



Typeface

# Avenir Next

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Typography 1

Text Taken from:  
[wikipedia](#)  
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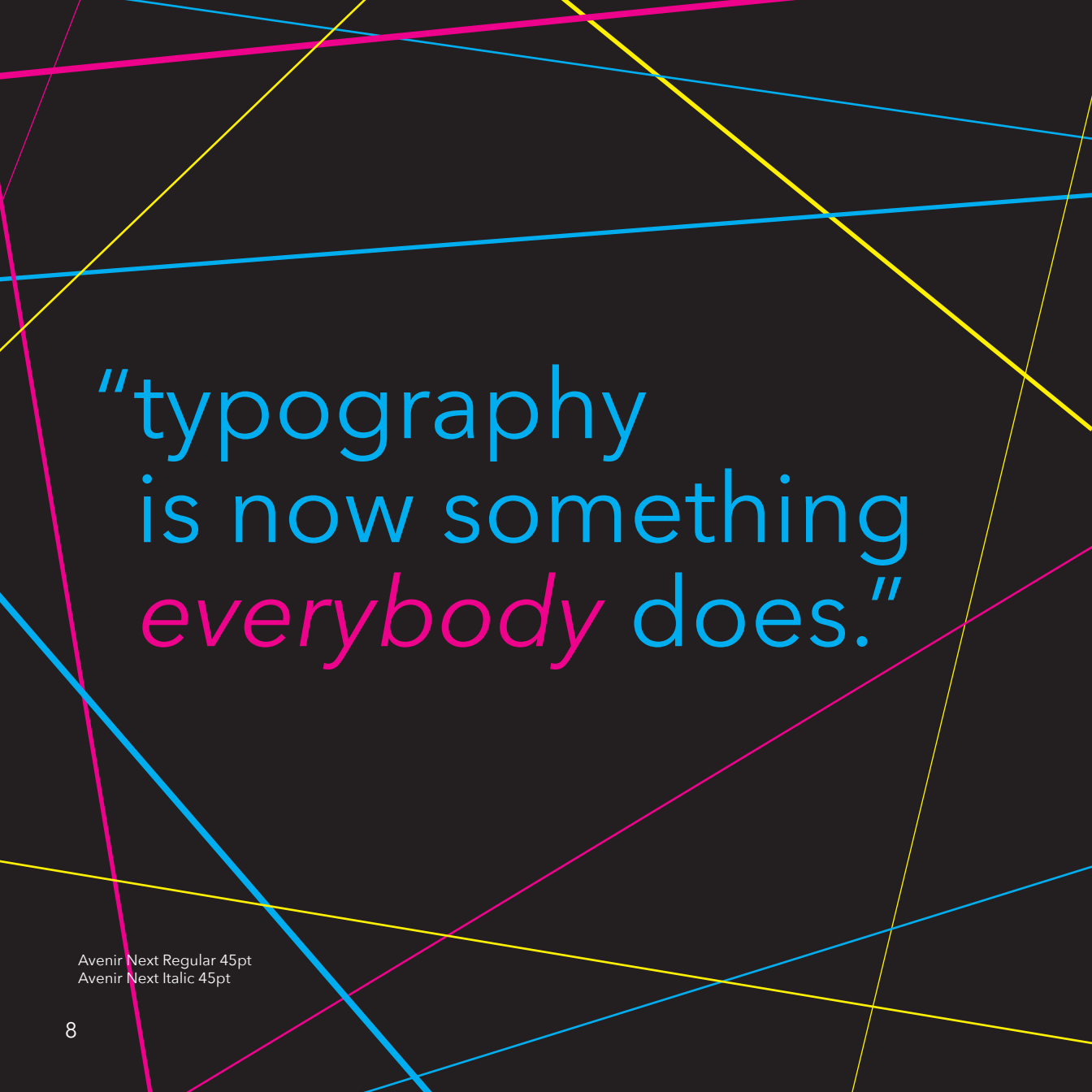


# Typography

Typography (from the Greek words *typos* (form) and *graphe* (writing)) is the art and technique of arranging type in order to make language visible. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), tracking (spacing between groups of letters) and kerning (spacing between pairs of letters). Type design is a craft, closely related to calligraphy, which some people consider distinct from typography while others consider it a part of typography.

Typography is performed by typesetters, compositors, typographers, graphic designers, art directors, comic book artists, graffiti artists, clerical workers, and anyone else who arranges type for a product. Until the Digital Age, typography was a specialized occupation. Digitization opened up typography to new generations of visual designers and lay users, and David Jury states that “typography is now something everybody does.”

Typography traces its origins to the first punches and dies used to make seals and currency in ancient times. The typographical principle, the creation of a complete text by reusing identical



"typography  
is now something  
*everybody* does."

Avenir Next Regular 45pt  
Avenir Next Italic 45pt

characters, was first realized in the Phaistos Disc, an enigmatic Minoan print item from Crete, Greece, which dates between 1850 and 1600 BC.

Modern movable type, along with the mechanical printing press, is most often attributed to the goldsmith Johannes Gutenberg in mid-15th century Germany. His type pieces from a lead-based alloy suited printing purposes so well that the alloy is still used today. Gutenberg developed specialized techniques for casting and combining cheap copies of letter punches in the vast quantities required to print multiple copies of texts. This technical breakthrough was instrumental in starting the Printing Revolution and printing the world's first book (with movable type) the Gutenberg Bible.

