

Function Point Media Kit & Brand Assets

Brand Name

Please call us: Function Point

Not FunctionPoint, function point or func710n p01n7.

In general messaging, we prefer Function Point in full, but sometimes you'll see us abbreviated as FP. In a past life we were fp. so you might see this every now and then. Think of FP as more of our nickname—something you can use once you've already established our name. And if you must for legal purposes, you can refer to us as Function Point Productivity Software Ltd.

Logo Guidelines

We're particularly fond of our logo and would appreciate if you didn't alter it, stretch it, crop it, draw on it or place it on top of busy backgrounds.

The logo should always be surrounded by a minimum margin of clear space. This area is defined by using the 'o' height of the Function Point wordmark.

Company Description

Short

Function Point alleviates the chaotic nature of operating creative agencies, internal marketing teams and professional service firms. Used by over 9000 customers across the world, the all-in-one solution helps teams connect each stage of project management. Our goal is to make productivity more personable; to warm it up and give it a heartbeat.

Long

Function Point alleviates the chaotic nature of operating creative agencies, internal marketing teams and professional service firms. Used by over 9000 customers across the world, the all-in-one solution helps teams connect each stage of project management.

We strive to deliver intuitive software solutions and unsurpassed customer service. Our goal is to make productivity more personable; to warm it up and give it a heartbeat. As a customer-funded business, we treat each of our customers as our partners. Because their success is our success.

Company Mission

Function Point's mission is to help creative people in modern organizations be more productive and more profitable by providing best-in-class project management software. Our goal is to make productivity more personable; to warm it up and give it a heartbeat.

Company Vision

Our vision is to grow an organization where customers' needs are embraced. We want Function Point to be a place where everyone feels respected and that they're doing important work. Everyone's work should contribute to the growth and direction of the company, and the well-being of our customers and community.

Company Facts

- Founded in 1997 by Chris Wilson.
- Headquartered in Vancouver, BC Canada with close to 50 employees.
- Used by 9000 users across the United States, Canada, United Kingdom, Brasil, and Australia.
- Integrated with QuickBooks and is a featured app in the QuickBooks App Store.
- Clients include the American Cancer Society, Sobeys and Chute Gerdeman.

Headquarters

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