

abcd

Elevator

efghijklmno

pqrstuvw

XYZ.

Elevator Huge: Headlines, 200 pt.

**Intro:**

Huge Ultra

**HUGE**

Huge Light

Styles

Huge Hairline

Elevator Display: Headlines, 75 pt.

DISPLAY CUTS  
For Large Sizes

Display Hairline

SUPERHERO  
Jurisprudence

Display Thin

GARGANTUA  
Featherweight

Display Extra Light

Elevator Display: Headlines, 75 pt.

ALPHABETS  
Weatherford

Display Light

NOTABILITY  
Charm & Poise

Display Regular

BRAVISSIMO  
Forbearance

Display Semibold

Elevator Display: Headlines, 75 pt.

**KILOGRAMS**  
**Questioning**

Display Bold

**TENACITY**  
**Understand**

Display Black

**CHARLATAN**  
**Delicatessen**

Display Ultra

Elevator: Subheads, 30 pt.

NORMAL SERIES For General Usage

Hairline

CONGRESSIONAL Revolutionary

Thin

NOBLE TRADITION Fresh Endives

Extra Light

PLEASE TAKE ONE Main Event Space

Light

DAYLIGHT HOURS Knitting Instructor

Regular

WIKIPEDIA Providing Dubious Info

Medium

RANGE & OVEN Single Servings

Semibold

FORBEARANCE Rare Definition

Bold

ALPHABET SONG California Farm

Black

CORONATIONS Bring Together

Ultra

**Elevator Text: Paragraphs, 12/16 pt.**

Nathan Ames, a patent attorney from Saugus, Massachusetts, is credited with patenting the first “escalator” in 1859, despite the fact that no working model of his design was ever built. His invention, the “revolving stairs,” is largely speculative and the patent specifications indicate that he had no preference for materials or potential use (he noted that steps could be upholstered or made of wood, and suggested that the units might benefit the infirm within a household use). The suggested motive power was either manual or hydraulic. In 1889, Leamon Souder successfully patented the “stairway”, an analogous device that featured a “series of steps and links jointed to each other.” No model was ever built. This was the first of at least four escalator-style patents issued to Souder, including two for spiral designs. On March 15, 1892, Jesse W. Reno patented the “Endless Conveyor or Elevator.” A few months after Reno’s patent was approved, George A. Wheeler patented his ideas

Text Light

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Text Regular

Elevator Text: Paragraphs, 12/16 pt.

Some features of Wheeler's designs were incorporated in Seeberger's prototype that was built by the Otis Elevator Company in 1899. Reno, a graduate of Lehigh University, produced the first working escalator (called the "inclined elevator") and installed it alongside the Old Iron Pier at Coney Island, New York City in 1896. This particular device was little more than an inclined belt with cast-iron slats or cleats on the surface for traction, and traveled along a 25 degree incline. A few months later, the same prototype was used for a month-long trial period on the Manhattan side of the Brooklyn Bridge. Reno eventually joined forces with Otis and retired once he had sold his patents. Some Reno-type escalators were still being used in the Boston subway until construction for the Big Dig (ca. 1991) precipitated their removal. The Smithsonian Institution considered re-assembling one of these historic units from 1914 in their collection of

Text Semibold

**Reno eventually joined forces with Otis and retired once he had sold his patents. Some Reno-type escalators were still being used in the Boston subway until construction for the Big Dig (ca. 1991) precipitated their removal. The Smithsonian Institution considered re-assembling one of these historic units from 1914 in their collection of Americana, but "logistics and reassembly costs won out over nostalgia", and the project was discarded. Around May 1895, Charles Seeberger began drawings on a form of escalator similar to those patented by Wheeler in 1892. This device consisted of flat, moving stairs, not unlike the escalators of today, except for one important detail: the step surface was smooth, with no comb effect to safely guide the rider's feet off at the ends. Instead, the passenger had to step off sideways. To facilitate this, at the top or bottom of the escalator the steps continued moving horizontally beyond the end of the hand-**

