



"When creating the Avenir® typeface, Adrian Frutiger drew inspiration from the past and the future. His goal was to modernize the geometric sans serif styles of the early 20th century, while embodying the aesthetics of the 21st century. In the process, Frutiger also infused a touch of organic humanism into the design.

FOUNDRY	DESIGNERS	CLASSIFICATION
Linotype	Adrian Frutiger Akira Kobayashi	Geometric Sans

FAMILY Aa

twelve astronauts have landed
LUNAR LANDING

The U.S. followed with five Surveyor soft landings

LUNAR MODULE PILOT

Armstrong's first step onto the lunar surface was broadcast on live TV

WHAT TO LOOK FOR IN FONTS THAT PAIR WELL WITH AVENIR NEXT



- Typefaces that contrasts with, or serve as a counterpoint to, Avenir Next
- Slab or Clarendon typefaces with subtle to overt humanistic overtones
- Transitional typeface designs like [Monotype Baskerville](#) or slab serif fonts, like [Rockwell® Nova](#)
- Avoid sans serif fonts but, some square sans, like [Cachet™](#) and [DIN® Next](#) will pair reasonably well with Avenir Next

AVENIR NEXT PAIRING WITH TEXT FONTS T

Albertus®

Avenir® Next

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

Soho Gothic®

Avenir® Next

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

ITC Lubalin Graph®

Avenir® Next

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

AVENIR NEXT PAIRING WITH DISPLAY FONTS ⚙

Avenir® Next

Bembo®

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

Avenir® Next

ITC Legacy Serif

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

Avenir® Next

ITC Charter

The quick brown fox jumped over the lazy dog who yawns and quizzically examines paws with great excitement, zipping jacket.

