

Figure.NZ

Brand guidelines

Logo

The Figure.NZ wordmark is our logo. There are no additional visual elements. The preferred usage is Figure.NZ blurple on a white background.



Logo colour options

Our logo can be used in the following variations. Please use the provided files.



Blurple

This is the preferred format.
The blurple logo is used on light, plain-coloured backgrounds.



Black

The black logo can be used in greyscale designs and when blurple would clash.



White

The white logo is used on dark or contrasting backgrounds.

Spacing

Our logo needs enough clear space around it so it doesn't feel cramped.



The minimum spacing around the logo is the width of the "f" ligature as shown here. For left and right spacing, measure from the "f" upright and the right-top tip of the "z".

Figure.NZ

Brand guidelines

Sizing

Please follow the sizing guidelines below to make sure our logo is legible.

In print:



On screen:



Please don't do any of the following



Stretch or squash the logo by changing its proportions.



Rotate the logo.



Use colours other than the ones specified in this guide.



Combine the logo with other elements, like our social media avatar.



Use the logo on a background with low contrast, making it illegible.



Use any special effects, like drop shadows.

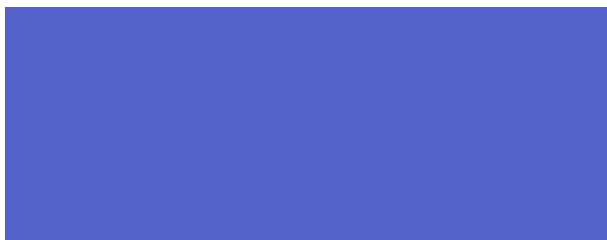
Figure.NZ

Brand guidelines

Colour

Blurple

Our primary brand colour.



Pantone 2125 C
RGB 84 / 97 / 200
CMYK 61 / 51 / 0 / 6
HEX 5461C8

Slate

Our secondary brand colour.



Pantone 540 U
RGB 63 / 82 / 111
CMYK 94 / 47 / 11 / 45
HEX 3F526F

A note on blurple

Blurple looks wonderful on screen, but it's hard to reproduce well in print.

For best results when printing, we suggest the following:

- Use the CMYK settings specified above.
- Avoid using blurple as a solid colour over large areas.
- Print on coated paper stock.

Typefaces

We have two brand typefaces: Newzald and Founders Grotesk.

For headings only

Newzald Bold

For all other text

Founders Grotesk Regular

Founders Grotesk Medium

Founders Grotesk Condensed Regular

Founders Grotesk Condensed Medium

Figure.NZ

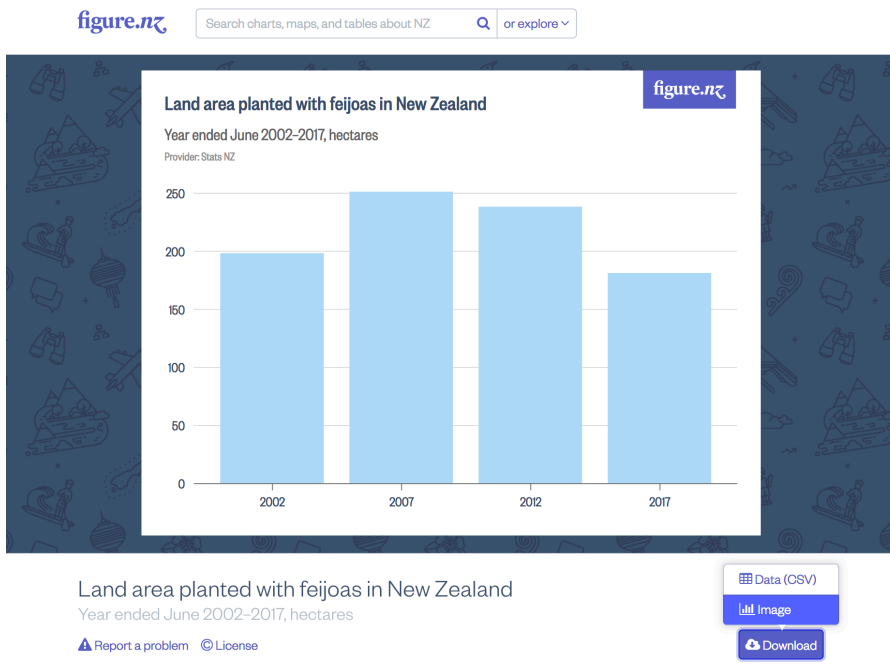
Brand guidelines

Chart use

Figure.NZ charts can be taken and re-used anywhere, as long as you credit Figure.NZ.

Please follow these guidelines when using Figure.NZ branded charts:

- Download the chart from our website, rather than using a screenshot. Do this by clicking the "Download" button to the bottom right of the chart, and then clicking "Image". This will give you a good quality PNG file.



- The chart download image is a 700px x 525px PNG file. Please don't display Figure.NZ branded charts smaller than this, as the words may not be legible for people with visual impairments.
- Avoid converting the PNG file to a JPEG file. This reduces the quality and makes words hard to read.

Figure.NZ

Brand guidelines

Chart use

- Increasing the size of the chart image will make it blurry and hard to read. If you need a larger size, such as for print or a presentation, [contact our team](#). We can provide you with an SVG file or a larger PNG file. There's no charge for this.
- Figure.NZ charts look better in colour, but they're designed to work well in black and white too. As a rule, the fewer categories on a chart, the better it will work in black and white, because black and white charts rely on contrast between colours.
- Wherever possible, keep the colours of our charts as we've made them. Figure.NZ charts are designed with colours that work for all forms of colour blindness. Accessibility is very important to us, so if you change the colours, you'll also need to remove the Figure.NZ branding.

If you're from a media organisation and you're interested in using Figure.NZ's charts, we'd love to hear from you. We're accustomed to working with media and we can help you get the best results on your website or in your publication.

Figure.NZ

Brand guidelines

Terms of use

Please do:

- Follow the guidelines set out in this document.
- Use the logo files provided. You can download these [here](#).

Please don't:

- Use our brand elements in a way that suggests or implies partnership, sponsorship or endorsement by Figure.NZ, unless this has been expressly agreed.
- Modify or alter our brand elements.
- Incorporate our brand elements, or anything confusingly similar, into your trademarks, domain names, logos or similar content.
- Use trademarks, domain names, logos or other content that imitate or could be confused with Figure.NZ.