

END USER LICENSING AGREEMENT

Version 1.0 | October 2026

Licence Type:
Trial Use

The Short Version

Trial fonts are free, and you get the whole character set^{§2} so you can test and evaluate the font properly. Use the files to conceptualise a brand identity, put together a pitch, or work up mock-ups.^{§3} What they're not for is finished work.^{§4} Anything published, sent to a client as a deliverable, or out in the wild needs a commercial licence.^{§6} Do not pass the files on to anyone else, and don't modify them.^{§4}

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 downloading, installing, or using the Trial 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 download, install, or use the Trial Font Software.

The Trial 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 Trial Font Software

"Trial Font Software" means the trial version of the font files we've made available to you free of charge, in whatever format we've supplied them.

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 has downloaded or is using the Trial Font Software.

1.4 Commercial EULA

"Commercial EULA" means our End User Licence Agreement — Commercial Use, as published at type.likelysuspects.co at the time.

2. WHAT THE TRIAL LICENCE GIVES YOU

We're granting you a free, non-exclusive, non-transferable licence to use the Trial Font Software for evaluation and the uses set out in clause 3, on the terms set out here.

This licence doesn't transfer ownership or copyright. You're getting the right to use the Trial Font Software within the scope defined here, not the Trial Font Software itself, nor any part of its design.

There's no time limit on it, though we can end it as described in clause 7.

3. WHAT YOU CAN USE IT FOR

You can use the Trial Font Software for:

- Evaluating whether the typeface suits what you're doing
- Creating design mockups and visual explorations for your own reference
- Preparing client pitch documents and presentation materials — these may be shared with the client for review purposes
- Student projects and academic work
- Personal projects that aren't commercial and that aren't going out publicly

4. WHAT YOU CAN'T USE IT FOR

Outside the uses permitted in clause 3, trial fonts are for non-commercial work. Commercial use means any use where the font appears in published, distributed, or publicly visible work, or where it contributes to a commercial outcome. This includes but is not limited to published design work, client deliverables, websites, applications, advertising, broadcast, logos, and brand identity. All of that needs a commercial licence, which is available at type.likelysuspects.co.

The following are also not allowed regardless of commercial intent:

- Distributing, sharing, selling, reselling, renting, leasing, or sublicensing the Trial Font Software, or otherwise making it available to any third party
- Uploading the Trial Font Software to public file repositories, font sharing sites, networks, or any publicly accessible location
- Modifying, decompiling, reverse engineering, or creating derivative works from the Trial Font Software
- Changing the font name or removing copyright notices embedded in the Trial Font Software
- Using the Trial 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 Trial Font Software
- Using the Trial Font Software, or any derivative or reproduction of it, as training data for artificial intelligence or machine learning systems, or to fine-tune, improve, or develop any AI model
- Using the Trial 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

5. OWNERSHIP AND COPYRIGHT

The Trial 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, 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 Trial Font Software on the terms set out here. It doesn't transfer ownership of the fonts or the designs.

The Trial 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 isn't allowed, and may be copyright infringement.

6. BUYING A COMMERCIAL LICENCE

When you're ready to use the typeface commercially, a full licence can be purchased at type.likelysuspects.co. Licences are priced by organisation size and cover Desktop use, Digital use, or both. They are perpetual — pay once, no subscriptions.

If you have questions about which licence is right for your situation, get in touch at hello@likelysuspects.co.

7. ENDING THE TRIAL LICENCE

Your trial licence ends immediately, without notice, if you breach any of these terms, including using the Trial Font Software for anything commercial as described in clause 4.

We can also end the trial licence at any time, for any reason, by giving you 7 days' written notice.

In either instance, once it's ended, stop using the Trial Font Software and delete the files from your systems.

8. IF SOMETHING GOES WRONG

If you use the Trial Font Software in a way that clause 4 doesn't allow, you're responsible for any loss we suffer as a result. You also cover us for any claim, loss, cost, or expense that comes out of it, reasonable legal costs included.

If the use was commercial, you'll need to pay us the fee for the commercial licence that should have applied, at the tier that fits your organisation, at our current published rates. That's a genuine estimate of what we've lost by not being paid for that use, and is payable on demand. It doesn't affect our right to recover legal costs or other losses under this clause.

Paying it doesn't get you a licence, though. A commercial licence only exists once we've issued one and you've agreed to the Commercial EULA.

9. LIMITATION OF LIABILITY

The Trial Font Software is provided free of charge and on an "as is" basis for evaluation. To the fullest extent permitted by New Zealand law, we give no warranties or guarantees about it, including that it will be error-free, complete, or fit for any particular purpose.

To the fullest extent permitted by New Zealand law, we're not liable to you for any loss or damage connected with this agreement or the Trial Font Software, including any indirect, consequential, incidental, or special damages, or any loss of profit, revenue, data, or business opportunity.

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 use:

If you're downloading the Trial Font Software for a business, the Consumer Guarantees Act 1993 and sections 9, 12A, 13 and 14(1) of the Fair Trading Act 1986 don't apply, and we both agree that's fair and reasonable.

10. PRIVACY

When you download trial fonts we collect your email address. That's all we ask for, and we use it to send you the files, to let you know about updates to typefaces you've trialled, and to stay in touch about our work. You can unsubscribe at any time, and you can ask us what we hold, have it corrected, or have it deleted, by emailing hello@likelysuspects.co. Your information is handled in accordance with the New Zealand Privacy Act 2020 and our Privacy Policy at type.likelysuspects.co/support.

11. SURVIVAL

Clauses 4, 5, 7, 8, 9, 12 and 13 continue to apply after this agreement ends.

12. 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.

13. GENERAL

13.1 Entire agreement

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

13.2 Versions

We may update these terms from time to time. The version that applies to you is the one in effect when you downloaded the Trial Font Software, identified by the version number and date at the top of this document. Previous versions are archived and available on request.

13.3 Notices

Written notice under this agreement may be given by email — to you at the address you gave us when you downloaded, and to us at hello@likelysuspects.co.

13.4 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.

13.5 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 can't assign or transfer it.

If you have any questions about this Agreement or our typefaces, please email hello@likelysuspects.co