



Seravek

Introduction

Seravek is a linear sans serif designed for identity, editorial and information design. Five weights spanning Bold to Extra Light with italics and small caps allow for a range of applications both typographic and utilitarian in nature.

Designer

Eric Olson

Weights

Seravek features five weights of roman, small caps, italic and italic small caps.

AaBbCcDdEe AABBCcDdEE *AaBbCcDdEe* *AABBCcDdEE*

AaBbCcDdEe AABBCcDdEE *AaBbCcDdEe* *AABBCcDdEE*

AaBbCcDdEe AABBCcDdEE *AaBbCcDdEe* *AABBCcDdEE*

AaBbCcDdEe AABBCcDdEE *AaBbCcDdEe* *AABBCcDdEE*

AaBbCcDdEe AABBCcDdEE *AaBbCcDdEe* *AABBCcDdEE*

OpenType

Cross platform OpenType (CFF)

Small Capitals (SMCP & C2SC)

Case Sensitive Forms (CASE)

Ligatures (LIGA)

Lining Figures (DFLT)

Tabular Lining Figures (TNUM)

Oldstyle Figures (ONUM)

Tabular Oldstyle (ONUM TNUM)

Superscript & Superior (SUPS)

Subscript & Inferior (SUBS)

Ordinals (ORDN)

Numerator (NUMR)

Denominators (DNOM)

Arbitrary Fractions (FRAC)

Stylistic Alternates (SALT)

Stylistic Sets (SSXX)

Ornaments (ORNM)

Often the wonder cabinet implies solitude is taken

ARCHITECTURAL CANTILEVERS

Flexing over aged rivers while film cameras record

CARL GRAFFUNDER

Has silently vanished from MPLS architectural memory

Vermont Counterpoint

Pitch control level $25.62/23.5$ Octave offhand ▶ *timely*

Relayed 732 Swivel

They're swimming r.s.c. § 15124 but, *pay no mind*

ELIZABETH CLOSE

Secessionist Vienna is but a memory on this late day

Antonin Raymond

Please see the Morinosuke Kawasaki residence of Tokyo

CSA RALPH RAPSON

On this late day, still practicing, and here's to you

100 POINT

R2G Ahp gy

16 & 32 POINT

A short two stops outside of London you will find us temporarily

Assuming solitude can be implied

Was only a short two weeks ago that 26.734 characters were then

TO CONSIDER & NOW RELUCTANT

Possibly and often ^{7898(456.90)/5236,02656} received with some reserve

Quintessentially & Often Grandiose

Sure enough 1974 was elastic and little obligated to further issue

32 SINCE BEHIND THE SCENES NO

I find myself reading with real viewpoints but can't leave with you

Sounds Like Land Speed Record 6

None of the issues raised seem, how should we say, surprising now

MAJOR SHIFT IN SUMMER GUIDES

Same kind of thing. Tabular figures often 014.025 wider and nice

100 POINT

E G & É b ß w

16 & 32 POINT

Convergence when two moments join and ideas collide to produce

THE SMALL CAPITALS ARE WIDER

Permission given me 7 years ago have allowed such pictures to be

Journal Images & Opportunities

Timing and placement help but the foundation setup requires

ITALIC AND SMALLER FOR HEADS

You will find above ^{some letters} and below *more letters* for covering

One Experienced Theremin Player

Tremble, shake and quiver but common advice is to never touch

MOVEMENT IS ESSENTIAL ALPHA

Paper tigers and plaster damage claim little else & often duty no

Line Up 1345 Tabular Is But One

Step threatens to fix increase but soften other automatic cell

100 POINT

S Q 2 & q h j

16 & 32 POINT

Revealing support for *Life and Shape* Richard left a document

Detailing Scores Of Operations

New cachet has been given to the movement following a surge

368 STRATHMORE APARTMENTS

Limited collection of materials, all non-paper, so endurance

Schindler Kings Road Residence

Materials of rugged honesty, even today, look unexpectedly new

AGENCY HAS DECIDED RELEASE

Tied specific ²⁵⁴⁶⁵/₈₉₇₆ various agency replied to director never

Redwood 12673 Glass Materials

Likely subject was not covered due to prejudice of Phillip Johnson

LARGER TEXTURAL NARRATIVE

Was a self financed millionaire. Famed glass box is pure bunk

100 POINT

D5ÜGkitv

16 & 32 POINT

They tell of far flung little remembered distant green lands

Water Everywhere All The Time

Final passage «major amendments» likely bend the systems

Request Looks Just Like The Sun

Cause = Time is my suggestion or I should say, my suggestion

SILENT OPERATOR IS GETTING

Sizes between book and poster (14-100) need more attention

Portfolio Of Network Surprise

Characteristic not only of pens, but of computer curves too

LIVE ALIVE AND LOOKING OUT

Arrived this time determined to allow some of the thing those

Pitter Patter 23 Goes My Heart

Hallo ↯ the letter this → actor action ☼ gloves narrowed ▶

100 POINT

U 8 ç ã á p ç

16 & 32 POINT

Relationships between municipalities will gather donations

Module And Collective Factual

Wall to wall, it's around 16 ft. inside so glazing on both sides

Foundation Individual Political

Council has issued a letter of conclusion {often} variability

BEIJING DISTRICT AVERAGING

Dorian's interview and health department scattered thunder

Robert Zimmerman Of Hibbing

The Mesabi Iron Range is the territory, best bring a sweater

PERCUSSION COUNTRY F35F78

That kind of move isn't expected but Alito is a true monster

Chronicle Justice 231 Questions

Outcome → Same Way ← Setting the stage modestly here

Text Settings

Shown below in 9 and 11 point

9/12 PT. EXTRA LIGHT ROMAN & ITALIC

THE TYPOGRAPHIC ENVIRONMENT of tables, text, signage and likely much else that lies between a proper book and display sized poster might vaguely be described as information typography. To be sure, this designation requires one to get comfortable with *ambiguity* and accept some wiggle room. What about *smaller* posters? Is one sentence text? You get the idea, but whatever the case, this area of design is one that needs some grace, comfortability and ease. Can we be *exact and informal* at the same time? Hopefully. It's with this spirit that Seravek offers it's services for your consideration. The special

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IT SEEMS THAT CERTAIN personalities have to, after some years of reflection, go back for revenge to set things straight. The first release is a best effort, one made after much consideration and sweat, but one that is, if we are to be honest, flawed and best left alone. Alone from revision, but I should add, active as a reminder of warts, shortcomings, cockups and general malfeasance. It's only later after having *made peace* with that flawed offering that the type designer can clear the desk, swallow much coffee and even better - ones pride - and get on with the days work. On the good days it will come quickly. You will pass by with ease like you're the only one on the streets of a splendid Sunday morning, but like a Sunday, those good days happen rarely. *This is real labor*, but with it, comes real satisfaction. So with that grand build up, again another one leaves the desk for new shores. So, here's to steady winds, good conversation and

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