

abcd

Escalator

efghijklmno

pqrstuvwxyz

XYZ.

Escalator Huge: Headlines, 200 pt.

Intro:

Huge Ultra

HUGE

Huge Light

Styles

Huge Hairline

Escalator Display: Headlines, 75 pt.

DISPLAY CUTS
For Large Sizes

Display Hairline

SUPERHERO
Jurisprudence

Display Thin

GARGANTUA
Featherweight

Display Extra Light

Escalator Display: Headlines, 75 pt.

ALPHABETS
Weatherford

Display Light

NOTABILITY
Charm & Poise

Display Regular

BRAVISSIMO
Forbearance

Display Semibold

Escalator Display: Headlines, 75 pt.

KILOGRAMS
Questioning

Display Bold

TENACITY
Understand

Display Black

CHARLATAN
Delicatessen

Display Ultra

Escalator: 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

Escalator Narrow: Subheads, 30 pt.

NARROW STYLES Fit More Text

Narrow Hairline

CONGRESSIONAL Revolutionary

Narrow Thin

NOBLE TRADITION Fresh Endive Salad

Narrow Extra Light

PLEASE TAKE ONE Main Event Space

Narrow Light

DAYLIGHT HOURS Knitting Instructor

Narrow Regular

RANGE & OVEN Single Servings

Narrow Semibold

FORBEARANCE Rare Definition

Narrow Bold

ALPHABET SONG California Farms

Narrow Black

CORONATIONS Bring Together

Narrow Ultra

Escalator Extra Narrow: Subheads, 30 pt.

TIGHTER SPACES Extra Narrow

Extra Narrow Hairline

CONGRESSIONAL Revolutionary

Extra Narrow Thin

NOBLE TRADITION Fresh Endive Salad

Extra Narrow Extra Light

PLEASE TAKE ONE Main Event Space

Extra Narrow Light

DAYLIGHT HOURS Knitting Instructor

Extra Narrow Regular

RANGE & OVEN Single Servings

Extra Narrow Semibold

FORBEARANCE Rare Definition

Extra Narrow Bold

ALPHABET SONG California Farms

Extra Narrow Black

CORONATIONS Bring Together

Extra Narrow Ultra

Escalator Condensed: Subheads, 30 pt.

ECONOMICAL Condensed

Condensed Hairline

CONGRESSIONAL Revolutionary

Condensed Thin

NOBLE TRADITION Fresh Endive Salad

Condensed Extra Light

PLEASE TAKE ONE Main Event Space

Condensed Light

DAYLIGHT HOURS Knitting Instructor

Condensed Regular

RANGE & OVEN Single Servings

Condensed Semibold

FORBEARANCE Rare Definition

Condensed Bold

ALPHABET SONG California Farms

Condensed Black

CORONATIONS Bring Together

Condensed Ultra

Escalator 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 for a

Text Light

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Text Regular

Escalator 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 Americana,

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

Escalator Huge

20 styles

For stylized display usage

Escal

Escalator Display

20 styles

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

**Escalators
are capable**

Escalator Normal

20 styles

For general use,
optimized at 20 pt/px

Escalators have the capacity to move large numbers of people in the same physical space as stairs. An escalator is a moving staircase which carries people between floors of a building.

Escalator Text

20 styles

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

Escalators have the capacity to move large numbers of people in the same physical space as stairs. An escalator is a moving staircase which carries people between floors of a building or structure. It consists of a motor-driven chain of individually linked steps on a track which cycle on a pair of tracks which keep them horizontal. Escalators are often used around the world in places where lifts would be impractical, or they can be used in conjunction with them. Principal areas of usage include department stores, shopping malls, airports, transit system, convention centers, hotels, arenas, stadiums

Escalator Huge

20 styles

For stylized display usage

Ranges

Escalator Display

20 styles

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

Ranges

Escalator Normal

20 styles

For general use,
optimized at 20 pt/px

Ranges

Escalator Text

20 styles

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

Ranges

Escalator Huge

20 styles

For stylized display usage

Escalator Huge Hairline
 Escalator Huge Thin
 Escalator Huge Extra Light
 Escalator Huge Light
 Escalator Huge Regular
 Escalator Huge Medium
 Escalator Huge Semibold
 Escalator Huge Bold
 Escalator Huge Black
 Escalator Huge Ultra

Escalator Huge Hairline Italic
Escalator Huge Thin Italic
Escalator Huge Extra Light Italic
Escalator Huge Light Italic
Escalator Huge Regular Italic
Escalator Huge Medium Italic
Escalator Huge Semibold Italic
Escalator Huge Bold Italic
Escalator Huge Black Italic
Escalator Huge Ultra Italic

