

ROCKY FORD  
APALACHICOLA  
WEST FRANKFORT

BONSALL  
NEW PALTZ  
BELLINGHAM

OLIVET  
EMMAUS  
SHAWANO

GALAX  
PACIFIC  
MAZEPPA

RAMONA  
WHITSETT  
NANTUCKET

WOLFEBORO  
GIBBONSVILLE  
SOUTH WERTER

FIDDLERTOWN  
JUNCTION CITY  
SAN BERNARDINO

MERRICK  
ABBEVILLE  
PINE ISLAND

UPHAM  
SONOMA  
IROQUOIS

TRURO  
ROGGEN  
LEMOORE

SANIBEL  
CLARENCE  
POTTSVILLE

SAXONBURG  
HOWARD LAKE  
CLEARVIEW CITY

LAIKUSVILLE  
CHILDERSBURG  
KAUNEONGA LAKE

CUSHING  
WAHPETON  
FISHERVILLE

AVILLA  
BELZONI  
HEMPHILL

LOGAN  
HODGES  
NORWELL

ABILENE  
ZELLWOOD  
ROSENHAYN

OSNABROCK  
CHANNELVIEW  
MANAKIN GARDEN

# ADVOCATE

AN ALL-CAPS DISPLAY FAMILY IN 18 STYLES  
DESIGNED BY MATTHEW BUTTERICK  
AVAILABLE ONLY AT [ADVOCATEFONT.COM](https://advocatefont.com)



SQUARE-SHOULDERED LETTERS ARE ALSO A MAINSTAY OF HAND-PAINTED AMERICAN COMMERCIAL SIGNS



THOUGH FONTS CLASSIFIED AS **DISPLAY FACES** ARE OFTEN USED AT LARGER SIZES THAN **TEXT FACES**, THEIR DEFINING CHARACTERISTIC IS NOT SCALE, BUT RATHER **PERSONALITY**.

A text face—i.e., a font designed for body text—has to be relatively subdued, so that over many pages, it won't wear out its welcome. ✨ A display face, by contrast, has different challenges. First, a display face may only get a couple words to work with, so it can't afford to be boring. Second, display faces have to work well at both large and small sizes (for items like business cards and letterhead). Third, a display face needs to contrast with nearby fonts, whether serif or sans. ✨ When I started designing **ADVOCATE** in 2012, I thought I was just making a condensed sans family. But as I studied my favorite display faces of the last hundred years, I noticed they all shared a low-contrast, square-shouldered structure. ✨ Which made me wonder—couldn't

**ADVOCATE** cover more territory? Why not a wide version? Why not a slab-serif version? (Among type designers, this is the traditional method of justifying even the most ludicrous mission creep.) With that, years passed. ✨ But now, here it is—an all-caps display family built on a common skeleton that covers three widths, three weights, and both sans and slab serif. **ADVOCATE** is suitable for many traditional display roles—the aforementioned business cards and letterhead, and also logos, titles, posters, and signage—with enough stylistic diversity that you can always find the right voice for the project at hand. I hope you have as much fun using it as I had making it. — MATTHEW BUTTERICK

# CAPITAL IDEAS

You wouldn't want to read a book in all caps. But for display work, nothing packs the same punch. Advocate's **18 styles** are designed to complement each other. Each style has both full-sized and small caps, plus vertically centered small caps. By mixing styles, you can evoke a range of typographic moods—from sober to playful.

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POSEUR**

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ET CAFÉ**

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PESCATARIANS**

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**-KAY FLONUM, THE BACONIST**

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**DIRECTED BY ALPHONSE D'AGON**

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ONE BEDROOM  
COLD BUT COZY  
\$975/WEEK**

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SAMBA  
LESSON!**

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OF NINE GALLONS OF  
BRANZINO-LIVER OIL AT**

**FINKELSTEIN'S  
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FROM THE 13TH COUSIN  
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**ATTENTION  
GOAT  
OWNERS**

**NO GRAZING  
PERMITTED  
WITHIN**

**10 FEET**

**OF GROCERY  
ENTRANCE**

**WE MEAN IT  
THIS TIME**

**MICHAELA  
VON KRINGLE**

**ANTHONY  
WILLIAMSON**

**THE  
ARBOR  
DAY**

**MYSTERIES**

**ON SALE NOW**

# 18 STYLES FOR \$99

All styles are included in the standard Advocate package. Each style has small caps in the lowercase positions. You also get a Mid version of each style (with vertically centered small caps as the defaults) and a Tab version (with tabular figures as the defaults).

