

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.

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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.

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MVB Embarcadero®

Available for special licensing 2005

Published for general licensing 2010

Mark van Bronkhorst, designer

Linnea Lundquist, production



Market St
Embarcadero
Presidio A
Clement S
Sansome



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

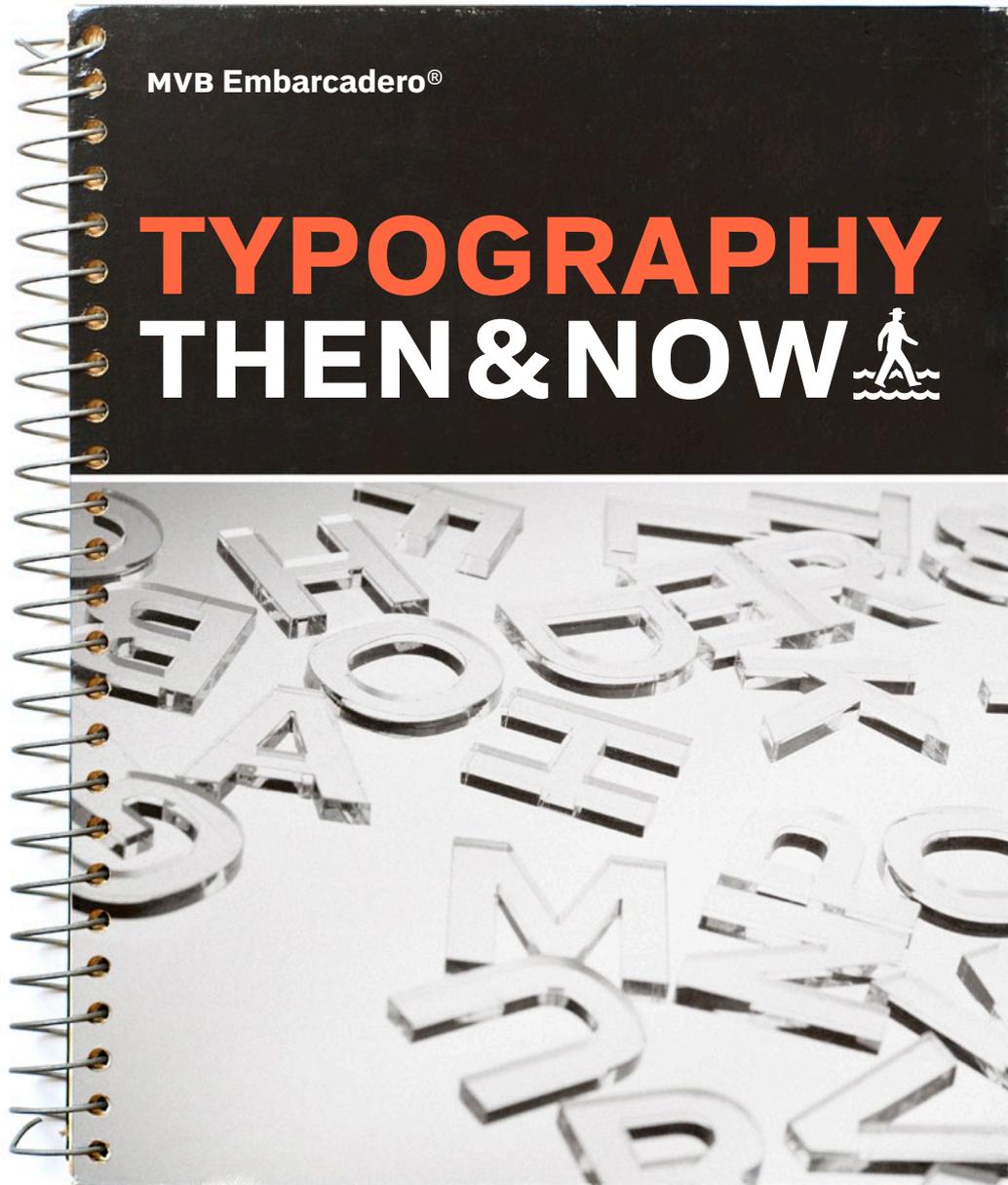
Embarcadero Black Condensed

EMBARCADERO BLACK CONDENSED SMALL CAPS

Embarcadero Black Condensed Italic

EMBARCADERO BLACK COND ITALIC SMALL CAPS





60 PT NUMBERING REGULAR

Distinguished
Bohemian girl
HIGHER RANK

SMALL CAPS

CORPORATE ITALIC

*Record maker
Strange odors
FANCY HOUSE*

SMALL CAPS



60 PT GET BEHIND MEDIUM
Embarcadero
Shirt displays
ORCHESTRAL SMALL CAPS

SNAKE BITE MEDIUM ITALIC
Fancy houses
Questionable
HORSE SHOW SMALL CAPS



60 PT **BUNGALOW** BOLD
Breakfast tea
Methodology
BURNISHING SMALL CAPS

HANDSOME BOLD ITALIC
Vintage shoe
Incarceration
TENDERLOIN 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** BLACK
New railroad
Straight line
NEAR HOME SMALL CAPS

