

.....

Down

Lux
Typo.

Dn

Down is a typeface that embodies restraint while drawing inspiration from established models of clarity and legibility. Its origin story is rooted in a hospital sign that simply read "Down," showcasing a lettering style that exudes quiet confidence. The design features familiar forms and proportions that strike a balance between functionality and humanity, devoid of unnecessary ornamentation yet rich in character. As the design evolved, it transitioned from a mere exercise in simplicity, stability, and balance to a unique voice that transcends utility. Each refined curve and counter reflects the essence of its inspiration while introducing a distinct rhythm and personality. This transformation marks a shift from replication to discovery, paving the way for a purposeful and innovative typeface suitable for branding, editorial, and web applications, making it a versatile choice for modern design needs.

Weights

Down Ultra

Down Ultra Italic

Down Black

Down Black Italic

Down Bold

Down Bold Italic

Down Medium

Down Medium Italic

Down Regular

Down Regular Italic

Down Light

Down Light Italic

Language Support

Afrikaans, Albanian, Baltic languages, Basque, Bosnian, Breton, Catalan, Corsican, Croatian, Czech, Danish, Dutch, Dutch b, English UK and US, English US and modern British, Esperanto, Estonian, Faroese, Finnish, French, Galician, German, Greenlandic, Hungarian, Icelandic, Indonesian, Irish, Irish Gaelic new orthography, Irish new orthography, Irish New orthography, Italian, Kurdish Unified Alphabet, Latin basic classical orthography, Latvian, Leonese, Lithuanian, Luxembourgish basic classical orthography, Malay, Malay Rumi script, Maltese, Manx, Māori, Nordic languages, Norwegian Bokmål and Nynorsk, Occitan, Polish, Portuguese, Portuguese European and Brazilian, Rhaeto-Romanic, Romanian, Sami, Scots, Scottish Gaelic, Serbian, Serbian when in the Latin script, Slovak, Slovene, Slovenian, Sorbian Lower and Upper, Spanish, Swahili, Swedish, Tagalog, Turkish, Walloon, Welsh

Features

Ligatures, Capital Forms, Fractions, Proportional Lining, Tabular Lining, Slash Zero, Superscript / Superior, Subscript / Inferior, Numerator & Denominator, Stylistic Alternates

Formats

Standard licensing: OTF (CFF-flavored OpenType)
Web font licensing: WOFF, EOT & SVG
Dynamic embedding licensing:
OTF (CFF-flavored OpenType)
Other formats available upon request.

Design

Greg Lindy

Published

2025

Southland Sound

Down Ultra, 60pt

Angelus Quarries

Down Black, 60pt

Fairfax Electronics

Down Bold, 60pt

Sunset Ladder Co.

Down Medium, 60pt

Valley Metal Works

Down Regular, 60pt

Pacific Coast Tires

Down Light, 60pt

Highland Stucco

Down Ultra Italic, 60pt

Transmission City

Down Black Italic, 60pt

Culver Tool & Die

Down Bold Italic, 60pt

Times Mirror Press

Down Medium Italic, 60pt

Echo Park Vacuum

Down Regular Italic, 60pt

*20th Century Lite*s

Down Light Italic, 60pt

FLOODLIGHTS
Verkfræðingur

64/64 Down Ultra

CONSTRUÇÃO
Photopolymer

64/64 Down Ultra Italic

USKLADŇNOVAŤ
Hydraulic Seals

64/64 Down Black

AERONAUTICS
Teflon O-Rings

64/64 Down Black Italic

ANTI-FRICTION
Das SchießBeisen

64/64 Down Bold

OPORZĄDZENIE
Metallic Gaskets

64/64 Down Bold Italic

UZLIESMOJOŠS
This Way Down ↓↓

64/64 Down Medium

SUPERCHROME
Upprätthållande

64/64 Down Medium Italic

HIGH VOLTAGE ⚡
Rørleggerarbeid

64/64 Down Regular

PRZEMYSŁOWY
Vacuum Systems

64/64 Down Regular Italic

IZSTRĀDĀŠANA
Aluminum Oxide

64/64 Down Light

QUIK-CUTTING
Stogu dengimas

64/64 Down Light Italic

Fast Service Truck Lettering
IF IT'S PLASTIC, WE HAVE IT!
Fotorite Rapid Print Process
TORRANCE BRASS FOUNDRY