	CAPS	CAPS + SMALL CAPS	SMALL CAPS
ADVOCATE C41	HAD RINGLETS 01&2	HAD RINGLETS 01&2	HAD RINGLETS 01&2
ADVOCATE C51	HAD RINGLETS 01&2	HAD RINGLETS 01&2	HAD RINGLETS 01&2
ADVOCATE C61	HAD RINGLETS 01&2	HAD RINGLETS 01&2	HAD RINGLETS 01&2
ADVOCATE C43	HAD RINGLETS 01&2	HAD RINGLETS 01&2	HAD RINGLETS 01&2
ADVOCATE C53	HAD RINGLETS 01&2	HAD RINGLETS 01&2	HAD RINGLETS 01&2
ADVOCATE C63	HAD RINGLETS 01&2	HAD RINGLETS 01&2	HAD RINGLETS 01&2
ADVOCATE C45	HAD RINGLETS 01&2	HAD RINGLETS 01&2	HAD RINGLETS 01&2
ADVOCATE C55	HAD RINGLETS 01&2	HAD RINGLETS 01&2	HAD RINGLETS 01&2
ADVOCATE C65	HAD RINGLETS 01&2	HAD RINGLETS 01&2	HAD RINGLETS 01&2
ADVOCATE SLAB C41	HAD RINGLETS 01&2	HAD RINGLETS 01&2	HAD RINGLETS 01&2
ADVOCATE SLAB C51	HAD RINGLETS 01&2	HAD RINGLETS 01&2	HAD RINGLETS 01&2
ADVOCATE SLAB C61	HAD RINGLETS 01&2	HAD RINGLETS 01&2	HAD RINGLETS 01&2
ADVOCATE SLAB C43	HAD RINGLETS 01&2	HAD RINGLETS 01&2	HAD RINGLETS 01&2
ADVOCATE SLAB C53	HAD RINGLETS 01&2	HAD RINGLETS 01&2	HAD RINGLETS 01&2
ADVOCATE SLAB C63	HAD RINGLETS 01&2	HAD RINGLETS 01&2	HAD RINGLETS 01&2
ADVOCATE SLAB C45	HAD RINGLETS 01&2	HAD RINGLETS 01&2	HAD RINGLETS 01&2
ADVOCATE SLAB C55	HAD RINGLETS 01&2	HAD RINGLETS 01&2	HAD RINGLETS 01&2
ADVOCATE SLAB C65	HAD RINGLETS 01&2	HAD RINGLETS 01&2	HAD RINGLETS 01&2

# IDENTITY MADE EASY

So you don't have the budget for a logo designer? You can still do better than noodling around with the system fonts already on your computer. Advocate offers a versatile toolkit for **creating typographic logos** and related material, like business cards and letterhead.

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# CHARACTERS

## UPPERCASE

A B C D E F G H I J K K L M N O P Q R R S T U V W X Y Z  
Á À Â Ã Ä Å Æ Ç Ć Ĉ Ċ Đ Ď Ę È É Ê Ë Ě Ė Ğ Ġ Ģ  
Ĥ Î Ï Ĳ Ĵ Ķ Ł Ł Ľ Ļ Ñ Ñ Ñ Ñ Ó Ò Ô Õ Ö Ø Œ Š Š Œ Š  
Š Š Š Š Œ Ť Ţ Ů Ú Û Ü Ū Ŭ Ů Ű Ų Ŵ Ŷ ŷ Ÿ Ź Ž Ž

## LOWERCASE (SMALL CAPS)

A B C D E F G H I J K K L M N O P Q R R S T U V W X Y Z  
Á À Â Ã Ä Å Æ Ç Ć Ĉ Ċ Đ Ď Ę È É Ê Ë Ě Ė Ğ Ġ Ģ  
Ĥ Î Ï Ĳ Ĵ Ķ Ł Ł Ľ Ļ Ñ Ñ Ñ Ñ Ó Ò Ô Õ Ö Ø Œ Š Š Œ Š  
Š Š Š Š Œ Ť Ţ Ů Ú Û Ü Ū Ŭ Ů Ű Ų Ŵ Ŷ ŷ Ÿ Ź Ž Ž

## PUNCTUATION

, . ; : ... ! i ? ¿ - - - ' ' " " , , - - - ! i ? ¿ ' ' " "  
< > « » ( ) [ ] { } ' " < > « » ( ) [ ] { } ' "  
& & \* \* \* / \ @ \_ \$ % & + # . ° ® © ® ™ & & \* / \ @

## FIGURES & FRACTIONS

0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9  
1/2 1/3 1/4 1/5 1/6 1/7 1/8 1/9 2/3 2/5 2/7 2/9 3/4 3/5 3/7 3/8 4/5 4/7 4/9 5/6 5/7 5/8 5/9 6/7 7/8 7/9 8/9

## NUMERICS

\$ ¢ £ ¥ € ¤ # % ‰ ° + - ± = ≠ × ÷ < > ≤ ≥

## SYMBOLS

| ! ^ ~ ∞ μ θ Σ Π π ∫ Ω ¬ √ f ≈ Δ ◇ ← → ↑ ↓ ↶ ↷ ↸ ↙ ★

### LANGUAGE SUPPORT

Afrikaans, Albanian, Basque, Catalan, the Celtic languages (Welsh, Cornish, Breton, Irish, Scottish Gaelic, Manx), Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, Galician, German, Hungarian, Icelandic, Indonesian, Irish, Italian, Latvian, Lithuanian, Malay, Maltese, Norwegian, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish, Swahili, Swedish, Tagalog, Turkish

# VERTICAL REACH

Advocate's small caps are available at two vertical positions: either the usual baseline alignment, or centered vertically on the full cap height. This gives you another set of typographic options and effects with a minimum of fiddling in your page-layout program.

