

STORY
OF
AVENIR
NEXT

CHARACTERISTIC



ALPHABET

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

NUMBERS & GLYPHS

0	1	2	3	4
5	6	7	8	9
!	"	#	\$,
&	'	()	:
;	*	+	%	-
.	/	<	=	>
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Adrian Frutiger

Adrian Johann Frutiger was a Swiss typeface designer who influenced the direction of type design in the second half of the 20th century. His career spanned the hot metal, phototypesetting and digital typesetting eras. Until his death, he lived in Bremgarten bei Bern.

WEIGHTS



Light



Light
Oblique



Medium



Medium
Oblique



Roman



Roman
Oblique



Black



Black
Oblique



Book



Oblique



Heavy



Heavy
Oblique



1988

HISTORY

Avenir is a sans-serif typeface designed by Adrian Frutiger and released in 1988 by Linotype GmbH. The word *avenir* is French for “future”. As the name suggests, the family takes inspiration from the geometric style of sans-serif typeface developed in the 1920s that took the circle as a basis, such as Erbar and Futura.



Medium



Roman



CHARACTER AND USE

A popular brand identity font used by the web search engine AltaVista, the Dallas-Fort Worth Airport, and Blue Cross or Blue Shield.

Black

Heavy

PARAGRAPH

7/10PT

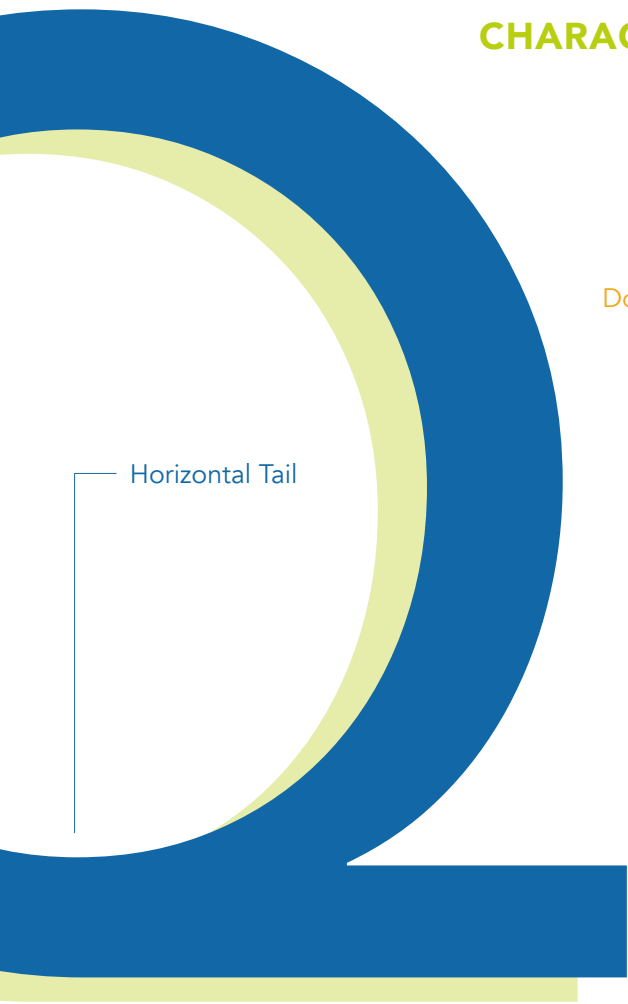
Frutiger described avenir as his finest work: The quality of the draftsmanship—rather than the intellectual idea behind it—is my masterpiece. It was the hardest typeface I have worked on in my life. Working on it, I always had human nature in mind.

9/12PT

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13/16PT



Horizontal Tail

CHARACTERISTIC

Double-Story



1988

Linotype GmbH | Adrian Frutiger | Avenir Next



FOUNDRY

Mergenthaler Linotype Company is a corporation founded in the United States in 1886 to market the Linotype machine, a system to cast metal type in lines (linecaster) invented by Ottmar Mergenthaler. It became the world's leading manufacturer of book and newspaper typesetting equipment; outside North America, its only serious challenger for book production was the Anglo-American Monotype Corporation. It also offered phototypesetting and digital products before being taken over by Monotype Imaging in 2006.

18 1988

24 1988

POINT SIZE

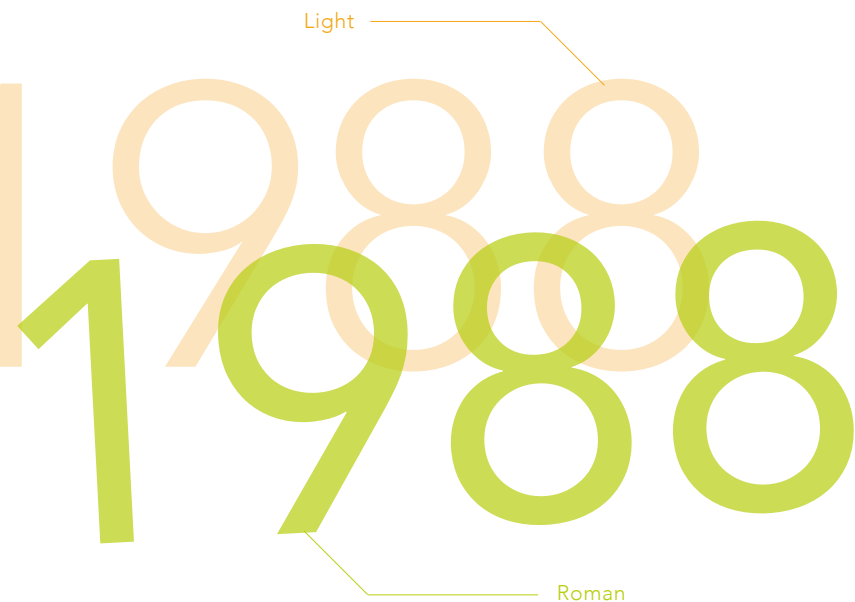
30 1988

36 1988

48 1988

60 1988

72 1988



HISTORY

Frutiger intended Avenir to be a more organic interpretation of the geometric style, more even in colour and suitable for extended text, with details

recalling more traditional typefaces such as the two-storey 'a' and 't' with a curl at the bottom, and letters such as the 'o' that are not exact, perfect circles but optically corrected.