

# MVB Embarcadero®



MVB EMBARCADERO lies in a space between grotesque sans serifs and the vernacular signage lettering drawn by engineers. It's a style that happens to convey credibility and forthrightness without pretense—it's anti-style, actually. All of this makes for the most versatile of typefaces, capable of delivering any kind of message while staying out of the way.

As is often the case with a type design that develops over several years, Embarcadero isn't the realization of a specific concept. In the '90s Mark van Bronkhorst began digitizing a blocky slab serif from the Victorian era, which was then set aside for many years. He later revisited the design, paring it down to its bare essentials, and as more time passed, it evolved from a grid-based outline to curves that echoed the rigid skeleton of the original. Eventually it became a complete family with all the readability requirements of a text sans serif, yet maintaining the subtle eccentricities of its inspiration.

Functionally, the Embarcadero family is as adaptable as its design. The OpenType Pro set of 20 fonts contains two widths and five weights, each with italics, small caps, a full set of figures, bullets and arrows, and support for most Latin-based languages. In all, Embarcadero is suitable for headlines or text. And—thanks to its simple, square form—it's ideal for type on screen too.

Embarcadero  
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Available for special licensing 2005

Published for general licensing 2010

Mark van Bronkhorst, designer

Linnea Lundquist, production



Market St  
Embarcadero  
Presidio Ave  
Clement St  
Sansome St



Embarcadero Regular

EMBARCADERO SMALL CAPS

*Embarcadero Italic*

*EMBARCADERO ITALIC SMALL CAPS*

Embarcadero Medium

EMBARCADERO MEDIUM SMALL CAPS

*Embarcadero Medium Italic*

*EMBARCADERO MEDIUM ITALIC SMALL CAPS*

Embarcadero Bold

EMBARCADERO BOLD SMALL CAPS

*Embarcadero Bold Italic*

*EMBARCADERO BOLD ITALIC SMALL CAPS*

Embarcadero Extra Bold

EMBARCADERO EXTRA BOLD SMALL CAPS

*Embarcadero Extra Bold Italic*