35/42 Down Ultra/Ultra Italic

Del Mar Fluorescent Service
BAKED ENAMEL STEEL SIGNS
West Adams Radiator Works
SAN GABRIEL VALLEY DUMP

35/42 Down Black/Black Italic

Slauson & Broadway Autoglass
WE'LL BUY YOUR JUNK CARS
Speed-O-Print Photo Copier
DIAMOND WHEELS & TOOLS

35/42 Down Bold/Bold Italic

All Types of Rubbish Accepted
VALLEY MACHINERY RENTALS
Quality Double-Disc Grinding
REX-FRANKLIN TYPESETTING

35/42 Down Medium/Medium Italic

Fiberglass Reinforced Skylights
KASPER MIRROR & GLASS CO.
Ace Letter Shop Lithographing
MARTY'S VENDING MACHINES

35/42 Down Regular/Regular Italic

Supergate Open Steel Flooring
PNEUMATIC TIRED FORK LIFTS
Portable Power Belt Conveyors
OLYMPIC RIVET AND SCREWS

35/42 Down Light/Light Italic

We Do Our Own Wrecking, No Demolition Sublet
CUSTOM INJECTION MOLDING OF ALL PLASTICS
Double Arm Construction for Easy Maneuvering
WE BUY AND SELL WASTE PAPER OF ALL GRADES
Take the Long Beach Freeway Rosecrans Exit ↘

21/25 Down Ultra/Ultra Italic

All Southlanders in the know demand “Liftomatic”
OUR 21ST YEAR IN THE WOODEN PALLET BUSINESS
Citroën: The car of the future..today! New & Used
PICK YOUR PART HELP YOURSELF SALVAGE YARD
Striping For Airports, Highways, And Parking Lots!

21/25 Down Black/Black Italic

The West’s Most Complete Lithograph Organization
WONDER HITCH INC. EAZY-LIFT CUSTOM HITCHES
24-Hour Pipeline Installation and Repair Services
ANDERSON’S PORTABLE CRANKSHAFT GRINDING
Heavy Duty Hauling Coast to Coast and Southwest

21/25 Down Bold/Bold Italic

Wilshire Area Genuine Photostats Made in 15 Minutes
CAULKING SPECIALISTS ABOVE OR UNDERGROUND
Letterpress Printing Equipment of Every Description
VERMONT AUTOMATIC TRANSMISSION EXCHANGE
Mission Auto ↓ Two Blocks South of County Hospital

21/25 Down Medium/Medium Italic

Cutting Fluids & Technical Lubricants For Every Need
DUCT-O-WIRE ENCLOSED CONDUCTOR SYSTEMS
Trade-up to a famous Ampex Stereo Tape Recorder
QUALITY CONSTRUCTION IS NEVER AN ACCIDENT
We Pay Top Prices For Used Equipment Any Quality

21/25 Down Regular/Regular Italic

Tony's Tire House Corner of Washington & San Pedro
OAKLAND CARBURETOR EXCHANGE & AUTO PARTS
Specializing in Correcting Sagging Floors Since 1950
PERFORATED SHEET METAL FOR ORNAMENTAL USE
One size doesn't fit all, we build hoses to your specs

21/25 Down Light/Light Italic

The Telephone Company distributes to its subscribers without additional service charge, such directories as, in its opinion, are generally necessary for the efficient use of the service. Alphabetical directories for the several sections of the *Los Angeles Extended Area* (see front cover) are furnished without charges upon request to subscribers located within the extended area. If you need one more of these directories, please

18/22 Down Ultra

Rates and practices included in the directory are based upon those in effect at the time the directory was closed for printing and are subject to such changes as may be made from time to time. Instructions for public telephones are posted on or near telephone instruments. Please report service difficulties. A charge is not made on calls which are not completed. *Employees of the Telephone Company* whose duties require them to enter the premises of subscribers, are supplied

