

a geometric [and] humanistic sans serif.

Avenir, French for "future," is a balance between geometric & organic forms. When creating Avenir, Frutiger mentioned, "I always had human nature in mind."

- light 75%
- medium 90%
- black** 100%

bowl:
the curved part
that encloses
the counter.

bowls

- -shape of bowl
- -perfect circle

bowls in Avenir are altered from perfect circles to create humanistic letter forms.

counter:
enclosed
negative space.

counters

counters in Avenir appear to be purely **geometric**. as the weight increases the circumference of the counters gradually decrease.

b d g

y g j

arc of stem

unlike characters in Frutiger's Univers, arc of stems in Avenir feature **organic** curves.

y (univers)

arc of stem:
curved stroke
connected by
a stem.

beginning stroke
& terminal curves:
designed to add
humanistic value
to Avenir.

curved beginning stroke

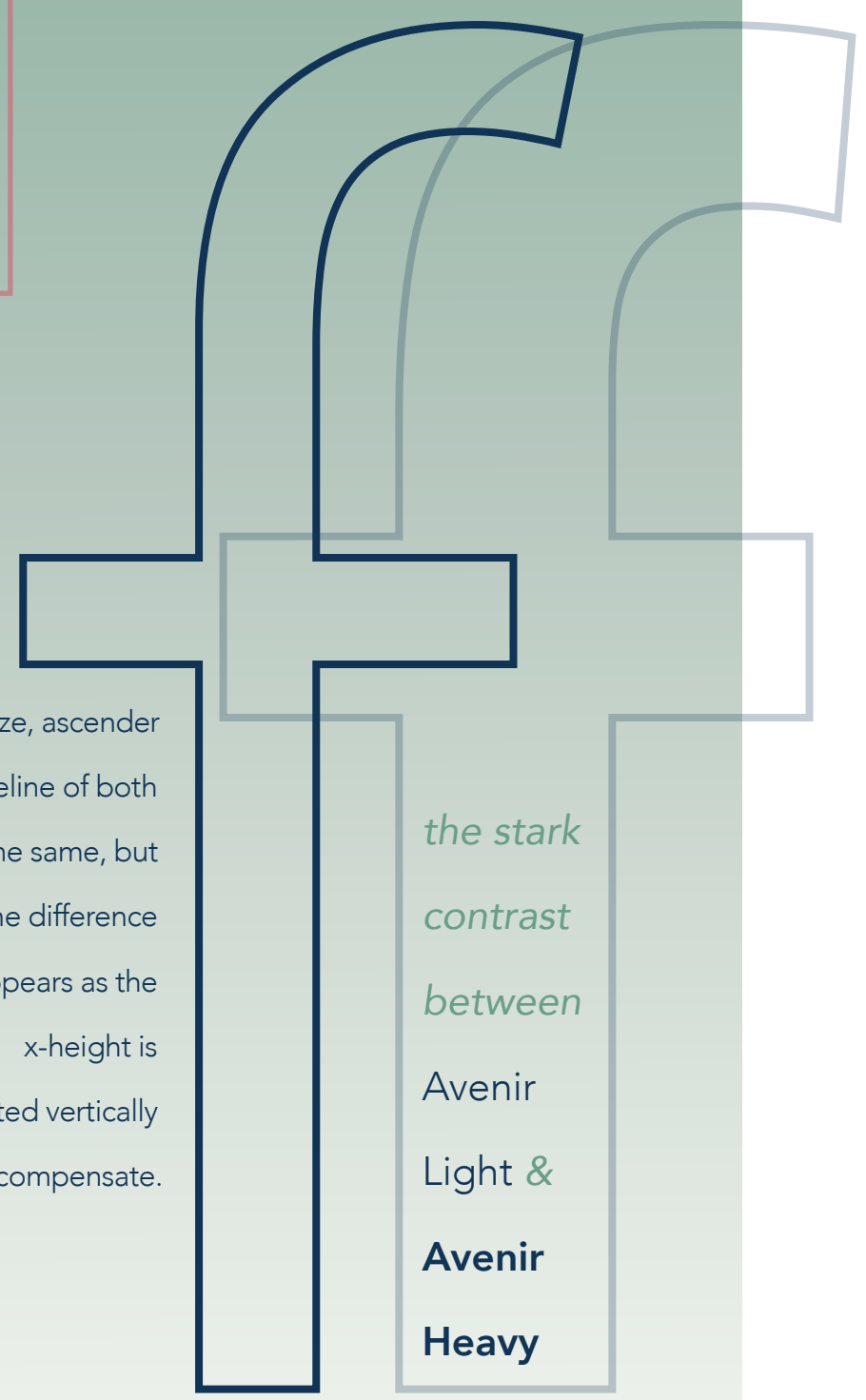
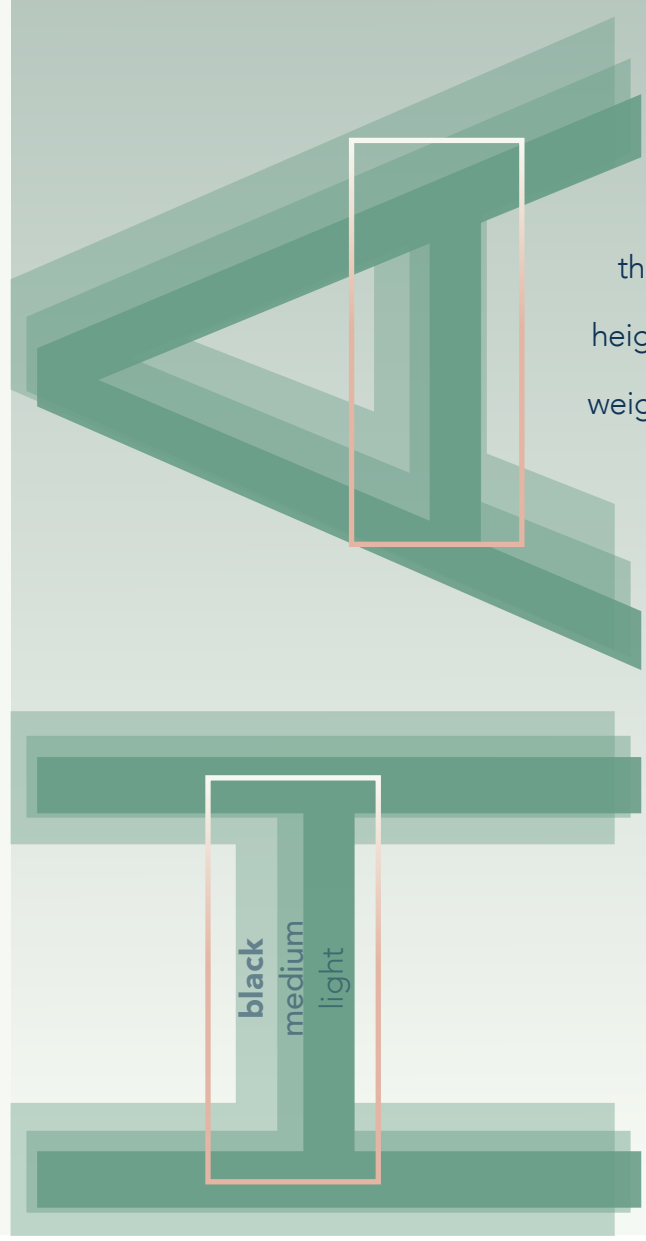
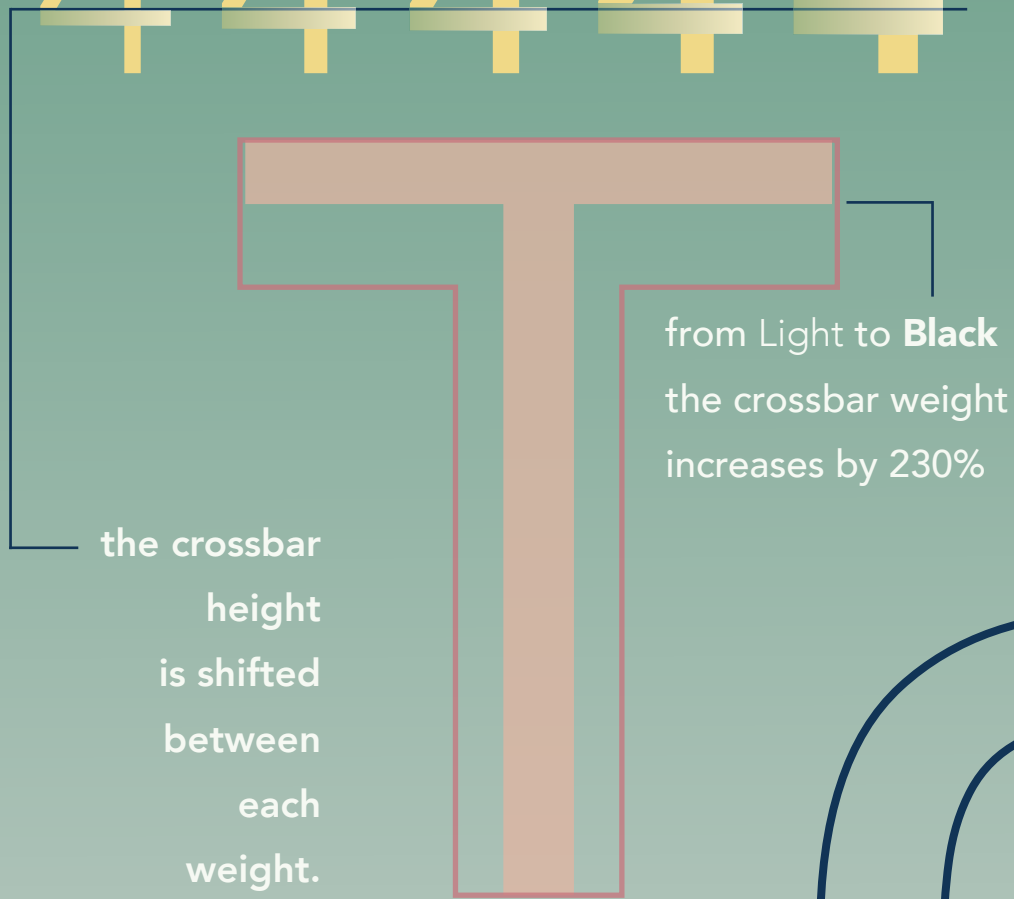
curved terminal