*EMBARCADERO EXTRA BOLD ITALIC SMALL CAPS*

Embarcadero Black

EMBARCADERO BLACK SMALL CAPS

*Embarcadero Black Italic*

*EMBARCADERO BLACK ITALIC SMALL CAPS*



Embarcadero Condensed

EMBARCADERO CONDENSED SMALL CAPS

*Embarcadero Condensed Italic*

*EMBARCADERO CONDENSED ITALIC SMALL CAPS*

Embarcadero Medium Condensed

EMBARCADERO MEDIUM CONDENSED SMALL CAPS

*Embarcadero Medium Condensed Italic*

*EMBARCADERO MEDIUM CONDENSED ITALIC SMALL CAPS*

Embarcadero Bold Condensed

EMBARCADERO BOLD CONDENSED SMALL CAPS

*Embarcadero Bold Condensed Italic*

*EMBARCADERO BOLD CONDENSED ITALIC SMALL CAPS*

Embarcadero Extra Bold Condensed

EMBARCADERO EXTRA BOLD CONDENSED SMALL CAPS

*Embarcadero Extra Bold Condensed Italic*

*EMBARCADERO EXTRA BOLD COND ITALIC SMALL CAPS*

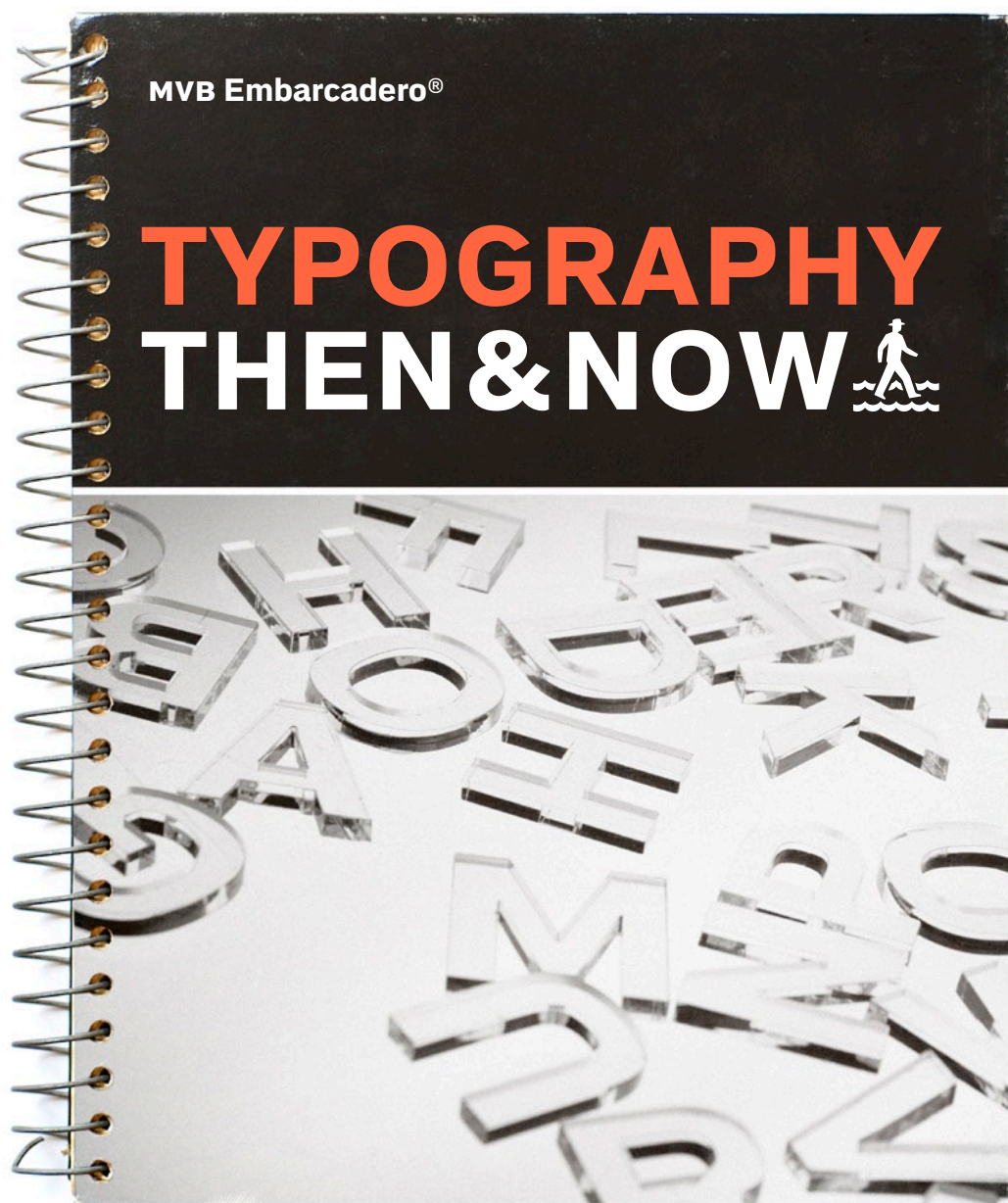
Embarcadero Black Condensed

EMBARCADERO BLACK CONDENSED SMALL CAPS

*Embarcadero Black Condensed Italic*

*EMBARCADERO BLACK COND ITALIC SMALL CAPS*





60 PT

NUMBERING  
Distinguished  
Bohemian girl  
HIGHER RANK

REGULAR

SMALL CAPS

*CORPORATE*  
*Record maker*  
*Strange odors*  
*FANCY HOUSE*

ITALIC

SMALL CAPS



60 PT

GET BEHIND  
Embarcadero  
Shirt displays  
ORCHESTRAL

MEDIUM

SMALL CAPS

*SNAKE BITE*  
*Fancy houses*  
*Questionable*  
*HORSE SHOW*

MEDIUM ITALIC

SMALL CAPS





60 PT

**BUNGALOW**  
**Breakfast tea**  
**Methodology**  
**BURNISHING**

BOLD

SMALL CAPS

***HANDSOME***  
***Vintage shoe***  
***Incarceration***  
***TENDERLOIN***

BOLD ITALIC

SMALL CAPS



60 PT

**EXTENSION**

EXTRA BOLD

**Broken heart****Art exhibited****NUMBERING**

SMALL CAPS

***MATERIALS***

EXTRA BOLD ITALIC

***Extinguisher******Highest rank******PERMANENT***

SMALL CAPS



60 PT

**PRACTICAL**  
**New railroad**  
**Straight line**  
**NEAR HOME**

BLACK

SMALL CAPS

***FIREPLACE***  
***Rippling abs***  
***Team leader***  
***EQUIPMENT***

BLACK ITALIC

SMALL CAPS





60 PT TOXIC VAPORS CONDENSED  
Prodigious child  
Quaint kingdom  
BIRTHDAY PARTY SMALL CAPS

DOMAIN NAME CONDENSED ITALIC  
*Mansion burned*  
*Peculiar artwork*  
HANDSOME DOG SMALL CAPS



