

# Executive

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## About Executive

Elementary in the matter of aesthetics but sophisticated in terms of drawing, Executive was designed as a classic sans-serif typeface but with the raw DNA of a typewriter-generated type.

A Hammond typewriter shuttle triggered the design of Executive, which was developed by Gavillet & Rust. The overall aspect of the Hammond's typeface is quite narrow and some letters like the "W" or the "M" are very compact due to the specificities of the technique. The generous space between letters is another interesting feature of the typeface, as it gives a very clear and sharp aspect. This led to the skeleton of Executive, the drawing of which was developed through testing in different editorial contexts, between 2002 and 2007. As a result, Executive is characterized by its very pragmatic design: a slender width, which has been adapted proportionally, combined with a generous spacing, resulting in an economic and highly legible typeface.

→ Second release in 2023  
→ Released in 2007

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## Designed by Gavillet & Rust

Gavillet & Rust was the partnership between Gilles Gavillet and David Rust, until Rust's tragic death in 2014. Gavillet and Rust met while studying at the École cantonale d'art de Lausanne (ECAL) and they started to collaborate on typeface designs during a stay at the Cranbrook Academy of Arts, in 1997. It was at Cranbrook where they developed their first typeface together, Detroit MM. Specializing in editorial design and visual identities, Gavillet & Rust developed many typefaces which have been used in their graphic design projects and later commercialized through Optimo Type Foundry. Additionally, both have taught at ECAL. Gavillet & Rust has received many distinctions for their work, including the prestigious Jan Tschichold Prize in 2006 for their outstanding achievements in book design and the Swiss Grand Award for Design in 2012. Their work has been featured and exhibited around the world.

Executive Regular  
245 pt

Exe

Executive Thin/Italic  
108 pt

Aa Aa

Executive Light/Italic  
108 pt

Aa Aa

Executive Regular/Italic  
108 pt

Aa Aa

Executive Medium/Italic  
108 pt

Aa Aa

Executive Bold/Italic  
108 pt

Aa Aa

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Executive Regular  
245 pt

cuti

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Executive Family  
10 Styles

Executive Thin

*Executive Thin Italic*

Executive Light

*Executive Light Italic*

Executive Regular

*Executive Italic*

Executive Medium

*Executive Medium Italic*

Executive Bold

**Executive Bold Italic**







Optimo Latin Extended  
Character Set

Adobe <ul style="list-style-type: none"><li>· Adobe Latin-1</li></ul>	ISO 8859 <ul style="list-style-type: none"><li>· 8859-1 Latin-1 Western European</li><li>· 8859-2 Latin-2 Central European</li><li>· 8859-3 Latin-3 South European</li><li>· 8859-4 Latin-4 North European</li><li>· 8859-9 Latin-5 Turkish</li><li>· 8859-13 Latin-7 Baltic Rim</li><li>· 8859-15 Latin-9</li><li>· 8859-16 Latin-10 South-Eastern European</li></ul>	Microsoft Windows <ul style="list-style-type: none"><li>· MS Windows 1250 Central European Latin</li><li>· MS Windows 1252 Western (Standard Latin)</li><li>· MS Windows 1254 Turkish Latin</li><li>· MS Windows 1257 Baltic Latin</li></ul>
Apple Macintosh <ul style="list-style-type: none"><li>· MacOS Roman (Standard Latin)</li><li>· MacOS Central European Latin</li><li>· MacOS Croatian</li><li>· MacOS Iceland</li><li>· MacOS Romanian</li><li>· MacOS Turkish</li></ul>		Encoded Glyphs <ul style="list-style-type: none"><li>· Basic Latin</li><li>· Latin-1 Supplement</li><li>· Latin Extended-A</li><li>· Latin Extended-B</li><li>· Latin Extended Additional</li></ul>

OpenType Features

All Caps [cpsp]

Case Sensitive Forms [case]

This function formats the text in upper-case and adjusts spacing between all capital letters. It also applies the ‘Case Sensitive Forms’ feature which replaces certain characters with alternates that are better suited for all capital text, especially related to punctuation.

OFF

ON

All Capital


«Optimo» hi@xyz.ch  
[X]=(4-7×8)


H@|!()[]{}<>«»--- .  
H+-±×÷-≈=≠≤≥¬

ALL CAPITAL

«OPTIMO» HI@XYZ.CH  
[X]=(4-7×8)

H@|!()[]{}<>«»--- .  
H+-±×÷-≈=≠≤≥¬


Tabular Lining Figures [tnum-Inum]

Proportional Lining Figures [pnum-Inum]

This typeface includes lining figures available in tabular or proportional spacing formats. Lining figures have an invariable height. For contexts in which numbers need to line up such as columns or tables, the tabular setting is perfectly adapted as all numerals width is uniformized. Proportional setting generates numerals suitable for text; each number has an appropriate width based on its shape.

H0123456789  
H0123456789  
H0123456789  
H0123456789


H0123456789  
H0123456789  
H0123456789  
H0123456789

Contextual Alternates [calt]

This feature adapts the position of a glyph after its surrounding context. For instance, a dash placed between two uppercase letters or numbers will be replaced by an uppercase version of the dash, slightly higher. This feature is usually active by default in Adobe applications.