curves

Avenir

4 4 4 4 4

Light
Roman
Medium
Heavy
Black



crossbArs

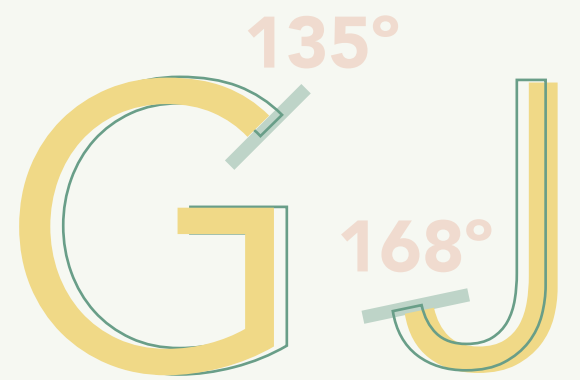
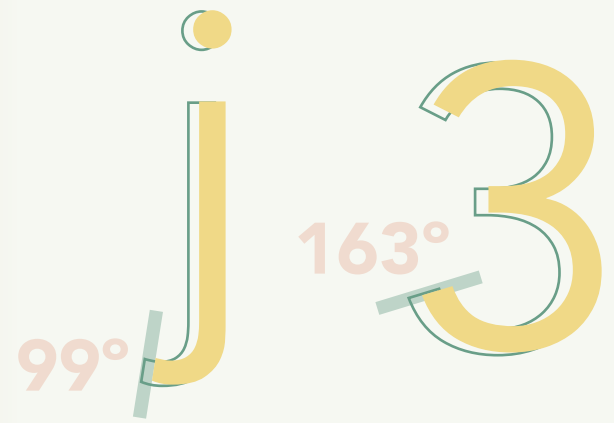
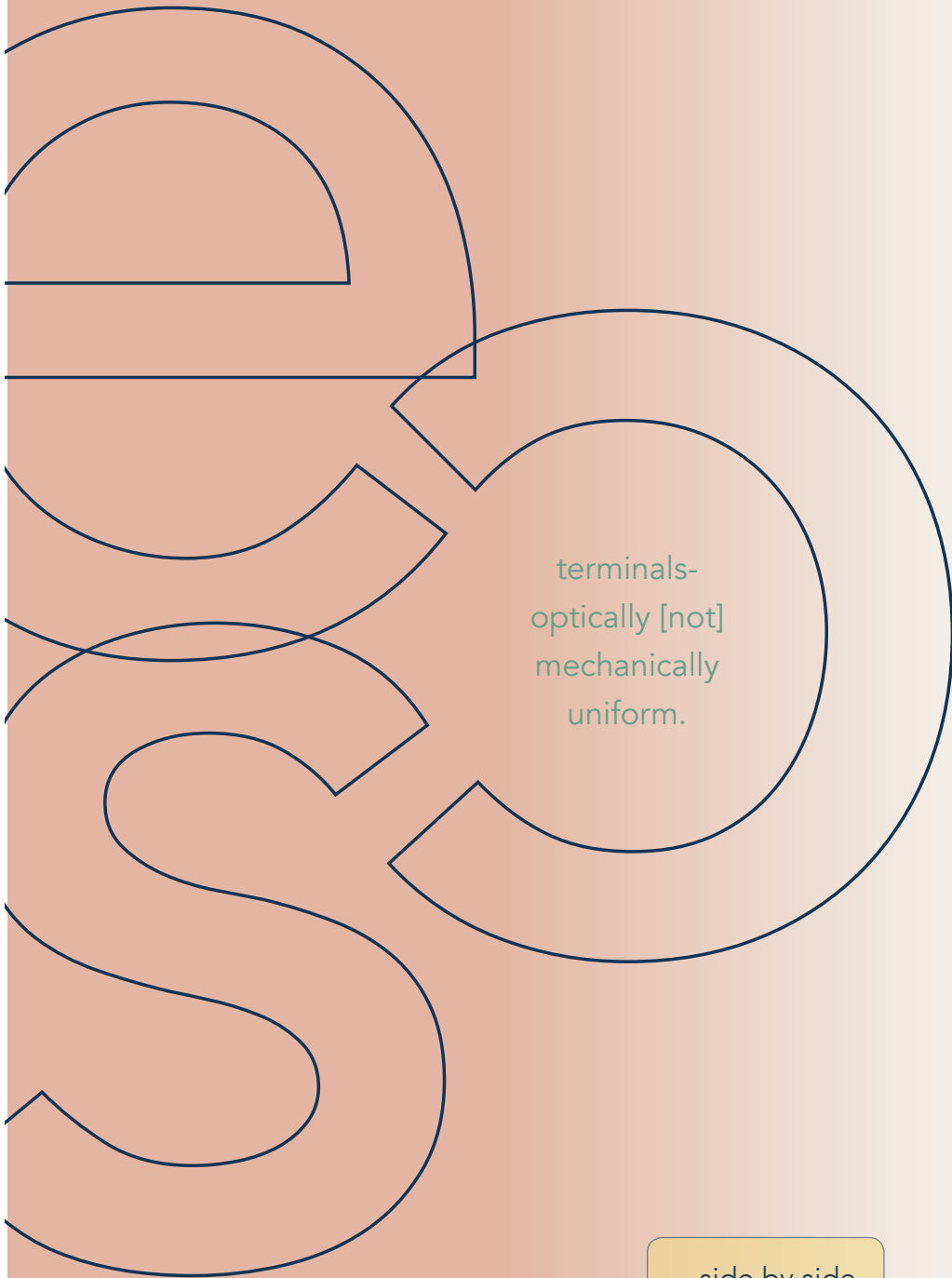
Diagram 1

Avenir | Crossbars

Designer: Adrian Frutiger

Natacha Bomparte | Typography I | Fall 2018

angular, clipped terminals: create a distinctive look that makes Avenir unique.



side by side,
the form
of the letters
"e" and "o"
look identical.