60 PT

NOTED ACTOR  
Motherly advice  
Single numbers  
EMBARCADERO

MEDIUM CONDENSED

SMALL CAPS

*ENTERTAINED*  
*Desired method*  
*Wear protection*  
*ROMAN EMPIRE*

MEDIUM CONDENSED ITALIC

SMALL CAPS



60 PT

**CELEBRATION**

BOLD CONDENSED

**Rental property****Daring explorer****ENCYCLOPEDIA**

SMALL CAPS

***OCEANFRONT***

BOLD CONDENSED ITALIC

***Romance novel******Soap for babies******ORGANIZATION***

SMALL CAPS



60 PT

**FASCINATING**  
**Domain names**  
**Mystery solved**  
**GRAPHIC ARTS**

EXTRA BOLD CONDENSED

SMALL CAPS

***VIOLINS PLAY***  
***Heroic soldiers***  
***Lemon custard***  
***CLEAN SHIRTS***

EXTRA BOLD CONDENSED ITALIC

SMALL CAPS





60 PT

**RELIGIOUSLY**  
**Florid perfume**  
**Entertainment**  
**RICH BANKER**

BLACK CONDENSED

SMALL CAPS

***FINE PAPERS***  
***Work of fiction***  
***Tacky souvenir***  
***TEAM PLAYER***

BLACK CONDENSED ITALIC

SMALL CAPS





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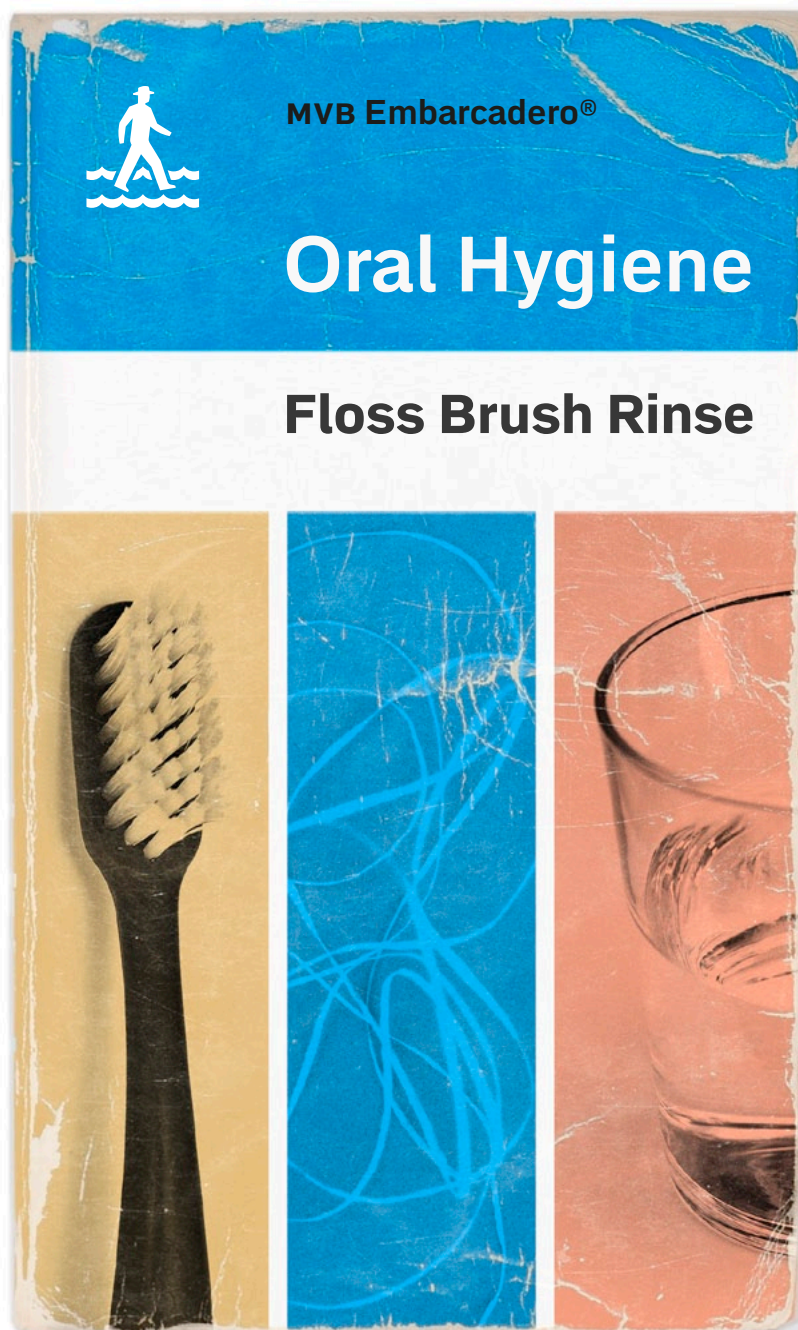
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**MVB EMBARCADERO** lies in a space between grotesque sans serifs and the vernacular signage lettering drawn by engineers. It's a style that happens to convey credibility and forthrightness without pretense—it's anti-style, actually. All of this