

Greetings from sunny São Paulo



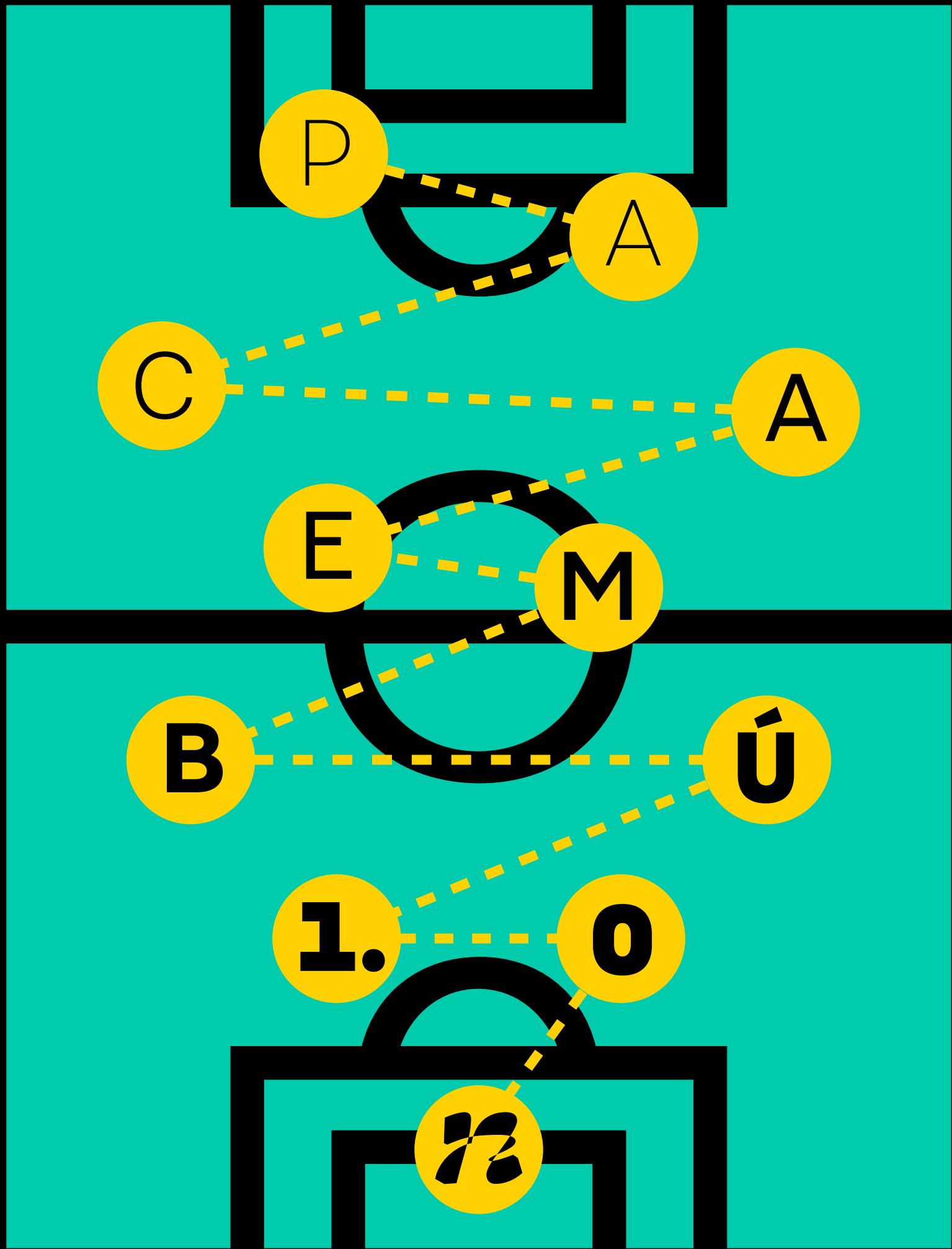
NAIPES



Naipes



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Pacaembú THIN

Pacaembú LIGHT

Pacaembú MEDIUM

Pacaembú REGULAR

Pacaembú BOLD

Pacaembú BLACK

Pacaembú ULTRA



SELEÇÃO 1970



57 Preguiçosos

1940 ART DECO 1940 ART DECO

DR. SÓCRATES

SPHINX OF BLACK

abcdefghijklmn

QUARTZ JUDGE QUARTZ JUDGE

opqrstuvwxyz opqrstuvwxyz

32 MY VOW 68

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SELEÇÃO BRASILEIRA 1982

C. Telê Santana 

11 Éder 09 Serginho Chulapa

15 Falcão 10 Zico  08 Sócrates

06 Júnior 05 Cerezzo 02 Leandro

03 Oscar 04 Luizinho

01 Waldir Peres 

Barcelona, 5 July 1982, 19:15 CET. In the bowels of the Estadi de Sarrià, men are sobbing uncontrollably while some are just vacantly staring, too numb to comprehend what has just happened.