Text Bold



**Elevator Huge**

20 styles

For stylized display usage

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# Eleva

**Elevator Display**

20 styles

For use at large sizes,  
optimized at 72 pt/px

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# Elevators are typical

**Elevator Normal**

20 styles

For general use,  
optimized at 20 pt/px

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**Elevators are typically powered by electric motors that drive traction cables and counterweight systems such as a hoist. In agriculture and manufacturing, an elevator is any type of conveyor**

**Elevator Text**

20 styles

For use at small sizes,  
optimized at 10 pt/px

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**An elevator is a machine that vertically transports people or freight between floors, levels, or decks of a building, vessel, or other structure. Elevators are typically powered by electric motors that drive traction cables and counterweight systems such as a hoist. In agriculture and manufacturing, an elevator is any type of conveyor device used to lift materials in a continuous stream into bins or silos. Several types exist, such as the chain and bucket elevator, grain auger screw conveyor using the principle of Archimedes' screw, or the chain and paddles or forks of hay elevators. Languages other**

**Elevator Huge**

20 styles

For stylized display usage

Ranges

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**Elevator Display**

20 styles

For use at large sizes,  
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Ranges

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**Elevator Normal**

20 styles

For general use,  
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Ranges

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**Elevator Text**

20 styles

For use at small sizes,  
optimized at 10 pt/px

Ranges

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**Elevator Huge**

20 styles

For stylized display usage

Elevator Huge Hairline  
 Elevator Huge Thin  
 Elevator Huge Extra Light  
 Elevator Huge Light  
 Elevator Huge Regular  
 Elevator Huge Medium  
**Elevator Huge Semibold**  
**Elevator Huge Bold**  
**Elevator Huge Black**  
**Elevator Huge Ultra**

*Elevator Huge Hairline Italic*  
*Elevator Huge Thin Italic*  
*Elevator Huge Extra Light Italic*  
*Elevator Huge Light Italic*  
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**Elevator Display**

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***Elevator Ultra Italic***

**Elevator Text**

20 styles

For use at small sizes,  
optimized at 10 pt/px

Elevator Text Hairline  
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 Elevator Text Extra Light  
 Elevator Text Light  
 Elevator Text Regular  
 Elevator Text Medium  
**Elevator Text Semibold**  
**Elevator Text Bold**  
**Elevator Text Black**  
**Elevator Text Ultra**

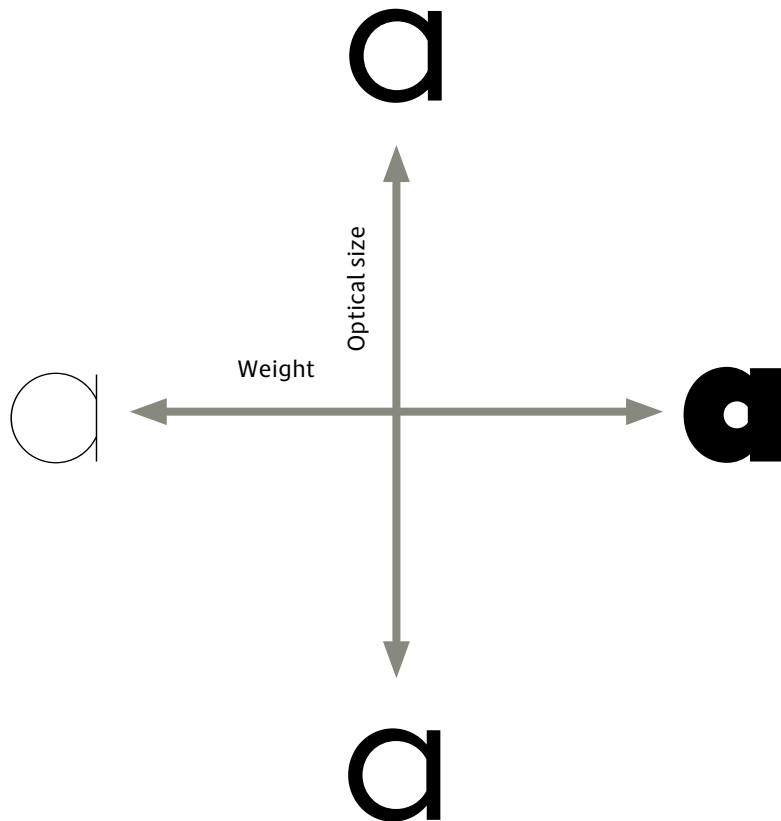
*Elevator Text Hairline Italic*  
*Elevator Text Thin Italic*  
*Elevator Text Extra Light Italic*  
*Elevator Text Light Italic*  
*Elevator Text Regular Italic*  
*Elevator Text Medium Italic*  
***Elevator Text Semibold Italic***  
***Elevator Text Bold Italic***  
***Elevator Text Black Italic***  
***Elevator Text Ultra Italic***