Escalator Display

20 styles

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

Escalator Display Hairline
 Escalator Display Thin
 Escalator Display Extra Light
 Escalator Display Light
 Escalator Display Regular
 Escalator Display Medium
 Escalator Display Semibold
 Escalator Display Bold
 Escalator Display Black
 Escalator Display Ultra

Escalator Display Hairline Italic
Escalator Display Thin Italic
Escalator Display Extra Light Italic
Escalator Display Light Italic
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Escalator Hairline
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 Escalator Medium
 Escalator Semibold
 Escalator Bold
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Escalator Hairline Italic
Escalator Thin Italic
Escalator Extra Light Italic
Escalator Light Italic
Escalator Regular Italic
Escalator Medium Italic
Escalator Semibold Italic
Escalator Bold Italic
Escalator Black Italic
Escalator Ultra Italic

Escalator Text

20 styles

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

Escalator Text Hairline
 Escalator Text Thin
 Escalator Text Extra Light
 Escalator Text Light
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 Escalator Text Black
 Escalator Text Ultra

Escalator Text Hairline Italic
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Escalator Text Extra Light Italic
Escalator Text Light Italic
Escalator Text Regular Italic
Escalator Text Medium Italic
Escalator Text Semibold Italic
Escalator Text Bold Italic
Escalator Text Black Italic
Escalator Text Ultra Italic

Escalator width series

Additional variants of Escalator in three narrower widths are also available.

Escalator Narrow
18 styles

Ranges

Escalator Extra Narrow
18 styles

Ranges

Escalator Condensed
18 styles

Ranges

Escalator width series

Additional variants of Escalator in three narrower widths are also available.

Escalator Narrow

18 styles

Escalator Narrow Hairline

Escalator Narrow Thin

Escalator Narrow Extra Light

Escalator Narrow Light

Escalator Narrow Regular

Escalator Narrow Semibold

Escalator Narrow Bold

Escalator Narrow Black

Escalator Narrow Ultra

Escalator Narrow Hairline Italic

Escalator Narrow Thin Italic

Escalator Narrow Extra Light Italic

Escalator Narrow Light Italic

Escalator Narrow Italic

Escalator Narrow Semibold Italic

Escalator Narrow Bold Italic

Escalator Narrow Black Italic

Escalator Narrow Ultra Italic

Escalator Extra Narrow

18 styles

Escalator Extra Narrow Hairline

Escalator Extra Narrow Thin

Escalator Extra Narrow Extra Light

Escalator Extra Narrow Light

Escalator Extra Narrow Regular

Escalator Extra Narrow Semibold

Escalator Extra Narrow Bold

Escalator Extra Narrow Black

Escalator Extra Narrow Ultra

Escalator Extra Narrow Hairline Italic

Escalator Extra Narrow Thin Italic

Escalator Extra Narrow Extra Light Italic

Escalator Extra Narrow Light Italic

Escalator Extra Narrow Italic

Escalator Extra Narrow Semibold Ital

Escalator Extra Narrow Bold Italic

Escalator Extra Narrow Black Italic

Escalator Extra Narrow Ultra Italic

Escalator Condensed

18 styles

Escalator Condensed Hairline

Escalator Condensed Thin

Escalator Condensed Extra Light

Escalator Condensed Light

Escalator Condensed Regular

Escalator Condensed Semibold

Escalator Condensed Bold

Escalator Condensed Black

Escalator Condensed Ultra

Escalator Condensed Hairline Italic

Escalator Condensed Thin Italic

Escalator Condensed Extra Light Italic

Escalator Condensed Light Italic

Escalator Condensed Italic

Escalator Condensed Semibold Italic

Escalator Condensed Bold Italic

Escalator Condensed Black Italic

Escalator Condensed Ultra Italic

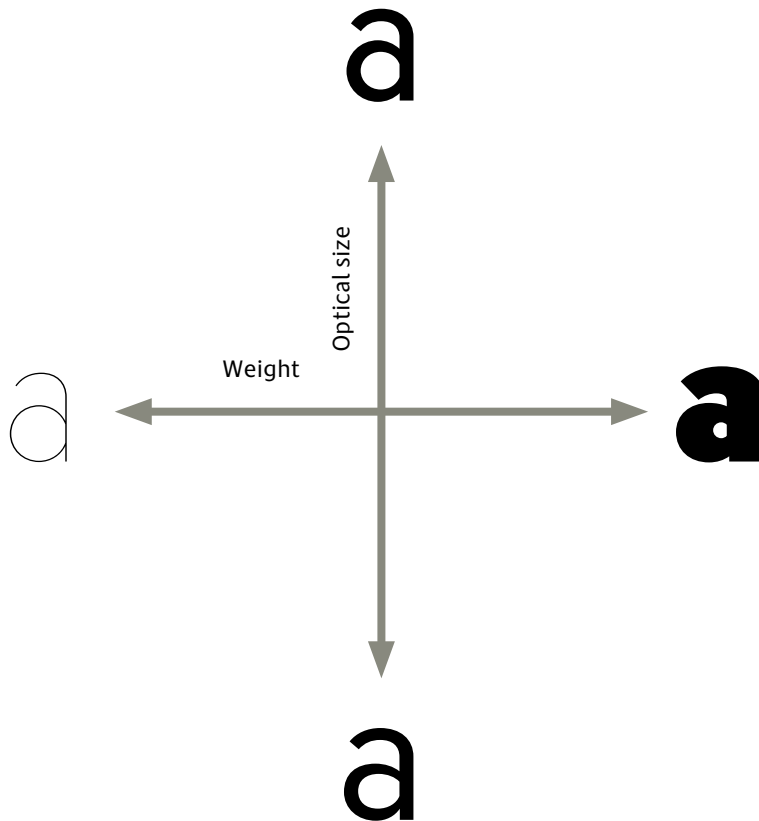
Styles shown in gray are not yet ready for beta testing.

