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 Advantage 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. Advantage 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
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## Characters

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## Language Support

- Afrikaans
- Albanian
- Basque
- Catalan
- Breton
- Cornish
- 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
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More info: https://mbtype.com/fonts/advocate