In the stands above, men, women and children are sobbing uncontrollably too, their stares just as vacant, too numb to comprehend what has just happened.

All around the world people are helpless to hold back their anguish, many struggling to focus. The only sanctuary from this melancholic pandemic is the

Mediterranean country of Italy.

The reason for this global outpouring of grief? Brazil had just been knocked out of the 1982 World Cup at the hands of the Azzurri. But this was no ordinary Brazil team; this was a side that captured the hearts and minds of football fans all across the world.

They were the greatest side of their generation, a team that forms an unholy trinity with the Mighty Magyars of 1954 and Johan Cruyff's Total Football side of 1974 as the three best sides never to win the World Cup.

Pacaembú comes packed with a bunch of nice things like icons, arrows, alternate characters and fractions, all super easy to access via smart OpenType features.

STYLISTIC SET 01: SINGLE STOREY A

Maracanã → **Maracanã**

STYLISTIC SET 02: ALTERNATE QUESTION MARK

¿Tiro libre? → **¿Tiro libre?**

STYLISTIC SET 03 + CONTEXTUAL ALTERNATE: SHORT J

M. PJANIĆ → **M. PJANIĆ**

PROPORTIONAL FIGURE: SHORT 1

Romário 11 → **Romário 11**

SLASHED ZERO

Camisa 10 → **Camisa 10**

LIGATURES: EASY TO TYPE ARROWS

-><- → ➔

ARBITRARY FRACTIONS

22/38 vitórias → **²²/₃₈ vitórias**

SUPERSCRIPT FIGURES

7.140m² → **7.140m^²**

INFERIOR FIGURES

C₈H₁₀N₄O₂ → **C₈H₁₀N₄O_₂**

CASE SENSITIVE PUNCTUATION

(O@H-O) 7:1 → **(O@H-O) 7:1**

ARROWS

↑↗→↖↓↖←↖↔↕ R↑↓LXB↔A→

ICONS



ART-DECO



WORLD CUP

From Europe to the Tropics

Words by **Álvaro Franca** · Rio de Janeiro · 2½ minutes read · **SHARE ↗**

PACAEMBÚ STADIUM WAS DESIGNED at the **Technical Office of Ramos de Azevedo Severo & Villares**, in a long process that started as early as 1933¹.

During construction, a lot of great lettering pieces in metal and stone were embedded on the walls to serve as signage. **These often-small but never-dull letterforms had a distinct personality:** Much less flashy than the stadium's famous front lettering, but just as filled with Art-Deco goodness.

New PhD research from **José Roberto D'Elboux**² at **São Paulo University** has traced the Art-Deco influence found in the original designs to specific trade-schools in São Paulo, where European draughtsmen taught the lettering style to most of the city's engineers³, including many of the ones employed at Ramos

de Azevedo Severo & Villares who went on to design Pacaembú Stadium.

These art-deco letters, like football itself, were brought to Brazil by Europeans and out there in the tropics found a totally unique personality.

Just like its stadium namesake, our **Pacaembú typeface is a celebration of Brazilian Football**, its unique flavours, moves, sights and colors which have been delighting fans all over the world for generations.

¹ **D'ELBOUX, José Roberto Letras & Letreiros:** manifestações do Art Déco nos projetos arquitetônicos paulistanos (1925-1955) · São Paulo: Universidade de São Paulo (USP), 2018 p. 22

² Dr. D'Elboux is a gentleman and a scholar, as well as Brazil's foremost expert in Paulista Art-Deco