Escalator Variable

2 variable fonts

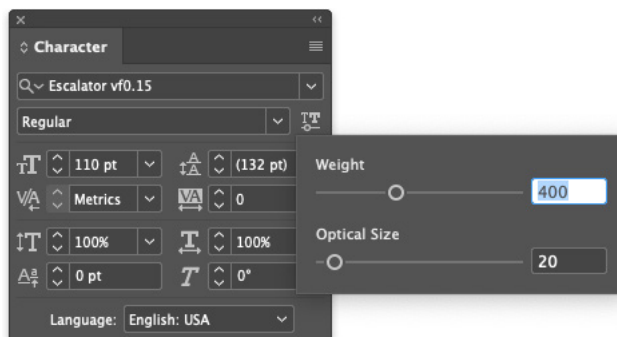
Escalator Variable includes the full range of weights and optical sizes in one font file (for web or desktop). Arbitrary locations can be chosen anywhere in this matrix.

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

**Using Escalator 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 “Escalator 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

mx³ + b = y¹⁰mx³ + b = y¹⁰

Superscripts

C₂H₃ClC₂H₃Cl

Subscripts

«RE-INVENT»

INFO@XYZ.COM

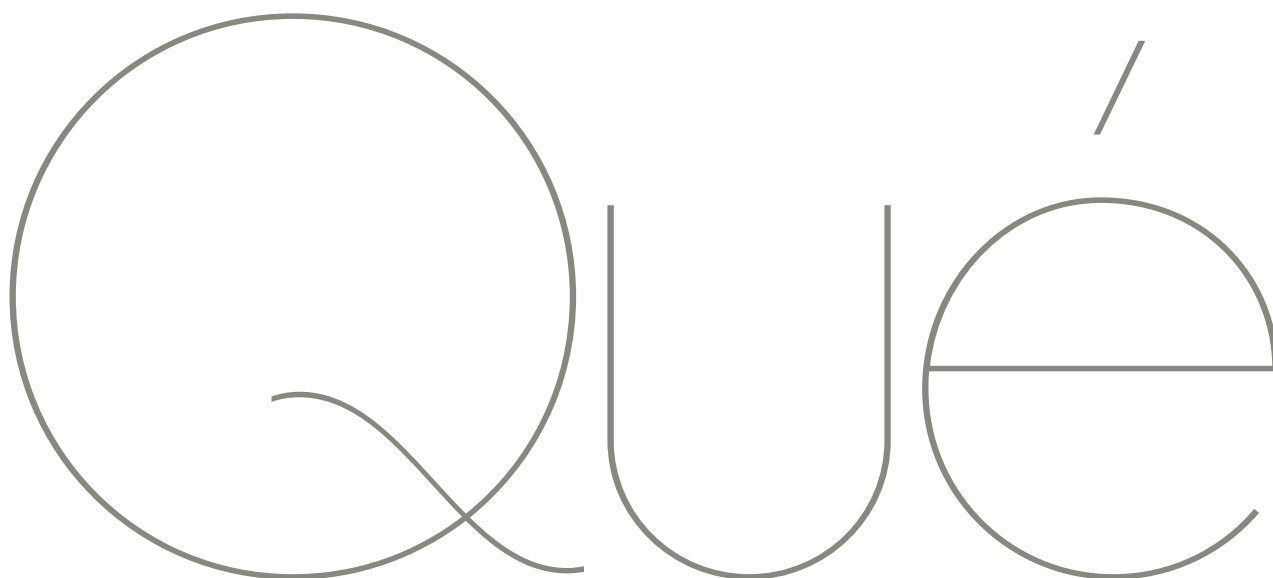
¡HOLA!

«RE-INVENT»

INFO@XYZ.COM

¡HOLA!

Case-sensitive punctuation

**Designer**

Jesse Ragan

Release

Available upon request

About Escalator

Escalator & Elevator 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.