## Avenir Next History

Adrian Frutiger was destined for typographical greatness well before his entrance into the world of commercial typeface production. Very creative from an early age, Frutiger dabbled in sculpture and type design, in particular, alternatives to the stiff, formal cursive taught at his native Swiss schools.

Arguably, Frutiger's most famous font, the Univers® family, was produced as a reaction to Paul Renner's 1927 Futura® typeface. Frutiger did not feel comfortable with the manner in which Futura sat upon the page, feeling it was too disciplined. Preferring a more humanist approach to typeface creation, he persuaded his then-employer Charles Peignot to allow him to create a new face based on different criteria.



Various other fonts followed after the Univers creation including Serifa®, Glypha® and the self titled Frutiger®.

The Avenir (French for “future”) font was produced as another real alternative to the Futura design and the original face was available in three weights with accompanying italic variants. This limited variety led to the reworking of the type in the early twenty-first century by Frutiger and Kobayashi. The Avenir Next design was subsequently released in twenty-four different styles including Regular, Italic, Condensed and Condensed Italic variants and published by Linotype in 2004. Legible and eminently flexible, designers the world over have embraced the Avenir Next face for a wide variety of different projects.

## Avenir Next Usage

Since its release, the Avenir Next design has been immensely popular for an extensive range of different applications. The font was instantly successful in print and with its expanded range of characters and specific optimization, equally successful as an on-screen font. Many companies have adopted the font for use in official literature as well as logotype.

LG currently use the Avenir Next design on cell phone buttons because of its excellent readability – something very important in everyday use and emergency situations. The British television channel BBC2 recently shifted its corporate typeface from the Gill Sans® font to the Avenir Next font, breaking away from the typographic image formerly used by all BBC channels.



# Avenir Next Weights

Ultra Light

*Ultra Light Italic*

Regular

*Italic*

**Demi Bold**

***Demi Bold Italic***

**Bold**

***Bold Italic***

**Heavy**

***Heavy Italic***

Avenir Next 35pt, 22pt

"I'm in a glass case full of emotion."

*Anchorman: The Legend of Ron Burgundy 2004*

"Pardon my french, but Cameron is so tight that if you stuck a lump of coal up his ass, in two weeks you'd have a diamond."

*Ferris Bueller's Day Off 1986*

"There's no crying in baseball."

*A League of Their Own 1992*

"You learned to dance like that sarcastically?"

*The Other Guys 2010*

"Well, nobody's perfect"

*Some Like it Hot 1959*

"I'll have what she's having"

*When Harry Met Sally 1989*

Avenir Next Regular 16pt, 10pt  
Avenir Next Italic 12pt, 10pt

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
Avenir Next Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
*Avenir Next Ultra Light Italic*

you

keep

using

that

word.

I do not think it means what you  
think it means.

*The Princess Bride 1987*

Avenir Next Italic 14pt

Avenir Next Regular 70pt, 33pt, 14pt

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz

Avenir Next Medium

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz*

*Avenir Next Medium Italic*

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz

Avenir Next Demi Bold

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz*

*Avenir Next Demi Bold Italic*

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz**

**Avenir Next Bold**

***ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz***

***Avenir Next Bold Italic***

**"My momma always said, 'Life was like a box of chocolates. You never know what you're gonna get.'"**  
**Forrest Gump 1994**

**"Say hello to my little friend."**  
**Scarface 1983**

**"Go ahead, make my day."**  
**Sudden Impact 1983**

**"My name is Inigo Montoya. You killed my father. Prepare to die."**  
**The Princess Bride**

**"Here's lookin' at you kid."**  
**Casablanca 1942**

Avenir Next Heavy 14pt, 10pt  
Avenir Next Heavy Italic 14pt, 10pt

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz**


**Avenir Next Heavy**


**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz**


**Avenir Next Heavy Italic**

# Avenir Next Characteristics

a geometric sans serif typeface

 classically drawn, bowl continues horizontally at the top

 vertex (the point where two strokes are joined) lies on the baseline

 squared

MVWNA

vertexes are not pointed

dots, otherwise known as tittles are circular



the tail is a continuation of it's body

jy

curved tails



# Avenir Next Glyphs

## Figures

1 2 3 4 5 6  
7 8 9 0  
¼ ½ ¾

## Symbols

! " # \$ % & ' ( ) \* + , - . /  
: ; < = > ? @ [ \ ] ^ \_ `  
{ | } ~ ¡ ¢ £ ¤ ¥ ¦ § ¨ © ª  
« ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º  
» ¿ ^ ˇ ˘ ˙ ˚ ˛ ˜ ˝ Δ Ω μ π -  
- ' ' , " " „ † • ‡ ... ‹ › / €  
ℓ ™ Ω € % ∂ Δ ∏ ∑ - /  
· √ ∞ ∫ ≈ ≠ ≤ ≥ ◇ ∫ , ☐

## Ligatures

æ Æ Œ œ Æ Œ  
fi fl FL SS IJ FI



# Colophon



Designed By  
Kelina Orozco

Typeface Used  
Avenir Next

Paper Used  
International Paper  
Accent Opaque Digital  
Text Smooth, Long Grain  
70lb. White

International Paper  
Hammermill  
28lb. 98 Brightness

Printer Using  
RICOH Aficio SP C830DN