14/17 Down Ultra

For information regarding *Yellow Pages* advertising, call your *Yellow Pages* Sales Office DU 1-4011. Every effort is made to make the directory as accurate as possible. The Company, however, assumes no liability for damages arising from errors or omissions in the making up or the printing of directories. You may telephone telegrams, cablegrams or radiograms to the *Western Union Telegraph Company* following instructions shown under the listing of the company in this directory. The telegram charges will appear on your telephone bill. You may also

12/16 Down Ultra

Rates and practices included in the directory are based upon those in effect at the time the directory was closed for printing and are subject to such changes as may be made from time to time. Instructions for public telephones are posted on or near telephone instruments. *Please report service difficulties. A charge is not made on calls which are not completed. Employees of the Telephone Company*

whose duties require them to enter the premises of subscribers, are supplied with identification cards. If you doubt the authenticity of the identification card presented, please call your local Business Office and ask for the manager. If you reach the wrong number, or are cut off, tell the Operator, and she will adjust the charge. *If you hear a short high "Beep" tone every 15 seconds or so, it means that*

9/12 Down Ultra

The Telephone Company distributes to its subscribers without additional service charge, such directories as, in its opinion, are generally necessary for the efficient use of the service. Alphabetical directories for the several sections of the *Los Angeles Extended Area* (see front cover) are furnished without charges upon request to subscribers located within the extended area. If you need one more of these directories, please call the

18/22 Down Black

Rates and practices included in the directory are based upon those in effect at the time the directory was closed for printing and are subject to such changes as may be made from time to time. Instructions for public telephones are posted on or near telephone instruments. Please report service difficulties. A charge is not made on calls which are not completed. *Employees of the Telephone Company* whose duties require them to enter the premises of subscribers, are supplied with

14/17 Down Black

For information regarding *Yellow Pages* advertising, call your Yellow Pages Sales Office DU 1-4011. Every effort is made to make the directory as accurate as possible. The Company, however, assumes no liability for damages arising from errors or omissions in the making up or the printing of directories. You may telephone telegrams, cablegrams or radiograms to the *Western Union Telegraph Company* following instructions shown under the listing of the company in this directory. The telegram charges will appear on your telephone bill. You may also telephone your

12/16 Down Black

Rates and practices included in the directory are based upon those in effect at the time the directory was closed for printing and are subject to such changes as may be made from time to time. Instructions for public telephones are posted on or near telephone instruments. *Please report service difficulties.* A charge is not made on calls which are not completed. *Employees of the Telephone Company* whose duties

require them to enter the premises of subscribers, are supplied with identification cards. If you doubt the authenticity of the identification card presented, please call your local Business Office and ask for the manager. If you reach the wrong number, or are cut off, tell the Operator, and she will adjust the charge. *If you hear a short high "Beep" tone every 15 seconds or so, it means that the person with whom you*

9/12 Down Black

The Telephone Company distributes to its subscribers without additional service charge, such directories as, in its opinion, are generally necessary for the efficient use of the service. Alphabetical directories for the several sections of the *Los Angeles Extended Area* (see front cover) are furnished without charges upon request to subscribers located within the extended area. If you need one more of these directories, please call the Telephone Company

18/22 Down Bold

Rates and practices included in the directory are based upon those in effect at the time the directory was closed for printing and are subject to such changes as may be made from time to time. Instructions for public telephones are posted on or near telephone instruments. Please report service difficulties. A charge is not made on calls which are not completed. *Employees of the Telephone Company* whose duties require them to enter the premises of subscribers, are supplied with identification cards. If you

14/17 Down Bold

For information regarding *Yellow Pages* advertising, call your Yellow Pages Sales Office DU 1-4011. Every effort is made to make the directory as accurate as possible. The Company, however, assumes no liability for damages arising from errors or omissions in the making up or the printing of directories. You may telephone telegrams, cablegrams or radiograms to the *Western Union Telegraph Company* following instructions shown under the listing of the company in this directory. The telegram charges will appear on your telephone bill. You may also telephone your telegrams from coin