**Elevator Variable**

2 variable fonts

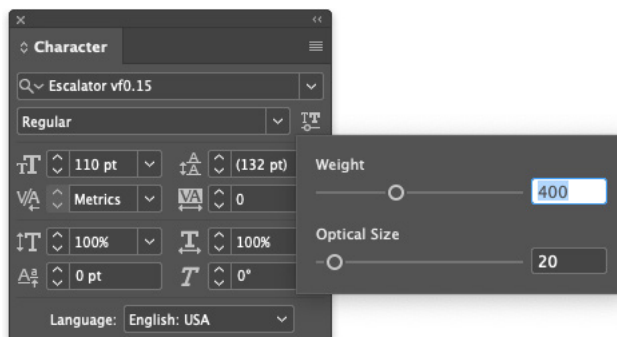
Elevator Variable includes the full range of weights and optical sizes in one font file (for web or desktop). Arbitrary locations can be chosen anywhere in this matrix.

Roman and Italic are in separate variable font files. The current beta variable does not include the width axis.

**Using Elevator Variable in desktop apps**

You can install both the variable and “static” fonts side-by-side—the variable version will appear in the font menu as “Elevator vf0.18” (note the **f**).

Adobe CC apps will allow you to select arbitrary styles with sliders. But due to uneven application support, we recommend converting text to outlines, or swapping in the static OTFs.



OpenType features **OFF**

Please Hold Handrail

\$30,496.72

\$11,541.38

Proportional lining figures (default)

OpenType features **ON**

PLEASE HOLD HANDRAIL

Small capitals

\$30,496.72

\$11,541.38

Tabular lining figures

\$30,496.72

\$11,541.38

Tabular old-style figures

\$30,496.72

\$11,541.38

Proportional old-style figures

1/2 3/4 7/8

½ ¾ ⅞

Fractions

mx<sup>3</sup> + b = y<sup>10</sup>mx<sup>3</sup> + b = y<sup>10</sup>

Superscripts

C<sub>2</sub>H<sub>3</sub>ClC<sub>2</sub>H<sub>3</sub>Cl

Subscripts

«RE-INVENT»

INFO@XYZ.COM

¡HOLA!

«RE-INVENT»

INFO@XYZ.COM

¡HOLA!

Case-sensitive punctuation





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**Designer**

Jesse Ragan

**Release**

Available upon request

**About Elevator**

Elevator & Escalator grew from a client commission to replicate existing signage for the renovation of a landmark New York City skyscraper. They take inspiration from prefabricated letterforms of the 1950s, which manufacturers offered in so-called “Block” and “Futura” styles, by swapping in a few different shapes. Our interpretation increases the distinction between the two styles, pulling from surplus glyphs created for customizations of the design for other clients.

No one really needs another geometric sans, but these typefaces claim their own aesthetic territories in an abundant genre. Both families are delivered as variable fonts, providing full access to a wide weight range. The optical size axis addresses the specific needs of different type sizes with adjustments to the structure, tapering, and spacing. From small text to the appropriately-named Huge, evoking architectural lettering and the era of phototypesetting.