

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.

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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

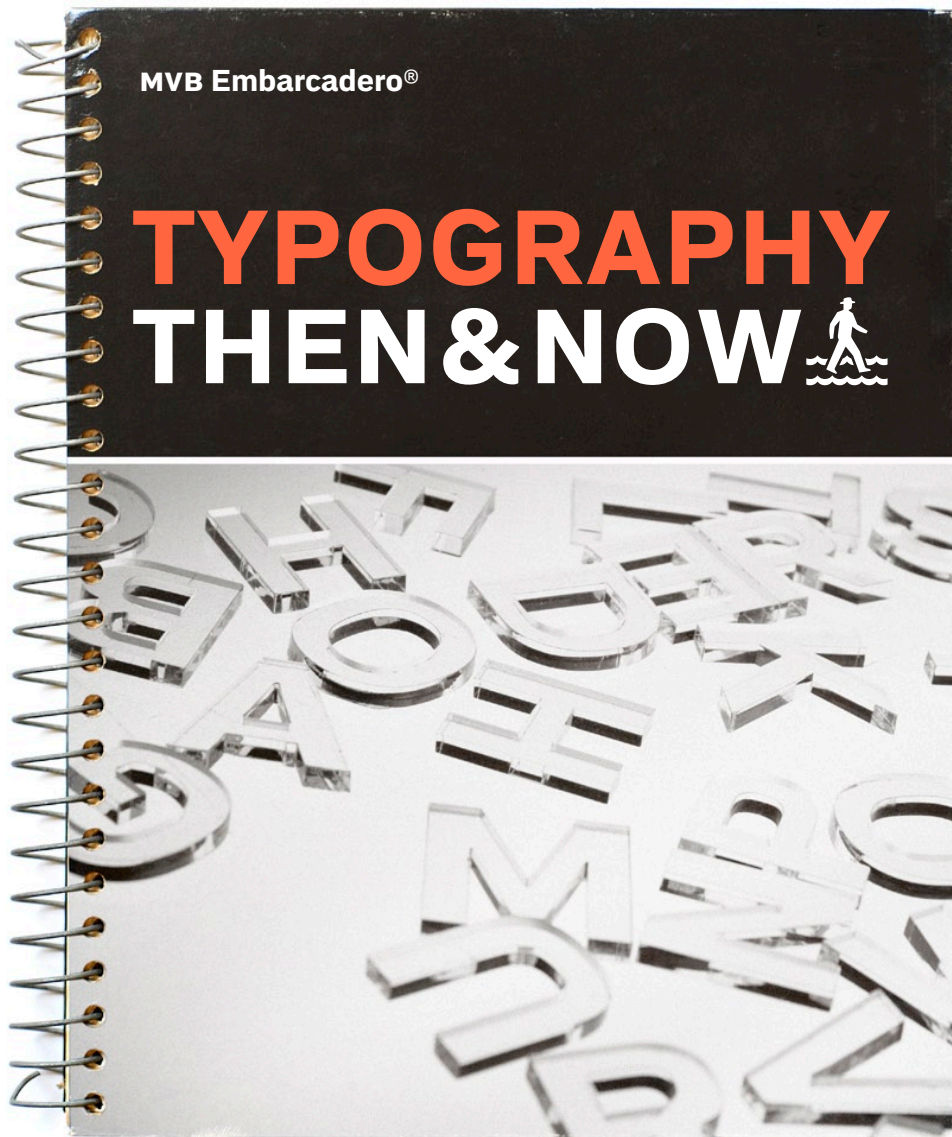
Embarcadero Black Condensed

EMBARCADERO BLACK CONDENSED SMALL CAPS

Embarcadero Black Condensed Italic

EMBARCADERO BLACK COND ITALIC SMALL CAPS





60 PT NUMBERING 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

MEDIUM ITALIC
SNAKE BITE
Fancy houses
Questionable
HORSE SHOW SMALL CAPS



BUNGALOW BOLD
Breakfast tea
Methodology
BURNISHING SMALL CAPS

HANDSOME BOLD ITALIC
Vintage shoe
Incarceration
TENDERLOIN SMALL CAPS



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 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** EXTRA BOLD CONDENSED
Domain names
Mystery solved
GRAPHIC ARTS SMALL CAPS

VIOLINS PLAY EXTRA BOLD CONDENSED ITALIC
Heroic soldiers
Lemon custard
CLEAN SHIRTS SMALL CAPS



60 PT **RELIGIOUSLY** BLACK CONDENSED
Florid perfume
Entertainment
RICH BANKER SMALL CAPS

FINE PAPERS BLACK CONDENSED ITALIC
Work of fiction
Tacky souvenir
TEAM PLAYER SMALL CAPS





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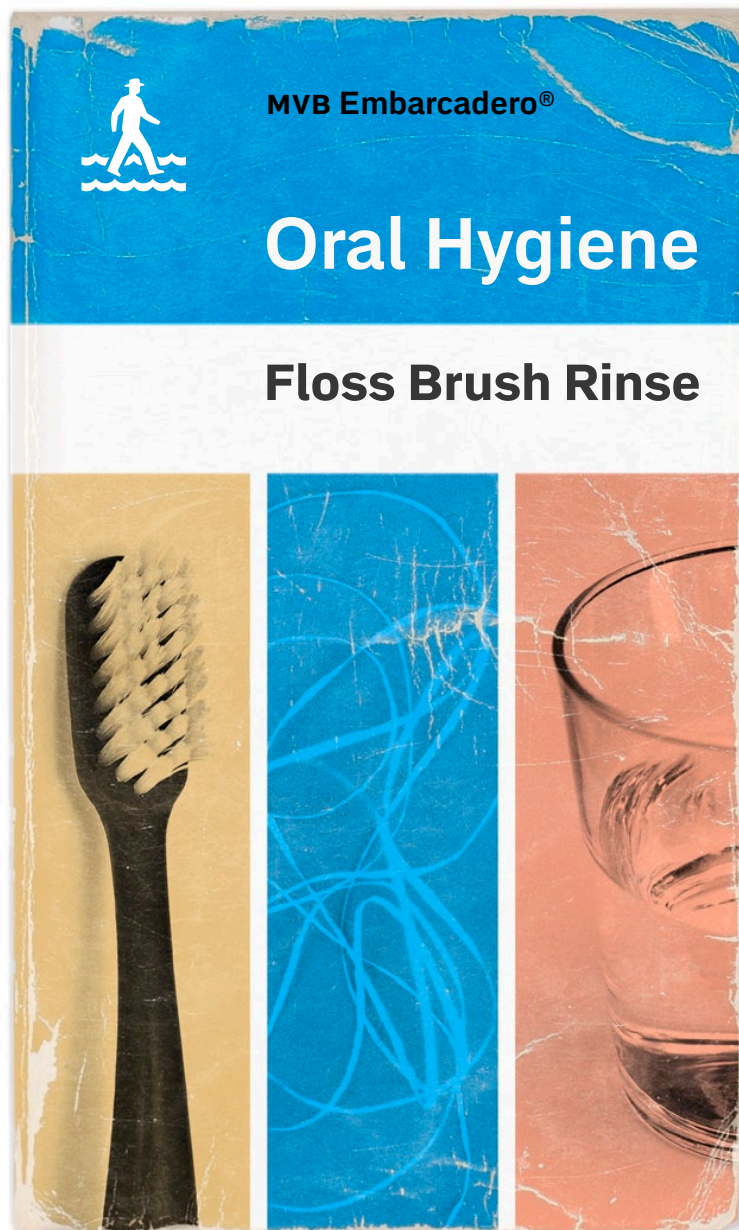
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6/9 PT



14/22 PT

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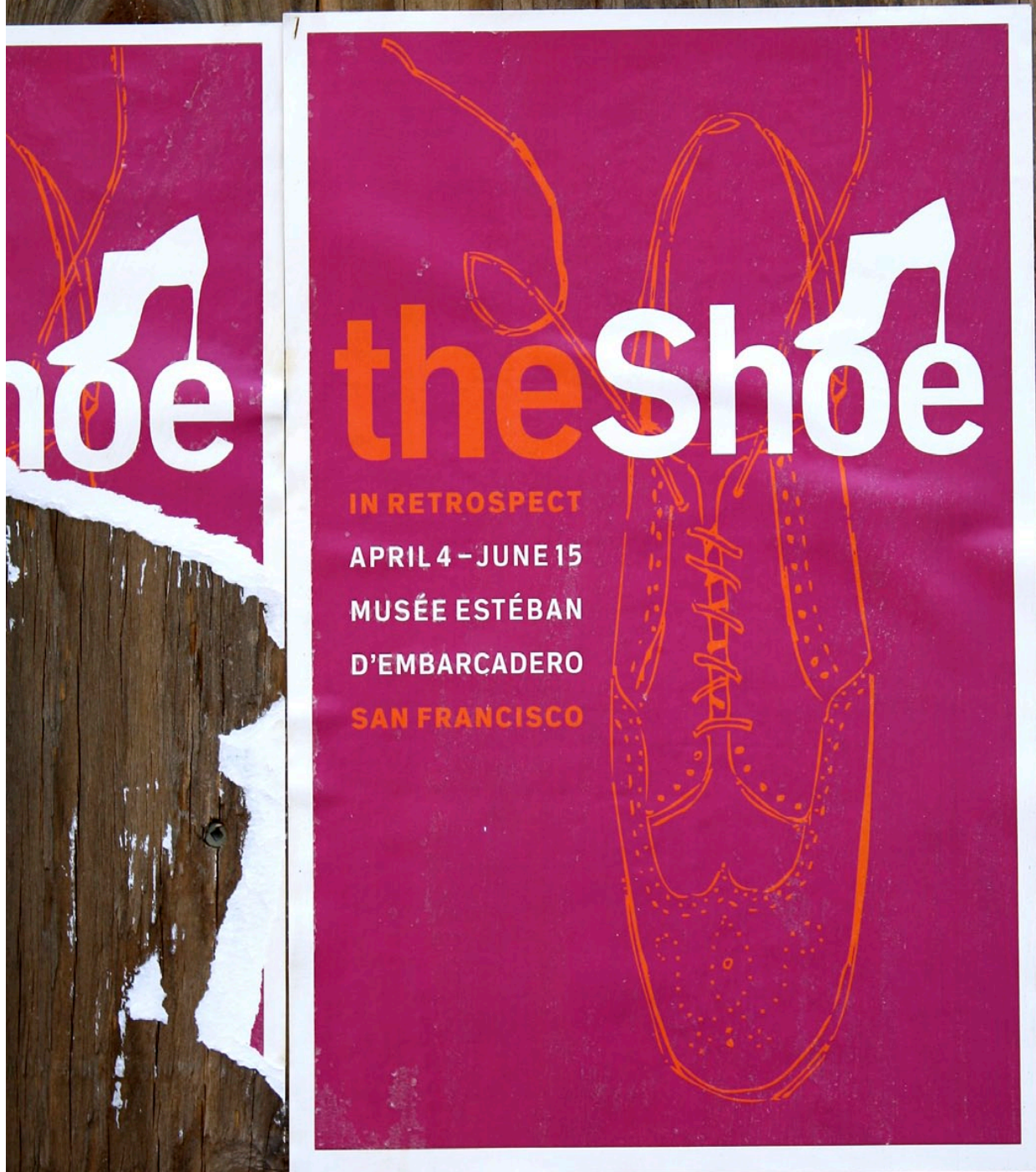
9/14 PT

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6/9 PT







ALL CAPS	ABCDEFGHIIJKabcdefghijk → ABCDEFGHIIJKABCDEFGHIIJK
ALL CAPS	¿(ABC)?def123GH@ijk\$€38 → ¿(ABC)?DEF123GH@IJK€38
SMALL CAPS	ABCDEFGHIIJK&abcdefghijkl → ABCDEFGHIIJK&ABCDEFGHIIJKL
ALL SMALL CAPS	ABCDEFGHIIJKabcdefghijkml → ABCDEFGHIIJKABCDEFGHIJKLM
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 ⁰ 1 ^a 1 st 2 nd \$8. ⁹⁵ footnote. ¹⁸
SUBSCRIPT / INFERIOR	H2O Polo Tournament → H ₂ O Polo Tournament
NOTE	AVAILABILITY OF OPENTYPE FEATURES SUBJECT TO APPLICATION SUPPORT



UPPERCASE	ABCDEFGHIJKLMNOPQRSTUVWXYZ
LOWERCASE	abcdefghijklmnopqrstuvwxyz
FIGURES	0123456789
FIGURE-RELATED SYMBOLS	\$¢£¥ƒ§#%‰°
PUNCTUATION, ETC.	.,:;!?"'“”“,,”,<>«»--—_...()[]{}√•@©®™®¶†‡ℓe
LIGATURES	Bfiflffffiffll
EXTENDED UPPERCASE	ÁÀÂÃÄÅÇÉÊËĚÎĨŁŃØÓÔÕÖŠÚÛÜÝŽǼǾÆǞ
EXTENDED LOWERCASE	áàâãäåçéêëěîĩłńøóôõöšúûüýžǽǿæǟ
FLOATING ACCENTS	ˆ ˇ ˘ ˙ ˚ ˛ ˜ ˝ ˊ ˋ ˌ ˍ ˎ ˏ ː ˑ ˒ ˓ ˔ ˕ ˖ ˗ ˘ ˙ ˚ ˛ ˜ ˝ ˊ ˋ ˌ ˍ ˎ ˏ ː ˑ ˒ ˓ ˔ ˕ ˖ ˗
SUPER- AND SUBSCRIPT	(\$¢£¥ƒ§#%,.-) 0123456789 ₀₁₂₃₄₅₆₇₈₉
FRACTIONS	½¼¾⅓⅔⅛⅜⅝⅞⅐0123456789⁄0123456789
SUPERSCRIPT MINUSCULES	aḇdehilmnorst
MATH	+ − × ÷ = ≈ ≠ ± < > ≤ ≥ ∓ · ~ ^ ! μ π Δ Ω Π Σ ∫ ∂ ∞ ∠ √
NOTE	STANDARD FONTS ARE AVAILABLE WITH OLDSTYLE OR TABULAR LINING FIGURES ONLY
LANGUAGES SUPPORTED	ALBANIAN, BASQUE, CATALAN, CORNISH, DANISH, DUTCH, ENGLISH, ESTONIAN, FAROESE, FINNISH, FRENCH, GALICIAN, GERMAN, ICELANDIC, INDONESIAN, IRISH, ITALIAN, MALAY, MANX, NORWEGIAN BOKMÅL, NORWEGIAN NYNORSK, OROMO, PORTUGUESE, SOMALI, SPANISH, SWAHILI, AND SWEDISH



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

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MEDIUM CONDENSED ITALIC

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BOLD

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

BOLD ITALIC

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

BOLD CONDENSED

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

BOLD CONDENSED ITALIC

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EXTRA BOLD

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

EXTRA BOLD ITALIC

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0123456789 0123456789 @?!\$¢€£¥

EXTRA BOLD CONDENSED

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EXTRA BOLD CONDENSED ITALIC

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



BLACK

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

BLACK ITALIC

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BLACK CONDENSED

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BLACK CONDENSED ITALIC

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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 copywriter

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