Des perspectives d'Avenir

A subtle modern typeface.

Historical and Technical background

Avenir is a sans-serif font family designed by Adrian Fruger in 1988, published by Linotype. Sr.Adrian Fruger wanted to design a font that would combine the stylistic and cultural steps made in the 20th century with the linear sans tradition of fonts like Futura.

Avenir is a constructive typeface, altough it's not neither purely geometric or linear drawing. Avenir was intended to be a clean representation of modern typographical trends, being then strictly modern but also humane. It is refined, smooth and elegant for use in both long texts but also in headings. Its name means actually "Future", in French, which reveals this inspiration.

Physical features

Although Avenir gets inspiration in Futura, it is not purely geometric like Futura.

Avenir is a very harmonious font that has physical features such as:

- a thicker stroke vertically than horizontally.
- medium-high x-height (about 68% of the cap height), bigger than Futura.
- longer ascenders than descenders
- the lowercase 'f' is taller than the upper case one, including the cross-stroke
- an aparent ligature 'rt' when used in small size.
- a single story 'g'
- the 'a' has a single-story
- clear-enough baseline: for example 'heart' shows a clear one.
- mostly with plain kicks and flicks in the end of the stroke
- the terminal of the 't' is decorated with a curved stroke to the right
- horizontal tail on 'Q'

References

https://www.myfonts.com/fonts/linotype/avenir/,
https://en.wikipedia.org/wiki/Avenir_(typeface)