

ALL
OUR
CURVES
AND
EDGES

Mercari Sans
by mercari

Mercari Sans Thin

Mercari Sans Regular

Mercari Sans Bold

Designed by Akira Kobayashi

Published by Monotype

Mercari Sans

In general, Latin fonts can be categorized into a few groups. The Mercari Sans font, with its letter “O” close to a perfect circle, its simplicity and unaccented lines, bears characteristics that tend to fall under the Geometric Sans Serif classification.

But “geometric” implies a lack of human qualities and is incapable of expressing the personality that the font holds.

A more accurate description of Mercari Sans would be “design that emanates human warmth,” and the circular shape of the “O” can be described perfectly by expressions such as abundance and fullness.

Sit back, relax, and feel the warmth over coldness and softness over sharpness of Mercari Sans.

Akira Kobayashi
Monotype



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Mercari Sans Thin

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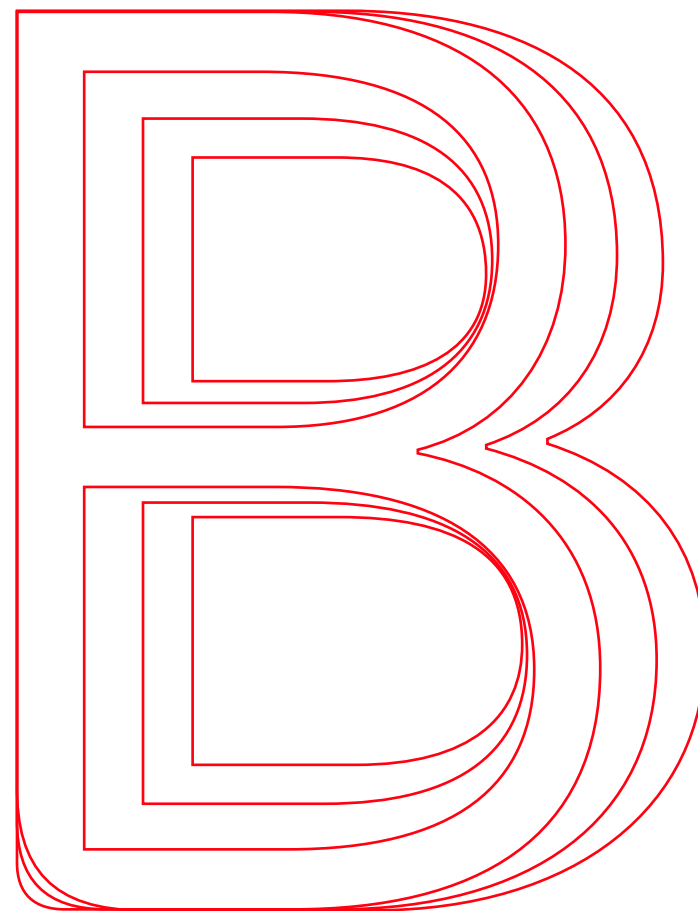


Hello

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ID # M11S05A

mercari store

Date: 05/11/2019

Time: 11:17

eggs	6,00\$
white sugar	3,50\$
flour	4,00\$
baking powder	3,75\$
salt	2,00\$
milk	1,25\$
butter	5,00\$

TOTAL 27,00\$

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THANK YOU!