A-B-C—D 1-2


A-B-C—D 1-2

Discretionary Ligatures [dlig]

This feature activates discretionary ligatures which are specific to the typeface. It applies all other designed ligatures that are not classified as standard ligatures.

fb fh fj fk ft fu fv fw fy  
tf ti tj tt tu tv tw ty ffj  
fft ttf ttj


fb fh fj fk ft fu fv fw fy  
tf ti tj tt tu tv tw ty ffj  
fft ttf ttj

 Standard Ligatures [liga]

Standard ligatures replaces a sequence of characters with a single ligature glyph, they are designed to improve kerning and readability of certain letter pairs.

fi fl ff ffi ffl


fi fl ff ffi ffl

 Fractions [frac]

With this feature, any numbers separated by a slash will automatically turn into a fraction. To fit in fraction configuration, numerals have been designed smaller and their weights have been adjusted to suit the typeface.

1/2 1/3 2/3 1/4  
3/4 3/8 5/8 7/8


1/2 1/3 2/3 1/4  
3/4 3/8 5/8 7/8

 Slashed Zero [zero]

Originally created to avoid the confusion between the '0' and the 'O', this feature substitutes all zeros in a selected text by a slashed form of the zero.

00


00

 Numerators [numr]

This feature substitutes glyphs with their matching smaller alternates. The numerators are the same glyphs that are used to create fractions, their vertical position remains within the capital letters height. These glyphs are reduced in size and designed slightly heavier to keep them consistent with the rest of the font.

H0123456789+--=  
Habcdefghijklmnopqrstuvwxyz.,() []


H0123456789+--=  
Habcdefghijklmnopqrstuvwxyz.,() []

 Denominators [dnom]

This feature substitutes glyphs with their matching smaller alternates and low position glyphs. The denominators are the same glyphs that are used to create fractions, their vertical position remains within the base line. These glyphs are reduced in size and designed slightly heavier to keep them consistent with the rest of the font.

H0123456789+--=  
Habcdefghijklmnopqrstuvwxyz.,() []


H0123456789+--=  
Habcdefghijklmnopqrstuvwxyz.,() []

 Superscript/Supersiors [sup]

This feature substitutes glyphs with their matching smaller alternates which are set slightly above the height of the capital letters. These glyphs are reduced in size and designed slightly heavier to keep them consistent with the rest of the font.

H0123456789+--=  
Habcdefghijklmnopqrstuvwxyz.,() []


H0123456789+--=  
Habcdefghijklmnopqrstuvwxyz.,() []

 Subscript/Inferiors [subs]

This feature substitutes glyphs with their matching smaller alternates which are set slightly below the baseline. These glyphs are reduced in size and designed slightly heavier to keep them consistent with the rest of the font.


H0123456789+--=  
Habcdefghijklmnopqrstuvwxyz.,() []

H0123456789+--=  
Habcdefghijklmnopqrstuvwxyz.,() []

Ordinals [ordn]

This feature replaces any letter following a numeral with its matching superior letters. French language uses the ordinal indicators such as 'er' for 1er premier, while Spanish, Portuguese and Italian require the feminine and masculine ordinals 'a,' o' for 1<sup>a</sup>, 1<sup>o</sup>. Ordinals are designed to match the weight of the typeface.


2<sup>a</sup> 2<sup>o</sup> 1<sup>er</sup>

Discretionary Ligatures [dlig]

This feature activates discretionary ligatures which are specific to the typeface. It applies all other designed ligatures that are not classified as standard ligatures.

-> <-


→ ←

Stylistic Set 1 [ss01]  
Alternate l

This feature replaces glyph(s) with stylistic alternate(s).

l l' l f f f


l l' l f f f

Stylistic Set 2 [ss02]  
Big Arrows

This feature replaces glyph(s) with stylistic alternate(s).

← ↑ → ↓ ↖ ↗ ↘ ↙  
↔ ↕ ↔ ↕ ↔ ↕ ↕ ↕ ↕


← ↑ → ↓ ↖ ↗ ↘ ↙  
↔ ↕ ↔ ↕ ↔ ↕ ↕ ↕ ↕

Stylistic Set 3 [ss03]  
Alternate m

This feature replaces glyph(s) with stylistic alternate(s).

m m m m


m m m m

Stylistic Set 14 [ss14]  
Circled figures

This feature replaces glyph(s) with stylistic alternate(s).

123456789


①②③④⑤⑥⑦⑧⑨

Stylistic Set 15 [ss15]  
Black circled figures

This feature replaces glyph(s) with stylistic alternate(s).

123456789

①②③④⑤⑥⑦⑧⑨

Stylistic Set 6 [ss06]  
Lowercase math symbols


This feature activates alternate lowercase positioning of mathematical symbols.

4-7×8  
up+down

H+±×÷-≈≠≤≥¬∞

4-7×8  
up+down

H+±×÷-≈≠≤≥¬∞

Stylistic Set 20 [ss20]  
Multiply sign

This feature substitutes the letter "x" into the multiplication sign.

32x50 cm

32×50 cm

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Executive Thin  
60 pt

The car was a  
boxy late mod-  
el Ford sedan,

---

Executive Thin  
36 pt

The car was a boxy late  
model Ford sedan, white  
over black, innocuous  
bordering on invisible,  
and very fast. It had been

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Executive Thin  
24 pt

The car was a boxy late model Ford  
sedan, white over black, innocuous  
bordering on invisible, and very fast. It  
had been a sheriff's vehicle originally  
bought at an auction in Tennessee,  
and further modified for speed. Perry  
and I listened to the big engine idle,

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Executive Thin  
14 pt

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never been much of a Ford man." Perry shifted in his bucket,  
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spend my childhood in Riverdale, New Jersey, thirty miles north  
from long, narrow Manhattan Island, which sits in the bay, among

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12 pt

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Executive Thin  
8 pt

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60 pt

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