



**Avenir**  
NEXT CONDENSED



**...a better FUTURA**

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A large, bold, red capital letter 'A' is positioned on the left side of the page. It is the primary visual element, with the quote 'the typeface of the future...' written in a smaller, italicized red font across its lower portion.

## History of the Font

Adrian Frutiger designed **Avenir** in 1988, after years of having an interest in sans serif typefaces. In an interview with Linotype, he said he felt an obligation to design a linear sans in the tradition of Erbar and Futura, but to also make use of the experience and stylistic developments of the twentieth century.

*"the typeface of the future..."*

The word Avenir means "*future*" in French and hints that the typeface owes some of its interpretation to Futura. But unlike Futura, Avenir is not purely geometric; it has vertical strokes that are thicker than the horizontals, an "o" that is not a perfect circle, and shortened ascenders. These nuances aid in legibility and give Avenir a harmonious and sensible appearance for both texts and headlines.

cap-height [ Geometry ] x-height  
counter  
kerning  
descender

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**1 2 3 4 5 6 7 8 9**

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**" SIMPLICITY IS THE ULTIMATE FORM OF SOPHISTICATION."**

*- Leonardo da Vinci*

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# GLYPHS

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ULTRA LIGHT  
*ULTRA LIGHT ITALIC*

REGULAR  
*ITALIC*

MEDIUM  
*MEDIUM*

DEMI BOLD  
*DEMI BOLD*

BOLD  
*BOLD ITALIC*

HEAVY  
*HEAVY*

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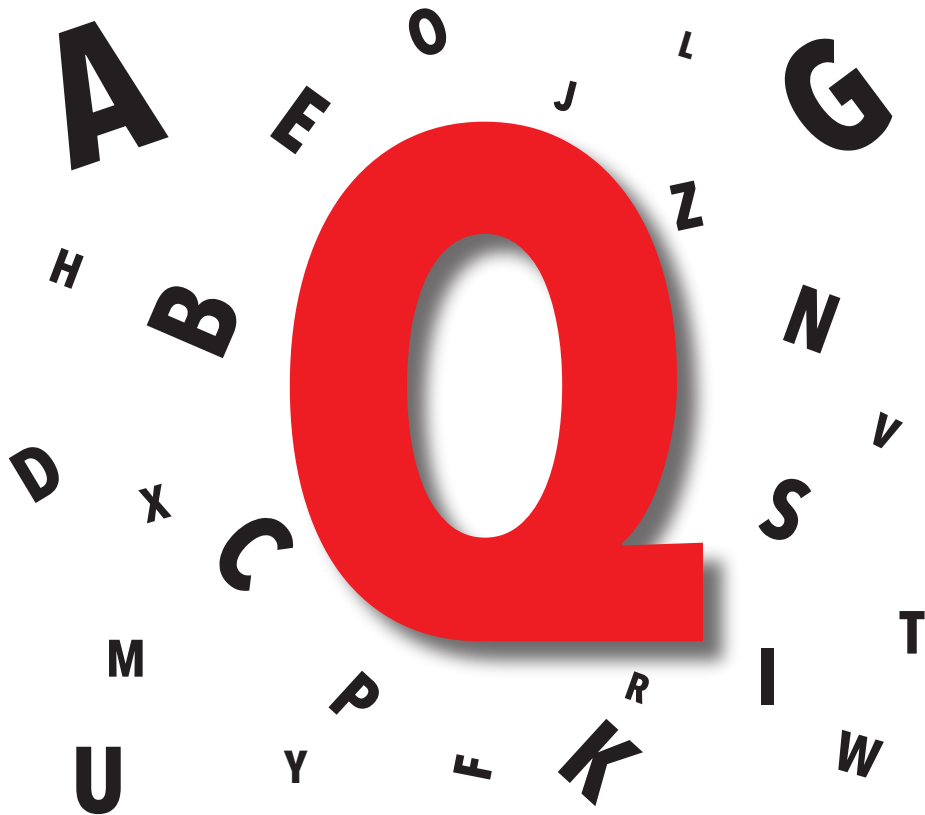
U P P E R C A S E

TO LIVE A  
**CREATIVE**  
LIFE WE  
MUST LOOSE  
**OUR FEAR**  
**OF BEING**  
WRONG

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# UPPERCASE ALPHABET

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## l o w e r c a s e

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ultra light  
*ultra light italic*

regular  
*italic*

medium  
*medium*

demi bold  
*demi bold*

**bold**  
***bold italic***

**heavy**  
***heavy***



The only way to do great work is to *love* what you do...

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# lowercase alphabet

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**AVENIR**

AVENIR

AVENIR

AVENIR

AVENIR

next condensed AVENIR

**DESIGNED BY:**  
VERANIKA BULAVA