10.2 — in that case the refund works as set out there.

None of this limits or takes away any rights or remedies you have under the Consumer Guarantees Act 1993 or other consumer law, where those laws apply.

## 12. PRIVACY

Personal information collected at the time of purchase — including your name, email address, and organisation details — is used solely for the purposes of fulfilling this licence, delivering the Font Software, and communicating with you about your purchase. Your information is handled in accordance with the New Zealand Privacy Act 2020 and our Privacy Policy, available at [likelysuspects.co/support](https://likelysuspects.co/support).

### **13. PORTFOLIO AND MARKETING**

Likely Suspects may reference completed projects using our fonts in portfolio and marketing materials where that work is publicly available, always with credit to the designer or studio responsible. If you would prefer not to be referenced, just let us know at [hello@likelysuspects.co](mailto:hello@likelysuspects.co).

### **14. GOVERNING LAW**

This agreement is governed by the laws of New Zealand. Any dispute arising from this agreement will be subject to the exclusive jurisdiction of the courts of New Zealand.

### **15. GENERAL**

#### **15.1 Entire agreement**

This agreement constitutes the entire agreement between the Licensee and Likely Suspects with respect to the Font Software. It supersedes all prior agreements, representations, and understandings. No variation of this agreement is effective unless made in writing.

#### **15.2 Versions**

Likely Suspects may update the terms of this agreement from time to time. The version that applies to your licence is the version in effect at the time of your purchase, identified by the version number and date at the top of this document. Previous versions are archived and available on request.

#### **15.3 Notices**

Written notice under this agreement may be given by email — to you at the address on your licence record, and to us at [hello@likelysuspects.co](mailto:hello@likelysuspects.co).

#### **15.4 Severability and waiver**

If any part of this agreement turns out to be unenforceable, the rest of it still stands. If we don't enforce something straight away, that doesn't mean we've given up the right to enforce it later.

#### **15.5 Third parties**

Only the Licensee and Likely Suspects have rights under this agreement. Sections 5.2, 5.3 and 5.4 permit certain third parties to use the Font Software on the Licensee's behalf, but they don't give those parties rights they can enforce against us.

#### **15.6 Assignment**

We may assign or transfer this agreement, in whole or in part, to a successor of our business or to another entity within our group. You may not assign or transfer this agreement except as clause 5.5 allows.

If you have any questions about this Agreement or our typefaces, please email [hello@likelysuspects.co](mailto:hello@likelysuspects.co)