

BLU P
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AVENIR
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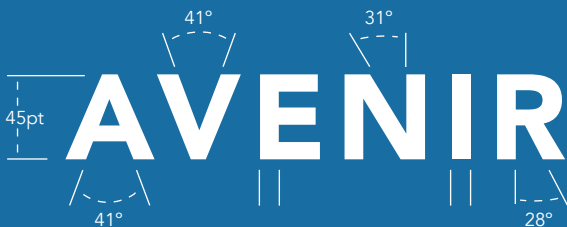
45pt

41°

31°

41°

Designer	Adrian Frutiger
Foundry	Linotype
Vox Class	Geometric
Released	1988



The Designer

Adrian Frutiger designed Avenir™ in 1988, after years of having an interest in sans serif typefaces. He said he felt an obligation to design a linear sans in the tradition of Erbar and Futura, but to also make use of the experience and stylistic developments of the twentieth century. The word Avenir means 'future' in French and hints that the typeface owes some of its interpretation to Futura. But unlike Futura, Avenir is not purely geometric; it has vertical strokes that are thicker than the horizontals, an "o" that is not a perfect circle, and shortened ascenders. These nuances aid in legibility and give Avenir a harmonious and sensible appearance for both texts and headlines.

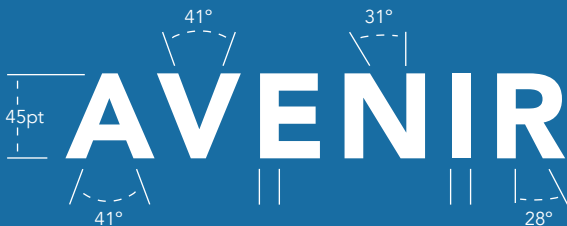
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Price

Avenir 1 - € 224.91

Avenir 2 - € 224.91

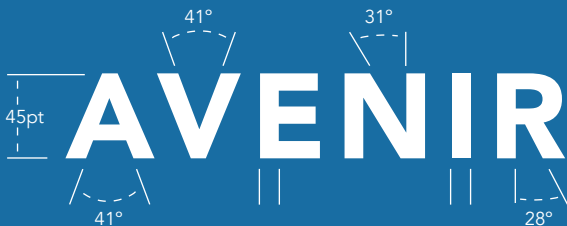
Family Pack - €426.02



Unique Traits

The vertical strokes are thicker than the horizontals and the "o" is not a perfect circle. Absolutely linear characters are difficult to read in continuous text and purely geometrical letters do not unite harmoniously to form the word-images that we read. Another factor in legibility is the difference in weight between up-strokes and down-strokes, based on the familiarity of Roman typestyles, which in turn owe much of their form to the calligraphy of the Middle Ages. For this reason the up-strokes of capital "A," "K," "V," "W" and so on are noticeably thinner than the down-strokes.

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Weights

Light — *Light Oblique*

Book — *Book Oblique*

Roman — *Oblique*

Medium — *Medium Oblique*

Black — ***Black Oblique***

Heavy — ***Heavy Oblique***

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45pt
41° 31°
41° 28°
AVENIR

BOOK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

!"#\$%
&'()*+,-
./:;<=>?@

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Foundry	Linotype
Vox Class	Geometric
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45pt
41° 31°
41° 28°
AVENIR

OBLIQUE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

!"#\$%
&'()*+,-
./:;<=>?@

Designer	Adrian Frutiger
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45pt
41° 31°
41° 28°
AVENIR

HEAVY

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

**!"#\$%
&'()*+,-
./:;<=>?@**

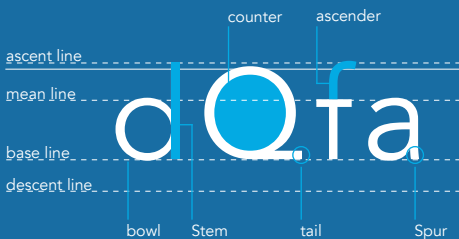
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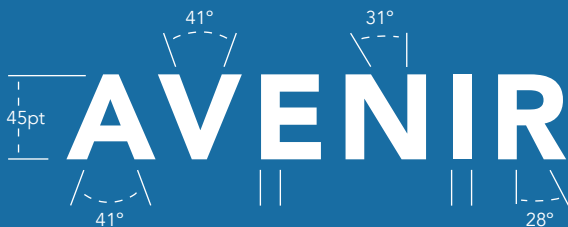
41° 31° 41° 28°