FIREPLACE BLACK ITALIC
Rippling abs
Team leader
EQUIPMENT 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 MEDIUM CONDENSED
Motherly advice
Single numbers
EMBARCADERO SMALL CAPS

ENTERTAINED MEDIUM CONDENSED ITALIC
Desired method
Wear protection
ROMAN EMPIRE 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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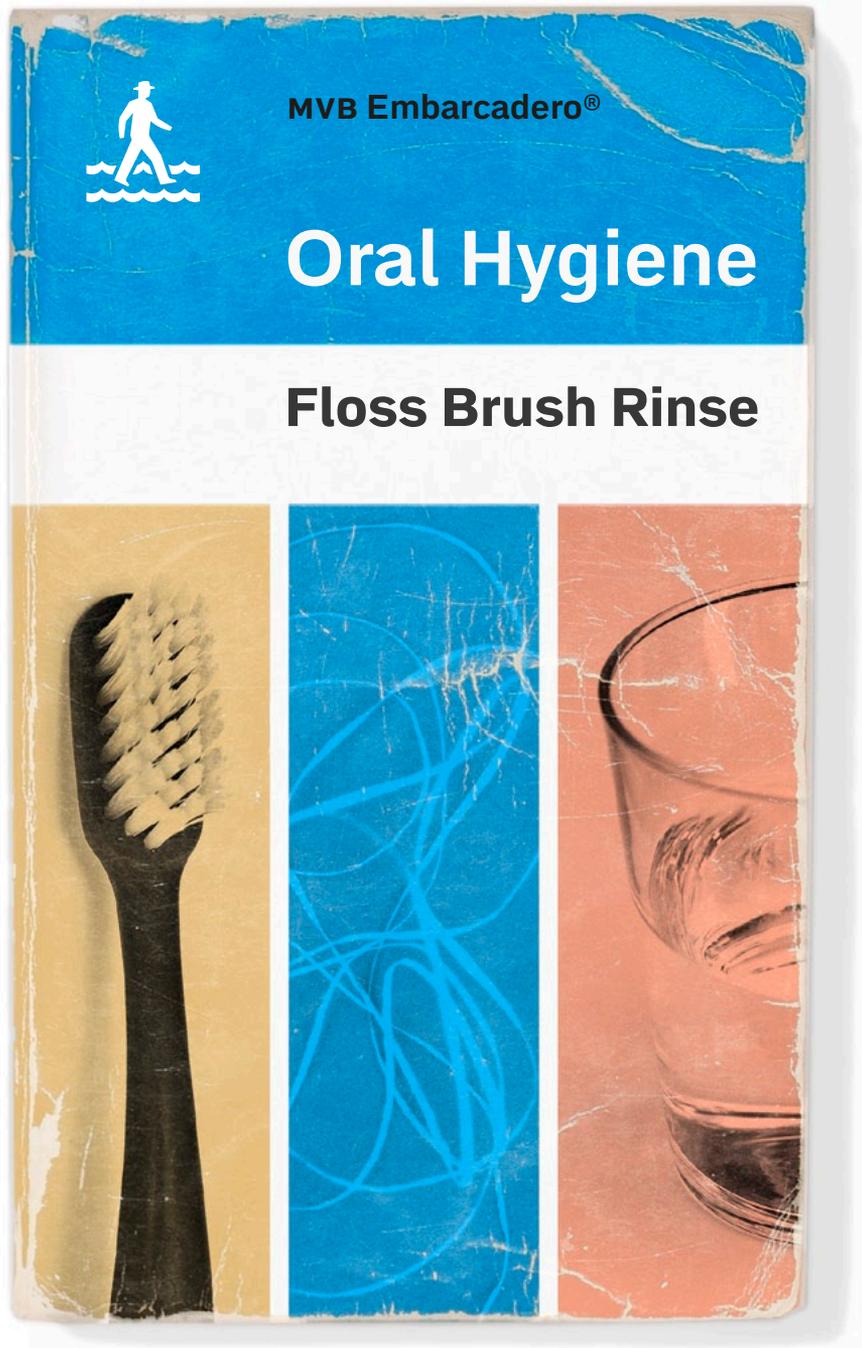
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6/9 PT



14/22 PT

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6/9 PT





the Shoe

IN RETROSPECT

APRIL 4 - JUNE 15

MUSÉE ESTÉBAN

D'EMBARCADERO

SAN FRANCISCO



ALL CAPS

ABCDEFGHIJKKabcdefghijk → ABCDEFGHIJKABCDEFGHIJK

ALL CAPS

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

SMALL CAPS

ABCDEFGHIJK&abcdefghijkl → ABCDEFGHIJK&ABCDEFGHIJKL

ALL SMALL CAPS

ABCDEFGHIJKabcdefghijk → ABCDEFGHIJKABCDEFGHIJKL

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 → 1⁰ 1^a 1st 2nd \$8.95 footnote.¹⁸

SUBSCRIPT / INFERIOR

H₂O Polo Tournament → H₂O Polo Tournament

NOTE AVAILABILITY OF OPENTYPE FEATURES SUBJECT TO APPLICATION SUPPORT



REGULAR

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ITALIC

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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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