angle
TERMINALS

Diagram 2

Avenir | Angle Terminals

Designer: Adrian Frutiger

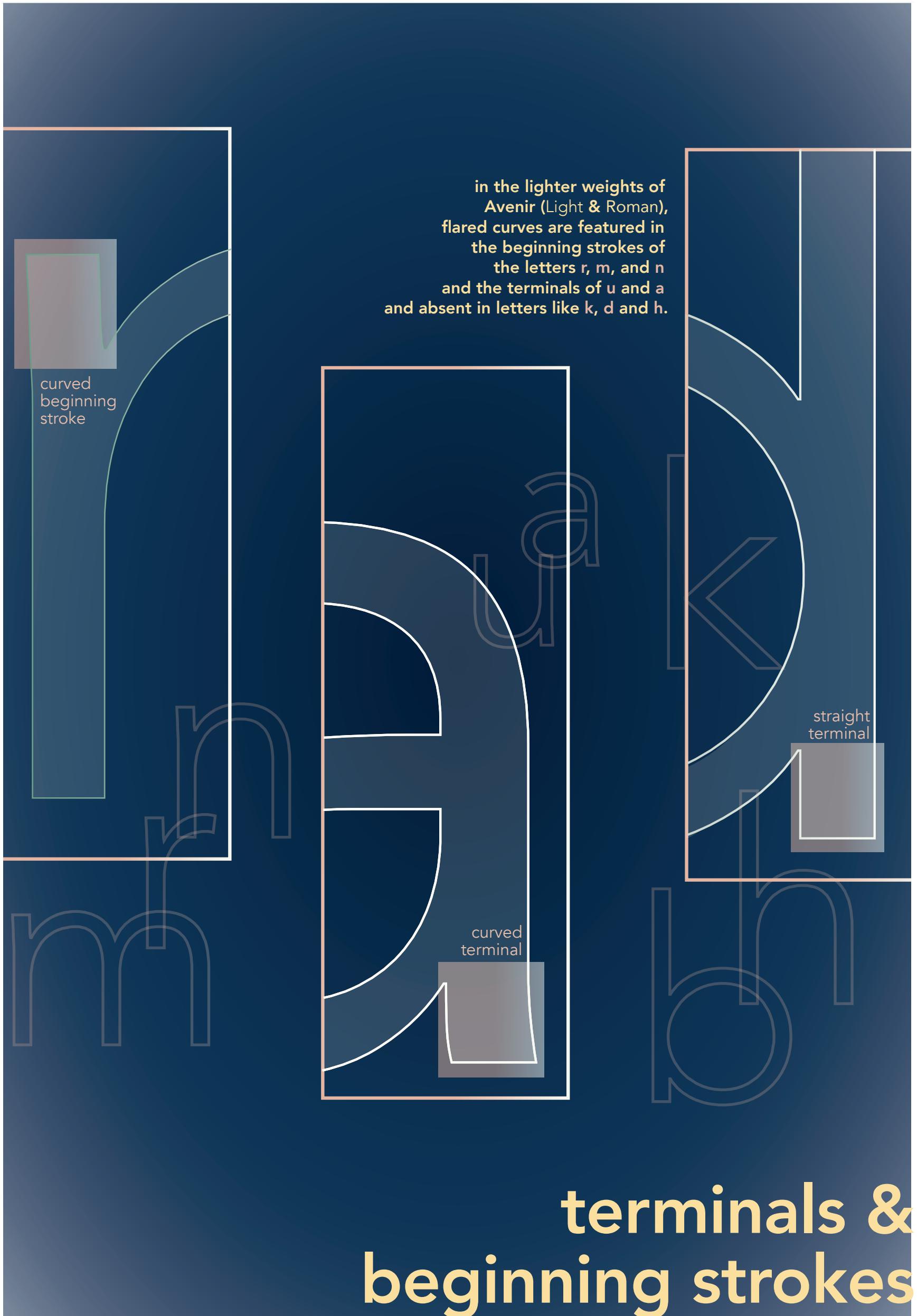