makes for the most versatile of typefaces, capable of delivering any kind of message while staying out of the way. As is often the case with a type design that develops over several years, Embarcadero isn't the realization of a specific concept. In the '90s Mark van Bronkhorst *began digitizing a blocky slab serif from the Victorian era, which was then set aside for many years. He later revisited the design, paring it down to its bare essentials, and as more time passed, it evolved from a grid-based outline to curves that echoed the rigid skeleton of the original. Eventually it became a complete family with all the readability requirements of a text sans serif, yet maintaining the subtle eccentricities of its inspiration. Func-*

9/14 PT

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6/9 PT



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[illegible]

ALL CAPS

ABCDEFGHGIJKabcdefghijk → ABCDEFGHIJKABCDEFGHGIJK

ALL CAPS

¿(ABC)?def123GH@ijk\$€38 → ¿(ABC)?DEF123GH@IJK€38

SMALL CAPS

ABCDEFGHGIJK&abcdefghijkl → ABCDEFGHIJK&ABCDEFGHGIJKL

ALL SMALL CAPS

ABCDEFGHGIJKabcdefghijkml → ABCDEFGHIJKABCDEFGHGIJKLM

ALL SMALL CAPS

¿Abc? def & 123 GHijk \$12 €38 → ¿ABC? DEF & 123 GHIJK \$12 €38

LIGATURES

Offer Muffin Battle After → Offer Muffin Battle After

OLDSTYLE FIGURES (DEFAULT)

