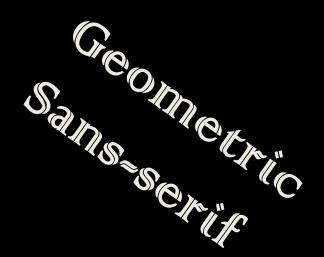Avenir is classified as Geometric sans-serif, and Humanist sans-serif . It is not purely geometric; it has vertical strokes that are thicker than the horizontals, an "o" that is not a perfect circle, and shortened ascenders. The vertical stroke lengths have been reduced in order to make text setting more legible, on the well-established grounds that the human eye takes in horizontals more easily than verticals and tends to grasp the meaning of a line in a horizontal sweep. Compared to Futura, the x-height and the aperture are bigger. Whereas V shapes (A, M, N, V, W, etc.) are pointed in Futura, they are squared off in Avenir.The j and y have curved rather than straight tails; the Q has a horizontal tail. Unlike Futura's ball and stick a, the Avenir a is more conventional-and more legible. It has horizontal tail on Q. It has squared-off end to G with bar extending to left and flat section below. It has flat top vertices, pointed bottom vertex on M.

Geometric Sans-serif

AVENIR

1988

Avenir is a sans-serif typeface designed by Adrian Frutiger and released by Linotype-Hell AG in 1988. The word avenir is French for "future". As the name suggests, the family takes inspiration from the geometric style of sans-serif typeface developed in the 1920s that took the circle as a basis. Between 2004—2007, Frutiger, together with Linotype's in-house type designer Akira Kobayashi, reworked the Avenir family to expand the range of weights and features. The design of Avenir was inspired by Erbar and futura two preexisting sans serif typefaces. Compared to Futura, the x-height and the aperture are bigger. Avenir is unique in that each of its varieties is designed for a different purpose. The result: versatile yet consistent type for a range of printing conditions. "Avenir is intended to be nothing more or less than a clear and clean representation of modern typographical trends, giving the designer a typeface which is strictly modern and at the same time human, i.e., suitably refined and elegant for use in texts of any length," said Adrian Frutiger of his design for the font. It purposed for books with a large amount of text and headlines.