

Aa

Avenir® Next

BEST PRACTICES



The design of Avenir Next is clean, straightforward and performs with confidence in long blocks of text copy and headlines. It also pairs well with well with so many contemporary serif text typefaces.

FOUNDRY	DESIGNER	CLASSIFICATION
Linotype	Adrian Frutige Akira Kobayashi	Geometric Sans

FAMILY Aa

The Avenir Next family contains 32 designs: eight weights ranging from UltraLight to Heavy of roman and italic, in normal and condensed proportions.

a gravitationally bound system of stars
32 BILLION
light-years from Earth
 an average density of less than one atom per cubic meter
Magellanic Clouds
ASTRONOMER

ROOTS

In drawing Avenir, Adrian Frutiger looked to both the past and the future for inspiration. His goal was to reinterpret the geometric sans serif designs of the early part of the 20th century in a typeface that would portend aesthetics of the 21st century.

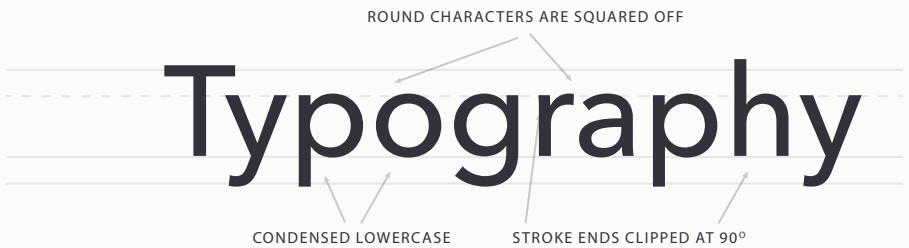
Avenir was released in 1988, in three weights – each with a roman and oblique version. In 2004, Frutiger, in close cooperation with Akira Kobayashi, completely reworked the design, and added new weights to the family.

FONT FACTS

- Avenir Next has subtle foundational stress throughout the family
- The Georgian version of Avenir Next has a shorter x-height and a greater ascender height to enable the complex shapes and tall ascenders.
- Avenir Next Variables are font files which feature two axis, weight and width. They have a preset instance from UltraLight to Heavy and Condensed to Roman width.

LEGIBILITY

Letters may look perfectly round, but are actually slightly flattened on top and bottom – a shape that creates a horizontal stress and improved readability. Open counters, and horizontal stress make Avenir Next ideal for print and on-screen content.



HOW TO SPOT

- a** Apertures, except e, are open
- Bb** Cap and lowercase characters are wide
- k** Top and bottom diagonals of k meet at vertical stroke
- Q** Tail of Q is parallel to baseline

ALTERNATE CHOICES

- ITC Avant Garde Gothic®
- Futura® Now
- Harmonia™ Sans
- FF Mark®

PERFECT PAIRINGS

- Frutiger® Serif
- Malabar™
- Masqualero™
- Neue Swift®

