APALACHICOLA	JUNCTION CITY	CHILDERSBURG
West frankfort	San Bernardino	Kauneonga lake
BONSALL	MERRICK	CUSHING
NEW PALTZ	ABBEVILLE	WAHPETON
BELLINGHAM	PINE ISLAND	FISHERVILLE
OLIVET	UPHAM	AVILLA
EMMAUS	Sonoma	Belzoni
SHAWANO	Iroquois	Hemphill
GALAX	TRURO	LOGAN

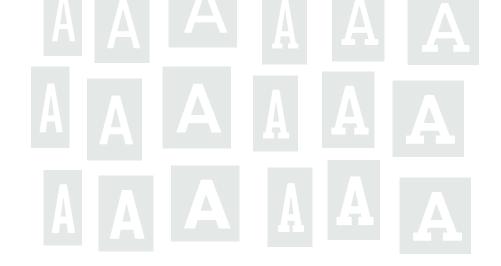
PALIFIL RUGGEN **UUUC2** NORWELL MAZEPPA LEMOORE RAMONA SANIBEL ABILENE WHITSETT CLARENCE ZELLWOOD NANTUCKET POTTSVILLE ROSENHAYN WOLFEBORO SAXONBURG OSNABROCK GIBBONSVILLE HOWARD LAKE CHANNELVIEW

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.



THE PEEVISH

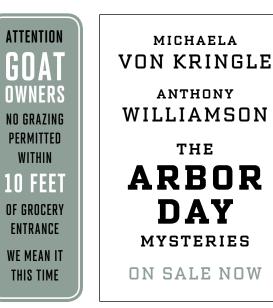
"FEARLESS" $\star \star \star \star \frac{2}{5}$ -KAY FLONUM, THE BACONIST PESCATARIANS WRITTEN BY JESSICA FOXWORTHY DIRECTED BY ALPHONSE D'AGON

NOW PLAYING AT THE INDEFINITE ARTICLE THEATER



ALICE VAN BUREN **RES JUDICATA IV**

THE DEBUT ALBUM FROM THE 13TH COUSIN OF THE 8TH PRESIDENT DROPPING ON 25 MARCH 2017



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.

HELIUM AND HYDROGEN LLC

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Céline von Neumann

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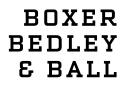
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L. ROY ANNUNZIATO LEAD AGENT, SOUTHERN DIV. 551-B AZTEC PARKWAY SANTA CLARITA CA 92047

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 Ä Ā Ă Å Ă Ą Æ Ç Ć Ċ Č Đ Ď É È Ê Ë Ē Ě Ė Ę Ğ Ġ Ģ Ħ Í Ì Î Ï Ī İ Į Ķ Ķ Ł Ĺ Ļ Ľ Ŀ Ñ Ń Ň Ņ Ó Ò Ô Ô Ō Ō Ő Ø Œ Ŕ Ř Ŕ Ř Š Ś Ş Ş ß Ť Ț Þ Ú Ù Û Ü Ū Ű Ů Ų Ŵ Ŵ Ŵ Ŵ Ý Ý Ŷ Ÿ Ž Ź Ż
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 Ä Ā Ã Å Ă Ą Æ Ç Ć Ċ Č Đ Ď É È Ê Ë Ē Ě Ė Ę Ğ Ġ Ģ Ħ Í Ì Î Ï Ī İ Į Ķ Ķ Ł Ĺ Ļ Ľ Ŀ Ñ Ń Ň Ņ Ó Ò Ô Ö Õ Ō Ő Ø Œ Ŕ Ř Ŕ Ř Š Ś Ş Ş ß Ť Ț Þ Ú Ù Û Ü Ū Ű Ů Ų Ŵ Ŵ Ŵ Ŵ Ý Ý Ŷ Ÿ Ž Ź Ż
PUNCTUATION	, . ; : ! i ? ¿ 一 ' ' " " , " 一 ! i ? ¿ ' ' " " < > « » () [] { } ' " < > « » () [] { } ' " & & * 森 / \ @ _ § ¶ † ≠ • · ® © ❷ ™ & & * / \ @
FIGURES & FRACTIONS	01234567890123456789 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∂ΣΠπ∫Ω¬√ƒ≈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**

HOW TO WIN ARGUMENTS ON THE INTERNET WITHOUT LOGIC OR EVIDENCE

CROSSFIELD

P.K. HART

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

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 susbscripts (SUPS & SUBS), tabular figures (TNUM), uppercase forms (CASE)	
ALTERNATE FORMS (STYLISTIC SET 1)	К→К R→R &→& к→к r→r &→e 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)	$\leftarrow \uparrow \rightarrow \downarrow \rightarrow \bigcirc \bigcirc \bigcirc \bigcirc \bigcirc \bigcirc \bigcirc \bigcirc \bigcirc \bigcirc \bigcirc \bigcirc \bigcirc \bigcirc \bigcirc \bigcirc \bigcirc$	
ALL SMALL CAPS (STYLISTIC SET 10)	"We saw 83 Plovers!" \rightarrow "we saw 83 plovers!"	
MID-HEIGHT CAPS (STYLISTIC SET 11)	THE NAME OF A GAME \rightarrow the NAME OF A GAME	

These features can be accessed using

PLEASE NOTE

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.

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

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 BUYmbtype.comQUESTIONSmb@mbtype.com

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1111/10A TANT/01110

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HANNA ANDREW FREDERIK JACKSON ELIZABETH BETTY SOLÍS JESS MUNRO CARL KNUDSEN

ЕМАН МАКОП

AIMEE PERSOON

ADAM KRISTENSEN

CALLISTO

ROSEMARIE

FITZ VINCENT

DENNIS

CHELSEA

CZESŁAWA

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

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