AVENIR

Anatomy



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Quotes

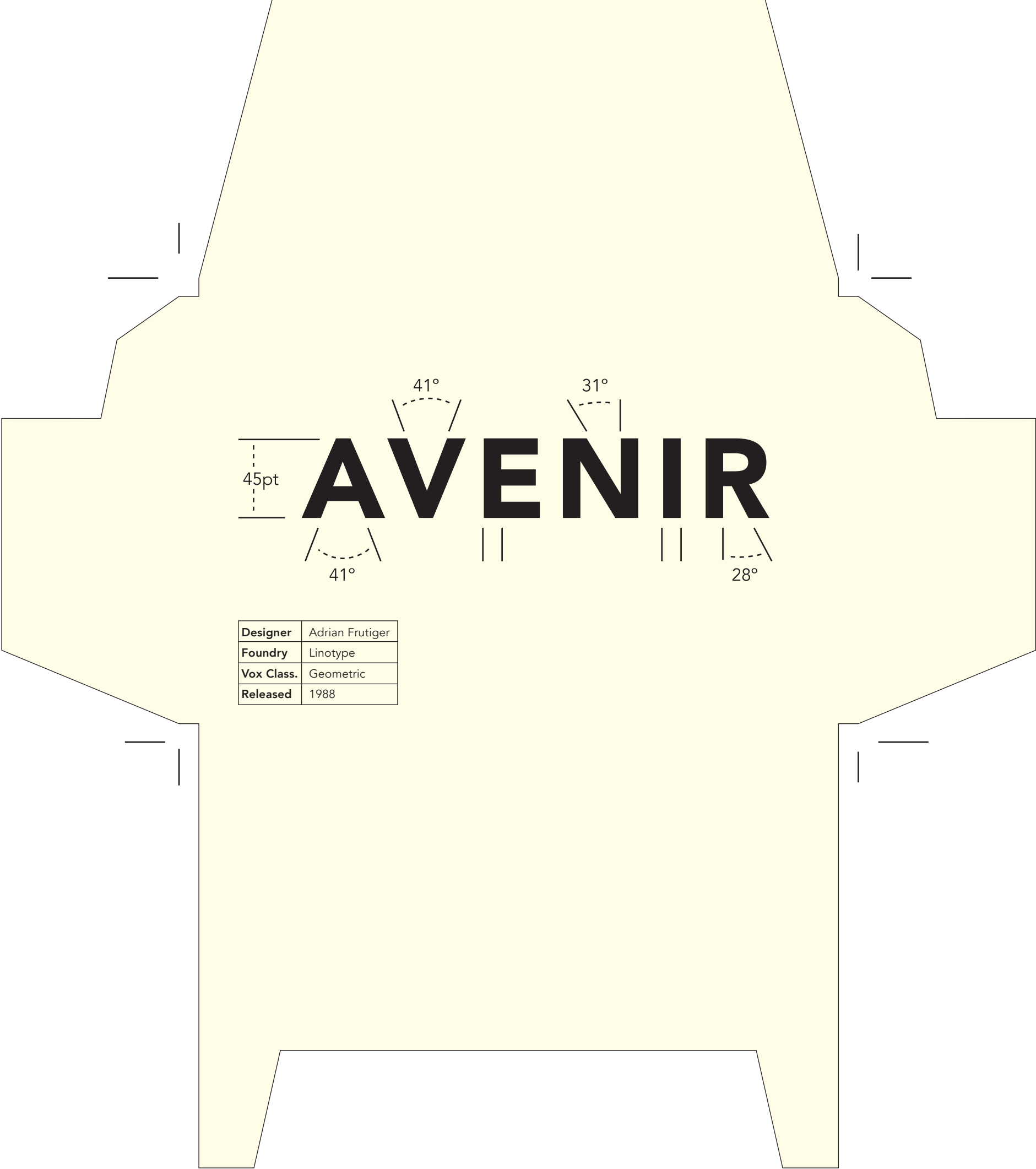
“Right from the beginning, I was convinced that Avenir is the better Futura.”

– *Adrian Frutiger*

“The whole point with type is for you not to be aware it is there. If you remember the shape of a spoon with which you just ate some soup, then the spoon had a poor shape.”

– *Adrian Frutiger*

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