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, such as Erbar and Futura. Frutiger intended Avenir to be a more organic interpretation of the geometric style, more even in colour and suitable for extended text, with details recalling more traditional typefaces such as the two-storey 'a' and 't' with a curl at the bottom, and letters such as the 'o' that are not exact, perfect circles but optically corrected

Geometric

made 1987
released 1988

Frutiger described Avenir as his finest work: "The quality of the draftsmanship – rather than the intellectual idea behind it – is my masterpiece. (...) It was the hardest typeface I have worked on in my life. Working on it, I always had human nature in mind. And what's crucial is that I developed the typeface alone, in peace and quiet – no drafting assistants, no-one was there. My personality is stamped upon it. I'm proud that I was able to create Avenir."

Avenir
by Adrian Frutiger

Avenir has physical features such as thicker stroke verticals than horizontals, classically drawn lowercase, short ascenders to aid in legibility, and a small x-height.

Avenir Light
Avenir Light Oblique
Avenir Book
Avenir Book Oblique
Avenir Roman
Avenir Oblique
Avenir Medium
Avenir Medium Oblique
Avenir Black
Avenir Black Oblique
Avenir Heavy
Avenir Heavy Oblique

0
1
2
3
4
5
6
7
8
9

humanist   sans-serif

legible   warmth

openness   veratile

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz