(EMBARC)

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designed by:

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The inspiration for the Embarc typeface design originates from various typefaces of greatness that came before me. The Embarc font family appears similar to other typefaces but, it's letter forms allow it to stand on its own. This is my representation of the sans serif style typeface becoming very popular in today's technology and new media filled world.

The Embarc font family functions strongly in user interface designs and the new media world of today. The square letter forms make it ideal for type on screen too. Way-finding, maps with directions, and, small signage as well as text meant for reading at a human scale create even more ideal uses for the font family. Essentially, the square letter forms have subtle understated details which makes this a versatile typeface, capable of delivering any kind of message while staying out of the way.

The first weight created in the Embarc font family is Light.

| embarc               |  |  |  |
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tech modern sans serif clean readable details fine print user flow visual interface screen journey interaction

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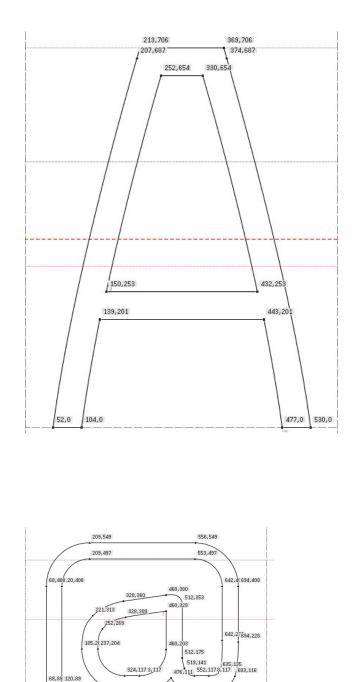
>

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324,6 373,65

209,0

209,-52

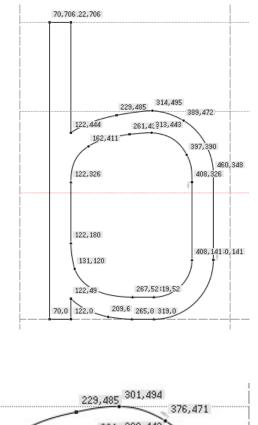
552,6 598,65 1

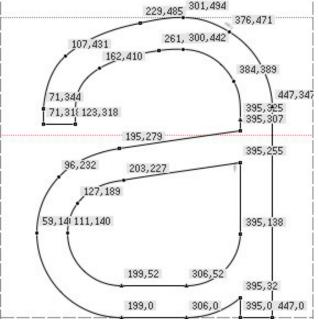
626,0

626,-52

693.31

724.-12





| embarc<br>table of<br>contents<br>N.Inspiration                                                 | uppercase   | A B C D E F G<br>HIJK L M N O P<br>Q R S T U V W X Y Z |
|-------------------------------------------------------------------------------------------------|-------------|--------------------------------------------------------|
| <ul> <li>2. Wordlist</li> <li>3. Metrics</li> <li>4. Glyphs &gt;</li> <li>5. Samples</li> </ul> | lowercase   | abcdefg<br>hijklmnop<br>qrstuvwxyz                     |
| 6. Usage<br>7. Colophon                                                                         | punctuation | .!?:;,@#%^&*<br>""'''"<>[]{}()/\                       |
|                                                                                                 | numerals    | 1234567890                                             |

# \ B C D E F G 11 J K L M N O P ) R S T U V W X Y Z

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accents

accents

`´^~'',ÀÁÂÃÄÅ ÆÇÈÉÊËÌÍÎÏÑÒ ÓÔÕÖŒÙÚÛÜÝ

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currency + \ math  $\$ \in 4 \oplus + = \pm \times \div \circ$ 

more glyphs \

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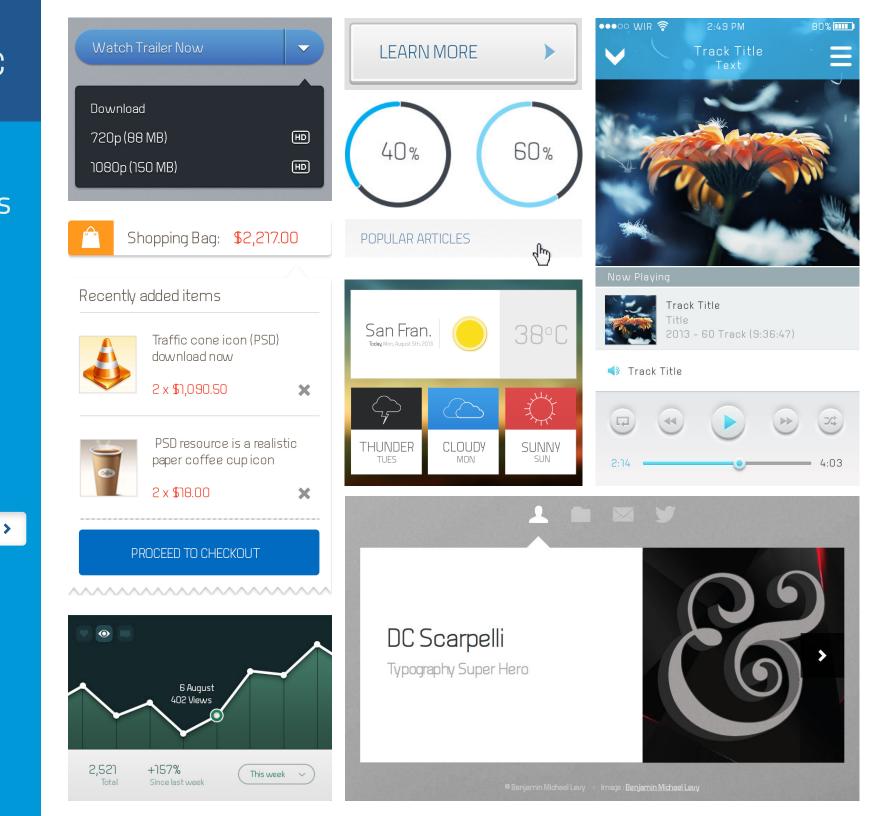
# modern tech user interface

# visual

Do you wish to log out? screen time journey homepage social connection

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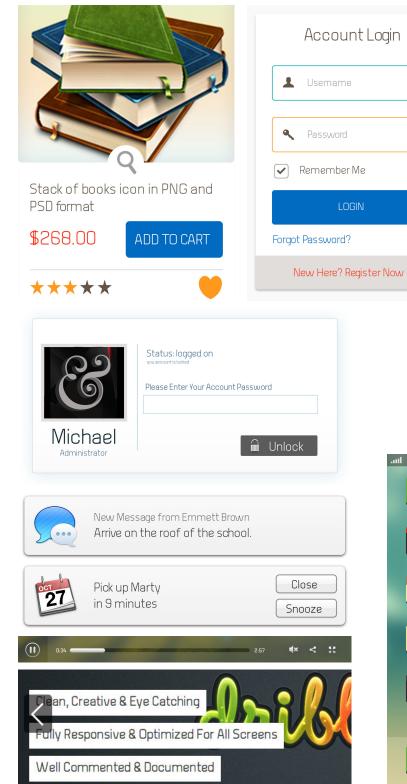
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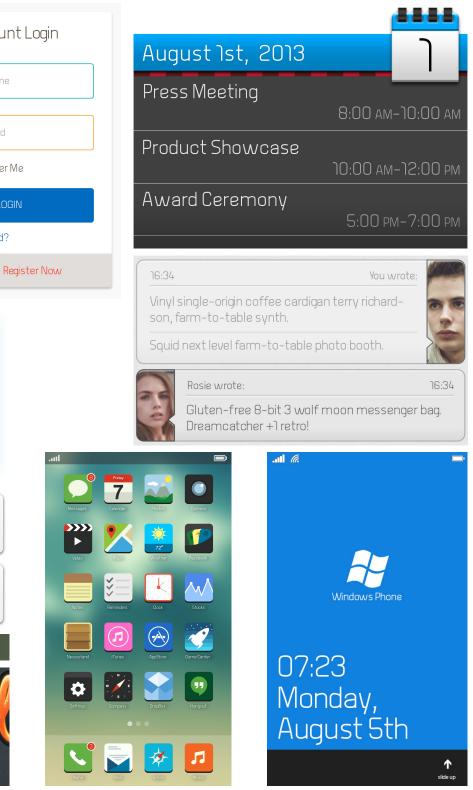
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is an original typeface designed by

BENJAMIN MICHAEL LEVY new media designer

It was created during the summer of 2013 while enrolled in Type Design at the Academy of Art University. The course was taught by DC Scarpelli, a very knowledgeable and inspirational human being.