

avenir.

THE FUTURE OF THE GEOMETRIC

Avenir was designed by the Swiss typeface designer Adrian Frutiger in 1988, inspired by the sans-serif typefaces Futura and Erbar, and incorporating the stylistic developments of the twentieth century.

Its name, which means "future" in French, was a reference to Futura.

Avenir is a geometric sans serif font, with a circular 'o' and an unmodulated stroke. However, it is not purely geometric, having vertical strokes that are thicker than the horizontals, a double storey 'a' and shortened ascenders.