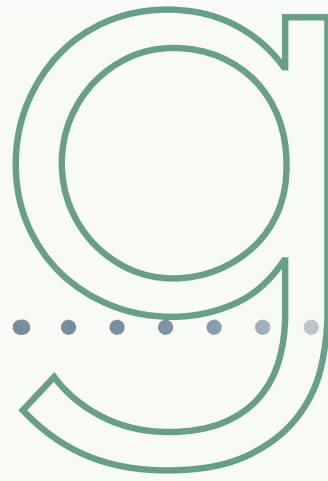
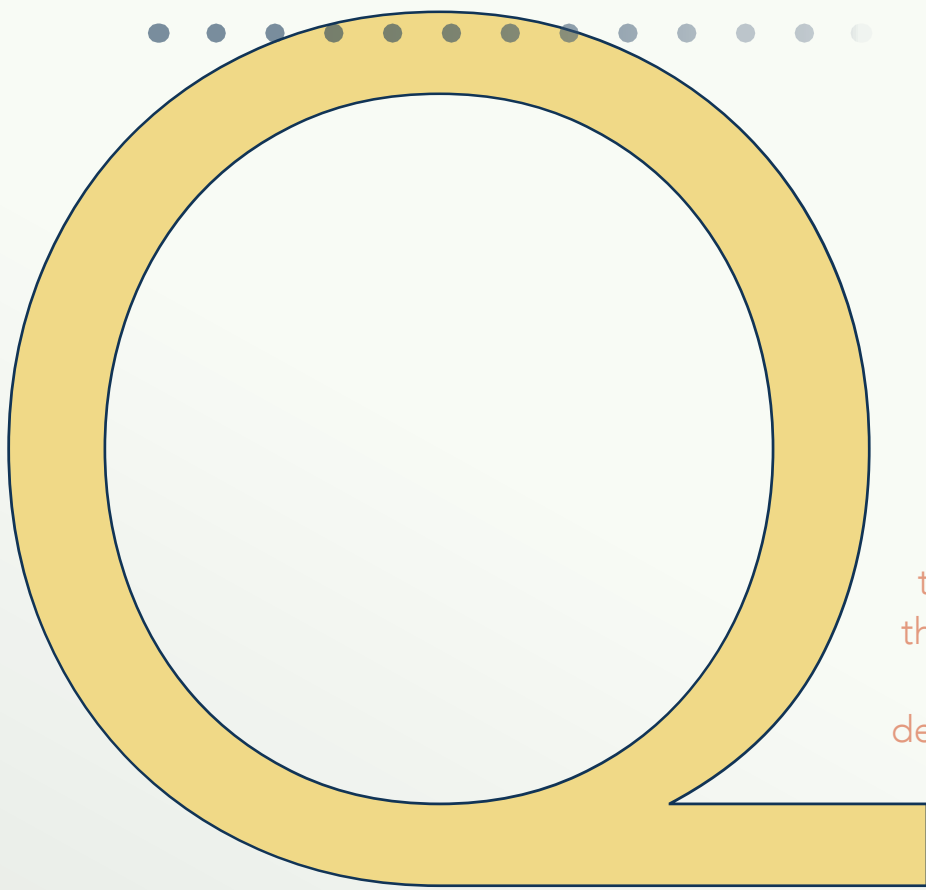


