

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



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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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 Ć Ć Đ Ď Ę È Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à á â ã ä å æ ç ĉ ĉ ĉ đ ď ę è ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü ý þ ÷

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 Ć Ć Đ Ď Ę È Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à á â ã ä å æ ç ĉ ĉ ĉ đ ď ę è ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü ý þ ÷

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.

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!”

MID-HEIGHT CAPS (STYLISTIC SET 11)

THE NAME OF A GAME→THE NAME OF A GAME

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.

WHERE TO BUY advocatefont.com

QUESTIONS 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
DUBOJE GEMERÁP

HANNA
ANDREW
FREDERIK
JACKSON
ELIZABETH
BETTY SOLÍS
JESS MUNRO
CARL KNUDSEN
EELISYTA SOBOKA