

Avenir is a sans-serif font family designed by Adrian Fruger in 1988, published by Linotype.

Avenir is a constructive typeface, although it's not neither purely geometric or linear drawing.

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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 was intended to be a clean representation of modern typographical trends, being strictly modern but also humane.

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A V E N I R

A subtle modern
typeface.

Qi

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, a 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, etc.

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