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ADVOCATE

AN ALL-CAPS DISPLAY FAMILY IN 18 STYLES
DESIGNED BY MATTHEW BUTTERICK
AVAILABLE ONLY AT MBTYPE.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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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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FILE FORMATS

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

LICENSE

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WHERE TO BUY mbtype.com

QUESTIONS mb@mbtype.com

This type specimen was made with Adobe InDesign.
The fonts are Advocate, Equity, and Concourse.
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