12/16 Down Bold

Rates and practices included in the directory are based upon those in effect at the time the directory was closed for printing and are subject to such changes as may be made from time to time. Instructions for public telephones are posted on or near telephone instruments. *Please report service difficulties.* A charge is not made on calls which are not completed. Employees of the Telephone Company whose duties require them to enter

the premises of subscribers, are supplied with identification cards. If you doubt the authenticity of the identification card presented, please call your local Business Office and ask for the manager. If you reach the wrong number, or are cut off, tell the Operator, and she will adjust the charge. *If you hear a short high "Beep" tone every 15 seconds or so, it means that the person with whom you are talking is recording your*

9/12 Down Bold

The Telephone Company distributes to its subscribers without additional service charge, such directories as, in its opinion, are generally necessary for the efficient use of the service. Alphabetical directories for the several sections of the *Los Angeles Extended Area* (see front cover) are furnished without charges upon request to subscribers located within the extended area. If you need one more of these directories, please call the Telephone Company

18/22 Down Medium

Rates and practices included in the directory are based upon those in effect at the time the directory was closed for printing and are subject to such changes as may be made from time to time. Instructions for public telephones are posted on or near telephone instruments. Please report service difficulties. A charge is not made on calls which are not completed. *Employees of the Telephone Company* whose duties require them to enter the premises of subscribers, are supplied with identification cards. If you

14/17 Down Medium

For information regarding *Yellow Pages* advertising, call your Yellow Pages Sales Office DU 1-4011. Every effort is made to make the directory as accurate as possible. The Company, however, assumes no liability for damages arising from errors or omissions in the making up or the printing of directories. You may telephone telegrams, cablegrams or radiograms to the *Western Union Telegraph Company* following instructions shown under the listing of the company in this directory. The telegram charges will appear on your telephone bill. You may also telephone your telegrams from coin telephones, paying

12/16 Down Medium

Rates and practices included in the directory are based upon those in effect at the time the directory was closed for printing and are subject to such changes as may be made from time to time. Instructions for public telephones are posted on or near telephone instruments. *Please report service difficulties.* A charge is not made on calls which are not completed. Employees of the Telephone Company whose duties require them to enter

the premises of subscribers, are supplied with identification cards. If you doubt the authenticity of the identification card presented, please call your local Business Office and ask for the manager. If you reach the wrong number, or are cut off, tell the Operator, and she will adjust the charge. *If you hear a short high "Beep" tone every 15 seconds or so, it means that the person with whom you are talking is recording your conversation.*

9/12 Down Medium

The Telephone Company distributes to its subscribers without additional service charge, such directories as, in its opinion, are generally necessary for the efficient use of the service. Alphabetical directories for the several sections of the *Los Angeles Extended Area* (see front cover) are furnished without charges upon request to subscribers located within the extended area. If you need one more of these directories, please call the Telephone Company

18/22 Down Regular

Rates and practices included in the directory are based upon those in effect at the time the directory was closed for printing and are subject to such changes as may be made from time to time. Instructions for public telephones are posted on or near telephone instruments. Please report service difficulties. A charge is not made on calls which are not completed. *Employees of the Telephone Company* whose duties require them to enter the premises of subscribers, are supplied with identification cards. If you

14/17 Down Regular

For information regarding *Yellow Pages* advertising, call your Yellow Pages Sales Office DU 1-4011. Every effort is made to make the directory as accurate as possible. The Company, however, assumes no liability for damages arising from errors or omissions in the making up or the printing of directories. You may telephone telegrams, cablegrams or radiograms to the *Western Union Telegraph Company* following instructions shown under the listing of the company in this directory. The telegram charges will appear on your telephone bill. You may also telephone your telegrams from coin telephones, paying

12/16 Down Regular

Rates and practices included in the directory are based upon those in effect at the time the directory was closed for printing and are subject to such changes as may be made from time to time. Instructions for public telephones are posted on or near telephone instruments. *Please report service difficulties.* A charge is not made on calls which are not completed. Employees of the Telephone Company whose duties require them to enter the premises

of subscribers, are supplied with identification cards. If you doubt the authenticity of the identification card presented, please call your local Business Office and ask for the manager. If you reach the wrong number, or are cut off, tell the Operator, and she will adjust the charge. *If you hear a short high "Beep" tone every 15 seconds or so, it means that the person with whom you are talking is recording your conversation. This signal is*

9/12 Down Regular

The Telephone Company distributes to its subscribers without additional service charge, such directories as, in its opinion, are generally necessary for the efficient use of the service. Alphabetical directories for the several sections of the *Los Angeles Extended Area* (see front cover) are furnished without charges upon request to subscribers located within the extended area. If you need one more of these directories, please call the Telephone Company

18/22 Down Light

Rates and practices included in the directory are based upon those in effect at the time the directory was closed for printing and are subject to such changes as may be made from time to time. Instructions for public telephones are posted on or near telephone instruments. Please report service difficulties. A charge is not made on calls which are not completed. *Employees of the Telephone Company* whose duties require them to enter the premises of subscribers, are supplied with identification cards. If you

14/17 Down Light

For information regarding *Yellow Pages* advertising, call your Yellow Pages Sales Office DU 1-4011. Every effort is made to make the directory as accurate as possible. The Company, however, assumes no liability for damages arising from errors or omissions in the making up or the printing of directories. You may telephone telegrams, cablegrams or radiograms to the *Western Union Telegraph Company* following instructions shown under the listing of the company in this directory. The telegram charges will appear on your telephone bill. You may also telephone your telegrams from coin telephones, paying

12/16 Down Light

Rates and practices included in the directory are based upon those in effect at the time the directory was closed for printing and are subject to such changes as may be made from time to time. Instructions for public telephones are posted on or near telephone instruments. *Please report service difficulties.* A charge is not made on calls which are not completed. Employees of the Telephone Company whose duties require them to enter the premises

of subscribers, are supplied with identification cards. If you doubt the authenticity of the identification card presented, please call your local Business Office and ask for the manager. If you reach the wrong number, or are cut off, tell the Operator, and she will adjust the charge. *If you hear a short high "Beep" tone every 15 seconds or so, it means that the person with whom you are talking is recording your conversation. This signal is*

9/12 Down Light

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . , ! ?
[] { } () @ € \$ ¢ £ % # &

Down Ultra

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . , ! ?
[] { } () @ € \$ ¢ £ % # &

Down Ultra Italic

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . , ! ?
[] { } () @ € \$ ¢ £ % # &

Down Black

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . , ! ?
[] { } () @ € \$ ¢ £ % # &

Down Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,!?
[]{}()@€\$¢£%#&

Down Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,!?
[]{}()@€\$¢£%#&

Down Bold Italic

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . , ! ?
[] { } () @ € \$ ¢ £ % # &

Down Medium

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 . , ! ?
[] { } () @ € \$ ¢ £ % # &

Down Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789.,!?
[]{}()@€\$¢£%#&

Down Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789.,!?
[]{}()@€\$¢£%#&*

Down Regular Italic

ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ
 abcdefghijklmn
 opqrstuvwxyz
 0123456789.,!?
 []{}()@€\$¢£%#&

Down Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789.,!?
[]{}()@€\$¢£%#&

Down Light Italic

Accented Uppercase

[illegible]

Accented Lowercase

[illegible]

Standard Punctuation & Symbols

[illegible]

All Cap Punctuation

!i¿?--()[]{}/_|\@

Ligatures

fi fl ft ffi ftt tt

Proportional Lining default figures

0123456789 \$&€¥¢£ %‰ #<+=-x÷>≈≠≤≥

Numerator / Denominator
Superior / Inferior

$$H_{0123456789(+)} / H_{0123456789(+)} / H_{0123456789(+)}$$

Stylistic Alternates

ay

Down

.....
All Caps

Deactivated

**Oil Change
for \$10.99**

Activated

**OIL CHANGE
FOR \$10.99**

.....
Tabular Lining

From \$32.58 or €20

From \$32.58 or €20

.....
Fractions

3/4 and 1 1/2 567/3435

¾ and 1½ ⁵⁶⁷/₃₄₃₅

.....
Numerator/Denominator

0123456789

0123456789 0123456789

.....
Alternative Characters

Safety Valves

Safety Valves