³ **D'ELBOUX, José Roberto** idem p. 134

ESTÁDIO **PACAEMBÚ**

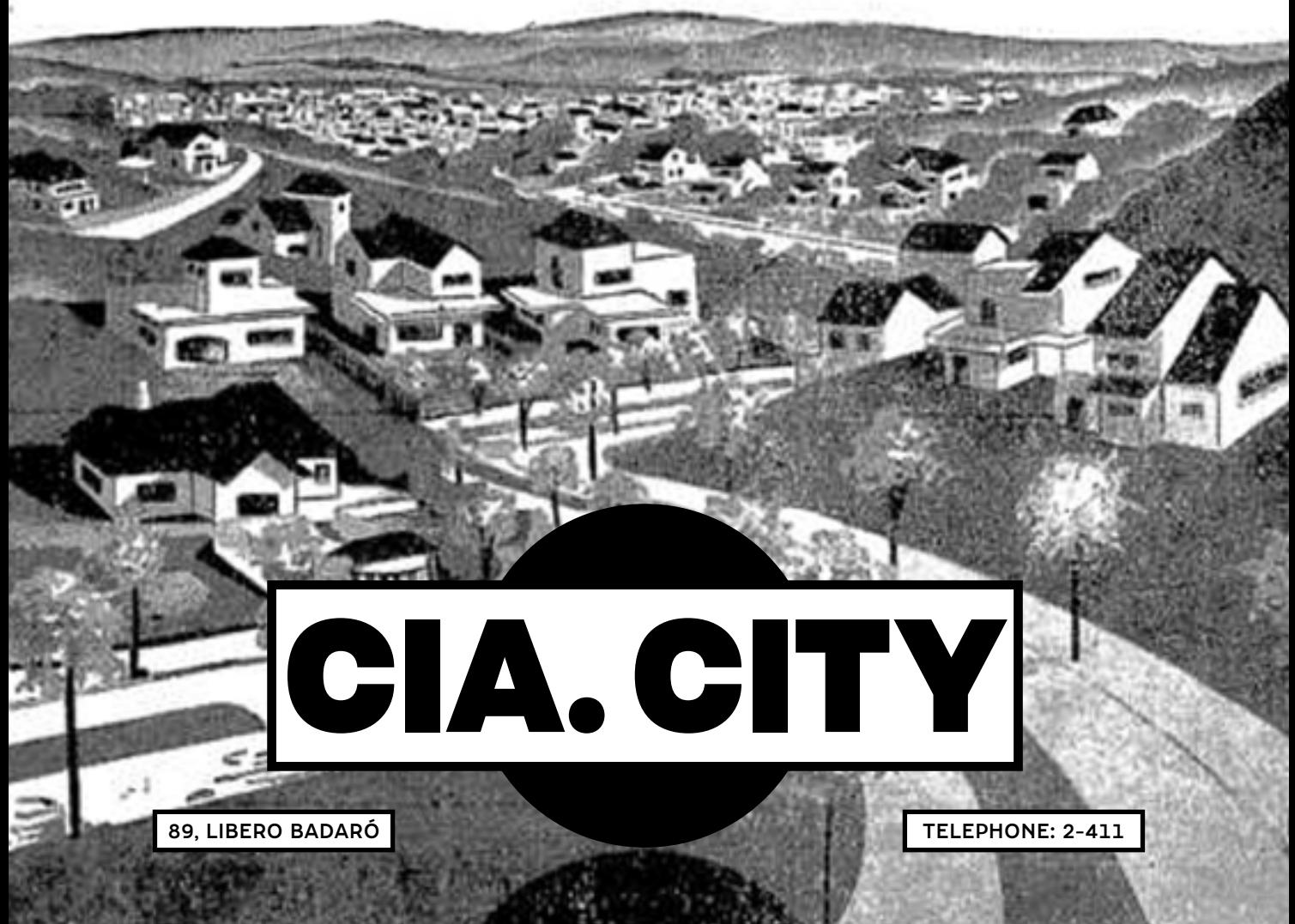
EST. 27.04.1940

Pacaembú paã·nga·he·nb·bu

☞ Tupinologist **Eduardo de Almeida Navarro** says “Pacaembú” comes from the Old-Tupi, a native-brazilian language, meaning “creek of the pacas” a combination of paka (paca) and yemby (creek). ☞ Incidentally, Paca is a small spotted rodent (*Cuniculus paca*) indigenous to Brazil, common where the stadium was built.

Escritório  Técnico
Ramos de Azevedo
Severo & Villares

CONSTRÚA
O SEU LAR NO
PACAEMBÚ
A NOVA
MARAVILHA URBANA



Inscrição n. 14. feita em 23 de Maio de 1938, no registro de Immoveis da
2a. Circunscripção da Capital. (Dec.-Lei n. 58, de 10-12-37).

24 PT THIN

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Early in 2016, a designer working with the Complexo Esportivo do Pacaembú, a public sports complex attached to the stadium, invited Naipe to contribute an original typeface for their new wayfinding system.

The historic signs weren't going anywhere, so they wanted a font to match their quirkiness, integrate with them and perform well as a wayfinding tool. Tall order!

Over time, Álvaro made a few visits to the site, took a ton of photos

and came up with a first draft.

Years later the wayfinding was scrapped so we decided to start over from scratch. We gave our caps more ample proportions and divorced from the source material.

In the lower-case, we went for a contemporary treatment with oversimplified forms and rigid geometry to match the elegant Art-Deco caps. The result is a font that sits between the 1940s and the 2020s, built to withstand wayfinding and stand out in all caps.

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Sócrates, was a Brazilian footballer who played as an attacking midfielder. His medical degree and his political awareness, combined with the style and quality of his play, earned him the now famous nickname of "Doctor Socrates".

Easily recognizable for his beard and headband, Sócrates became the "symbol of cool for a whole generation of football supporters". He is considered to be one of the greatest midfielders ever to play the game. In 1983, he was named South American Footballer of the Year. In 2004, he was named by Pelé in the FIFA 100 list of the world's greatest living players.

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came up with a very rough first draft to start.

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During his time at Corinthians, he co-founded the Corinthians Democracy movement for direct voting, right in the aftermath of a bloody military dictatorship that lasted for 20 years.



Naípe

COPY CREDIT:

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