Diagram 3

Avenir | Terminals & Beginning Strokes

Designer: Adrian Frutiger

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the single-storied "g" does not extend below the baseline to compensate for the arc of stem.

the unique horizontal tail of the uppercase "Q." this design trait can also be seen in the Univers, also designed by Adrian Frutiger.

x height

Avenir features several uppercase & lowercase overshoots.



C G O Q S
a b c d e g h
m n o p q r s

baseline

VISUAL
ADJUSTMENTS
MADE IN
AVENIR

Diagram 4

Avenir | Adjustments in Avenir

Designer: Adrian Frutiger

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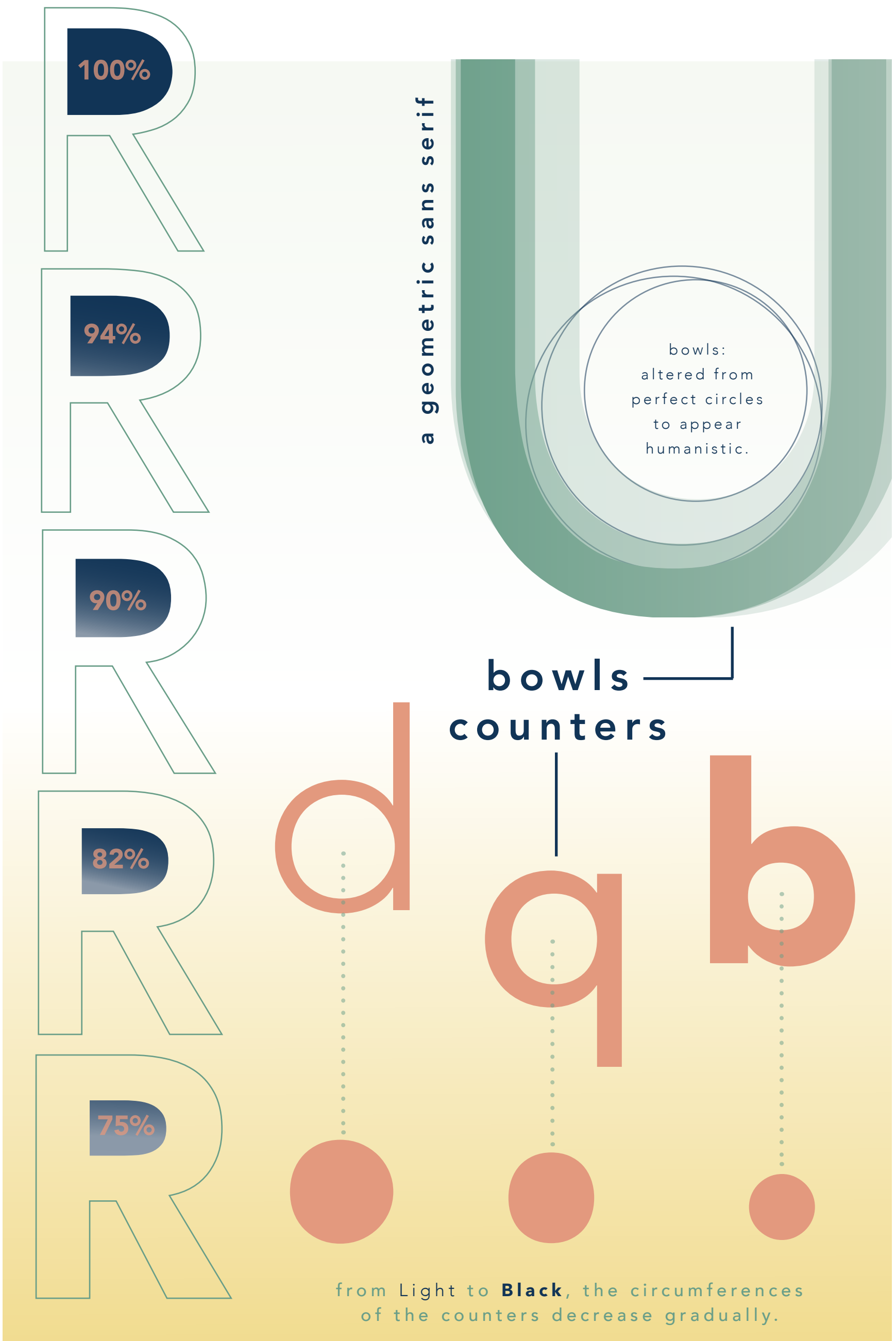


Diagram 5

Avenir | Bowls & Counters

Designer: Adrian Frutiger

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designed by Adrian

Frutiger

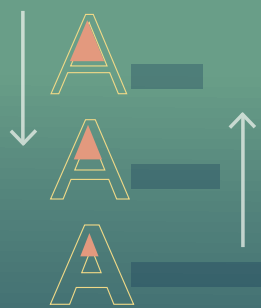
avenir: from light to black

The differences in weights is one characteristic that distinguishes Avenir. Frutiger notes, "My personality is stamped upon it. I'm proud that I was able to create Avenir. It was the hardest typeface I have worked on in my life."



as the weights increase, the cross strokes overshoots the x-height. this phenomenon creates a dynamic set of weights in Avenir.

APEX & VERTEX



The vertexes in Avenir feature flat tops, but the apexes come to a point. As the weight increases, the length of the apex also increases while the width of the vertex decrease.



APERTURE & COUNTER SPACE



100%

There is a 68% decrease in aperture size and a 145% counter space increase from Light to Black.

68%

100%

145%

Poster Draft

Avenir | Light to Black

Designer: Adrian Frutiger

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