MISTAKES I HAVE MADE (REPEATEDLY)

COREY SQUELCHMEISTER

AMERICAN TOMFOOLERY THE COMPLETE SERIES

MCCORD'S LAUNDRY

A JACK SØREN NOVEL

LIVING IN THE AGE OF BROCCOLI

P.K. HART

HOW TO WIN ARGUMENTS ON THE INTERNET WITHOUT LOGIC OR EVIDENCE

CROSSFIELD

AMY CHANG'S GUIDE TO THE WORST VIDEO GAMES OF 1983

101 GOONS | AN EPIC POEM

ANGELA FEATHERSTONE

CONSTELLATIONS OF THE SOUTHERN HEMISPHERE

THE ULTIMATE MORON'S GUIDE TO  
BUYING DEPLETED URANIUM

THUNDER &  
LIGHTNING  
PRESS

# OPENTYPE FEATURES

## PLEASE NOTE

These features can be accessed using either the standard OpenType fonts or the OpenType TT (TrueType-compatible) fonts. But all OpenType features, including stylistic sets, **will only work if your page-layout program also supports the features you want to use.** Check your manual or support website. Even if certain features aren't supported, the fonts will still work in their default mode.

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### INCLUDED

fractions (FRAC), kerning (KERN), localized forms for Catalan, Dutch, Polish, and Turkish (LOCL), numerators and denominators (NUMR & DNOM), ordinals (ORDN), small-cap forms (C2SC), stylistic sets (as shown below), superscripts and subscripts (SUPS & SUBS), tabular figures (TNUM), uppercase forms (CASE)

---

### ALTERNATE FORMS (STYLISTIC SET 1)

**K→K R→R &→& K→K R→R &→&**  
**ROCK & KILOMETER→ROCK & KILOMETER**

---

### SMALL FORMS (STYLISTIC SET 2)

**A→A M→M N→N V→V W→W A→A M→M N→N V→V W→W**  
**MAN WITH A NAVY VAN→MAN WITH A NAVY VAN**

---

### KNOCKOUT ARROWS (STYLISTIC SET 8)

← ↑ → ↓ → ⬅ ⬆ ⬇ ⬅

---

### ALL SMALL CAPS (STYLISTIC SET 10)

**“WE SAW 83 PLOVERS!”→“WE SAW 83 PLOVERS!”**

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### MID-HEIGHT CAPS (STYLISTIC SET 11)

**THE NAME OF A GAME→THE NAME OF A GAME**

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ROYALE GATA  
LAURIE MACKAY  
LOU OOSTERBROEK  
STEFANÍA  
BOŽIDARKA  
JESSE REILLY  
FRÍÐUR  
MARTINA  
LISA BERG

MERLIN DUDE  
ADEL KARLSSON  
ULRIKA HOLMGREN  
BARBORA  
CHARLOTTE  
DONAT RATTÉ  
MAVISE  
JOACHIM  
KRYSTYNA

EWAN MARSH  
AIMEE PERSOON  
ADAM KRISTENSEN  
CALLISTO  
ROSEMARIE  
FITZ VINCENT  
DENNIS  
CHELSEA  
CZESŁAWA

#### FILE FORMATS

Advocate is delivered in OpenType and OpenType TT (TrueType-compatible) formats. Either format can be used with Windows or OS X.

#### LICENSE

Standard package (18 styles) is \$99 for one person. The license is refundable for 30 days. Discounted multi-user licenses available. Other conditions apply. For the full license, see [mbtype.com/license](http://mbtype.com/license).

**WHERE TO BUY** [advocatefont.com](http://advocatefont.com)

**QUESTIONS** [mb@mbtype.com](mailto:mb@mbtype.com)

This type specimen was made with Adobe InDesign.  
The fonts are Advocate, Equity, and Concourse.  
© 2015 Matthew Butterick d/b/a MB Type

NIKICA  
PATRICK  
GERVASIO  
REBECKA  
RUTH REID  
STANISŁAWA  
TOM KÖHLER  
BRANDON REES  
NIKICA JANKOVIĆ

MACRA  
EDMUND  
ODELETTE  
MATHIAS  
CHRISTINE  
DUCCIO LORI  
MAXIMILIAN  
JAN MARKOVIĆ  
RUBEN GEMERÁR

HANNA  
ANDREW  
FREDERIK  
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ELIZABETH  
BETTY SOLÍS  
JESS MUNRO  
CARL KNUDSEN  
EELISHTA SOPKA