

Figured co-op funding program

Guidelines and T&Cs

June 2022



Figured Co-op funding program Terms and Conditions

Eligibility rules

- The Figured Partner Co-Op marketing fund is available for current Figured Platinum and Gold partners only. To be eligible, Figured will assess the partner's status on the application date.
- A Figured Platinum or Gold Partner can submit a claim up to two times a year for any amount for the co-op fund up to the total annual maximum of:
 - \$2,500, matched dollar for dollar by the partner firm, up to a total of \$5000 for Platinum partners, or
 - \$1,500, matched dollar for dollar by the partner firm, up to a total of \$3000 for Gold partners
- All invoice claims must be submitted within the same financial year that the brand work is approved. Any claim submitted after this date will not be eligible for acceptance.
- Once approval for the co-op funding is granted, it is valid for up to **3 months**. Within this time, the partner must submit an invoice otherwise the approval will be rescinded and the partner will need to apply for approval again.
- The co-op fund can be used towards the design, production, fulfillment, and installation of physical branding material or digital branding material on the partner's website that features the partner's and Figured's logo.
- The use of Figured's logo(s) must be used and displayed according to Figured's [brand guidelines](#). Any misuse of the Figured logo may result in the partner being disqualified from the partner co-op fund program and Figured can decide to reject any claim from the Accounting partner.
- Artwork/colour proofs must be provided to Figured for approval before final production commences.
- Physical branded collateral includes:
 - A physical 2D or 3D representation of eligible logos or taglines, and;
 - Must be used for the purpose of designing or decorating the partner's office space, work vehicles, or used in an interaction with a partner's agri client.
- Digital branding includes:
 - A webpage or section dedicated to the partner's agri offering
 - A webpage or section dedicated to Figured or Figured and Xero
 - Placing Figured's logo or the Figured Partner Status logo on the partner's website
 - A webpage or section explaining the partner's value proposition or services where Figured is mentioned.
- Figured is not responsible for any costs arising from a failed submission and any action taken to correct and/or resubmit an application.
- Approval of funding for partner branded marketing activity will be decided at Figured's discretion
- Terms and conditions may change during the course of the year without notice.

What is NOT included:

- Any physical or digital branding produced using the co-op fund needs to be Figured-specific and cannot mention other competing farm financial management or accounting software products except for Xero.
- Costs related solely to designing the physical branded material e.g. by a brand or design agency, unless included as part of the cost with production.
- Any costs related to material where the partner will pay for the placement of the branded material (for example but not limited to: paid advertising, billboards, public bus wraps, taxi signage).
- Anything that will be hidden from view from the public and/or the partner's clients.
- Office equipment, including but not limited to: stationary, laptops, computers, monitors, chairs, cubicle walls and office dividers, televisions.
- Digital material: e.g. video conferencing backgrounds and logos, email signatures, computer or TV backgrounds or screensavers.
- Any digital or physical material that doesn't feature or promote Figured.
- Any digital or physical material that portrays Figured in a negative light.

Claiming rules

- All invoices from a supplier of branded collateral will be directed to the partner. Figured will not pay any invoices from a vendor that is directed to Figured.
- If the initial quotation amount is different from the final invoice, Figured will pay 50% of the eligible spend of the final invoice amount.
- The partner must provide all related invoices, design work, mock ups, and a description of the branding material produced using the co-op fund to be eligible to claim from Figured. If any of the above is not provided, Figured may choose to reject the claim.
- Payment will be made once a year at the end of the financial year, or once the full amount the partner is eligible to claim has been reached, whichever comes first.
- Partners must submit all claim applications and supporting documentation by 1 March of the financial year in which the branding material was produced.



September 2020

Our logos

Our multi coloured corporate logo is to be used on all corporate documents and letterheads. It can only be used on a full white background.

Horizontal



Vertical



Logo usage

Our primary single colour logo is for all our customer facing media.

Horizontal



Vertical



Logo spacing

Both the corporate and primary Figured logos have been designed with 'clear space' allowance. This space allows the logo to stand out from surrounding messages and graphics. No other graphic element or text may invade this space. The principle created by the dotted line is the optimal amount of clear space that is required.



Our logo type

The Figured logo typeface was based on Akzidenz Grotesk Bold. The font has been altered to reflect the curves used within the Figured icon. F, I, U and D embrace quarter circles while the G's loop has been curved.



Figured

Our colour palette

Primary colours

Dark Blue

HEX: #102C58

RGB: R16 G44 B88

CMYK: C100 M86 Y38 K30

Orange

HEX: #ED6E26

RGB: R237 G110 B38

CMYK: C0 M67 Y89 K0

Light Blue

HEX: #1395BA

RGB: R19 G149 B186

CMYK: C78 M23 Y18 K2

Green

HEX: #6ABE83

RGB: R106 G190 B131

CMYK: C61 M0 Y61 K0

White

HEX: #FFFFFF

RGB: R0 G0 B0

CMYK: C0 M0 Y0 K0

Dark Grey

HEX: #455A64

RGB: R51 G51 B51

CMYK: C70 M60 Y56 K66

Typography

Our typeface is Proxima Nova. With 16 different type styles available, it can be hard deciding what to use, so we have selected three main weights that will allow us to communicate our messages effectively across all design and advertising mediums.

By using a thinner weight in our headlines, we come across more approachable, while creating a more modern look.

Heading - large

Proxima Nova Thin

Heading - small

Proxima Nova Light

Subheading

Proxima Nova Bold

Body text

Proxima Nova Regular



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