ABCDEabcde 01234567890 → ABCDEabcde 01234567890

TABULAR OLDSTYLE FIGURES

ABCDEabcde 01234567890 → ABCDEabcde 01234567890

LINING FIGURES

ABCDEabcde 01234567890 → ABCDEabcde 01234567890

TABULAR LINING FIGURES

ABCDEabcde 01234567890 → ABCDEabcde 01234567890

ALL CAP FIGURES

ABCDEabcde 01234567890 → ABCDEABCDE 01234567890

FRACTIONS

1/2 23/87 8/5 239/348 → ½ 23/87 8/5 239/348

SUPERSCRIPT / SUPERIOR

10 1a 1st 2nd \$8.95 footnote.18 → 1<sup>0</sup> 1<sup>a</sup> 1<sup>st</sup> 2<sup>nd</sup> \$8.<sup>95</sup> footnote.<sup>18</sup>

SUBSCRIPT / INFERIOR

H<sub>2</sub>O Polo Tournament → H<sub>2</sub>O Polo Tournament

NOTE AVAILABILITY OF OPENTYPE FEATURES SUBJECT TO APPLICATION SUPPORT







REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz {([)]}%“”

0123456789 0123456789 @? !\$ ¢ € £ ¥

ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ**ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz {([)]}%“”**0123456789 0123456789 @? !\$ ¢ € £ ¥*

CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz {([)]}%“”

0123456789 0123456789 @? !\$ ¢ € £ ¥

CONDENSED ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ**ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz {([)]}%“”**0123456789 0123456789 @? !\$ ¢ € £ ¥*

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz {([)]}%“”

0123456789 0123456789 @? !\$ ¢ € £ ¥

MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ**ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz {([)]}%“”**0123456789 0123456789 @? !\$ ¢ € £ ¥*

MEDIUM CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz {([)]}%“”

0123456789 0123456789 @? !\$ ¢ € £ ¥

MEDIUM CONDENSED ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ**ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz {([)]}%“”**0123456789 0123456789 @? !\$ ¢ € £ ¥*

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz {([)]}%“”  
0123456789 0123456789 @? !\$ç€£¥

BOLD ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz {([)]}%“”*  
*0123456789 0123456789 @? !\$ç€£¥*

BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz {([)]}%“”  
0123456789 0123456789 @? !\$ç€£¥

BOLD CONDENSED ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz {([)]}%“”*  
*0123456789 0123456789 @? !\$ç€£¥*



EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ&Z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ&Z  
abcdefghijklmnopqrstuvwxyz {([)]}%“”  
0123456789 0123456789 @? !\$ ¢ € £ ¥

EXTRA BOLD ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ&Z*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ&Z*  
*abcdefghijklmnopqrstuvwxyz {([)]}%“”*  
*0123456789 0123456789 @? !\$ ¢ € £ ¥*

EXTRA BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ&Z  
ABCDEFGHIJKLMNOPQRSTUVWXYZ&Z  
abcdefghijklmnopqrstuvwxyz {([)]}%“”  
0123456789 0123456789 @? !\$ ¢ € £ ¥

EXTRA BOLD CONDENSED ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ&Z*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ&Z*  
*abcdefghijklmnopqrstuvwxyz {([)]}%“”*  
*0123456789 0123456789 @? !\$ ¢ € £ ¥*



BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&Z**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ&Z**  
**abcdefghijklmnopqrstuvwxyz {[()]}%“”**  
**0123456789 0123456789 @?!\$¢€£¥**

BLACK ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ&Z***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ&Z***  
***abcdefghijklmnopqrstuvwxyz {[()]}%“”***  
***0123456789 0123456789 @?!\$¢€£¥***

BLACK CONDENSED

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&Z**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ&Z**  
**abcdefghijklmnopqrstuvwxyz {[()]}%“”**  
**0123456789 0123456789 @?!\$¢€£¥**

BLACK CONDENSED ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ&Z***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ&Z***  
***abcdefghijklmnopqrstuvwxyz {[()]}%“”***  
***0123456789 0123456789 @?!\$¢€£¥***



**Thanks Linnea Lundquist**

Type editor with a most discriminating eye, incredible patience, and sense of humor

**Justin Flood**

Designer and photographer (laser-cut acrylic letters, page 6; package concept and photography, page 12; walking man photo, page 18; shoe illustrations and photography, page 30)

**Stephen Coles**

Consultant and word-wrangler

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