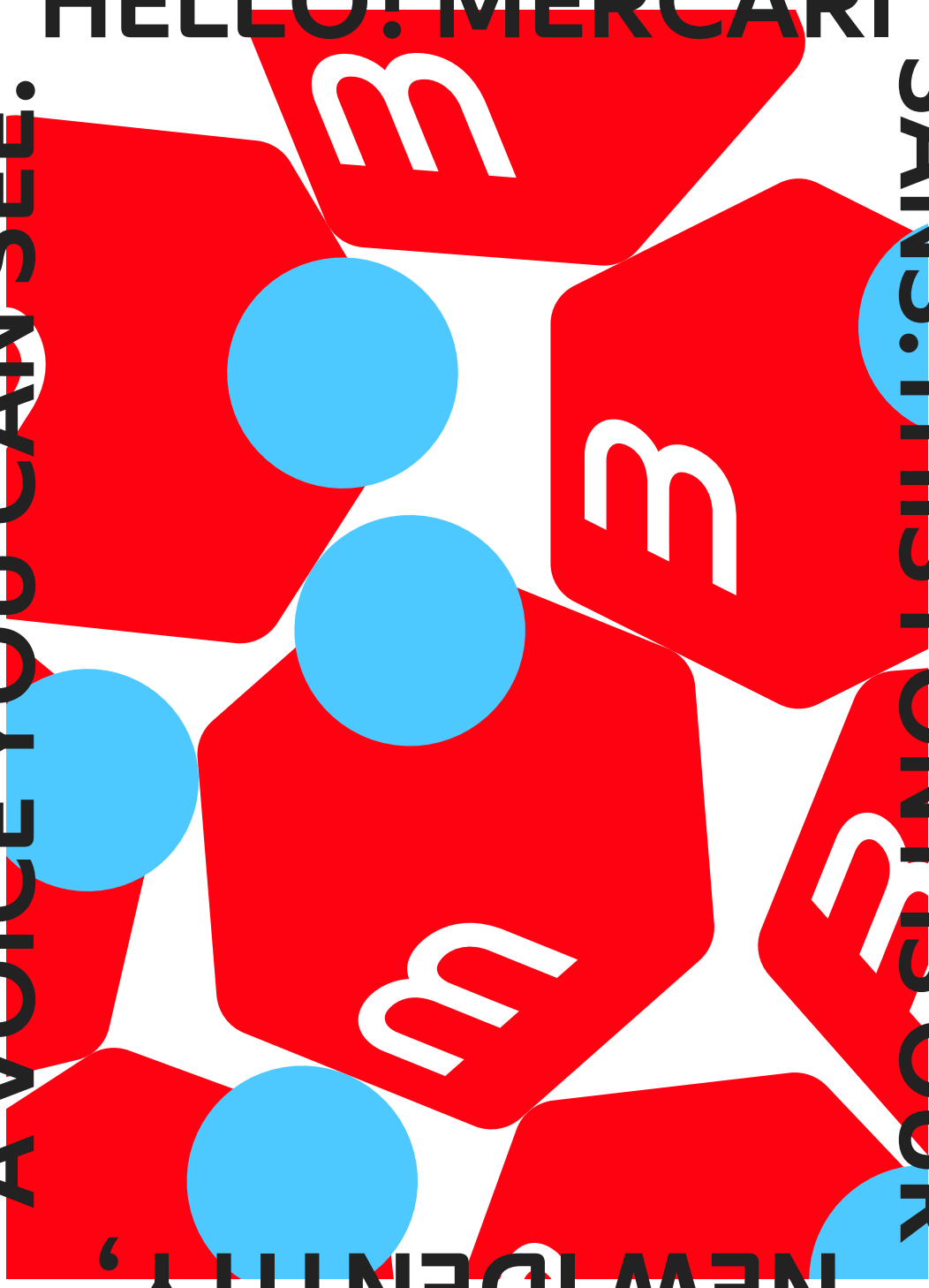


A VOICE YOU CAN SEE.

HELLO! MERCARI

NEW IDENTITY,

SANS. THIS FONT IS OUR



**“Mercari Sans is
our new identity;
a voice you can see.
It will convey our
messages in a single,
consistent tone
throughout all our
touchpoints,
online and offline.”**

Mercari Sans
by **mercari**



Mercari Sans Bold

Buy & Sell

Mercari Sans Regular

#Marketplace

Mercari Sans Thin

@delivery

Mercari Sans Bold

Abundance

A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z

a b c d e
f g h i j k
l m n o p
q r s t u
v w x y z

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mercari brand **mercari** engineering

mercari design **mercari** festival

mercari careers **mercari** magazine

mercari blog **mercari** store



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S H E L L O U R
E C H Y T P O N Z C
G A P A P A P A P A
D W P M D
S A N
V E S
R W T Y
U E G R A P O N Z C
R U E G R A P O N Z C

Mercari Sans Bold

Buy & Sell

Mercari Sans Regular

#Marketplace

Mercari Sans Thin

@delivery

Mercari Sans Bold

Abroad

生鶴
ハッ

Thin

たづがね角ゴシックとMercari Sansの調和

Regular

たづがね角ゴシックとMercari Sansの調和

Bold

たづがね角ゴシックとMercari Sansの調和

あ愛1A あ愛1A

Colophon

Design / Art Direction

Sonoka Sagara (Mercari Inc.)

Jeongun Woo (Mercari Inc.)

Taro Yumiba (Takram)

Copy

Sherry Zhang (Mercari Inc.)

Paper

NT Rasha 210 kg

Koiaka

Text Tranext 99 kg

Classico Tracing 66.5 kg

Print

Shinohara-shikou Ltd.

www.s-shiko.co.jp

NIKKEI PRINTING INC.

www.nik-prt.co.jp

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Mercari Sans Bold

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