

Avenir Next joins Linotype's Platinum Collection

Linotype presents Avenir Next, a classic font by Adrian Frutiger, thereby expanding the Platinum Collection with a further typography highlight.

Bad Homburg, April 28, 2004. After a thorough overhaul, the font Avenir, designed by Swiss typeface artist Adrian Frutiger and published by Linotype, is now available as Avenir Next in the Platinum Collection.

Returning to his designs from 1988 as a basis, Adrian Frutiger took it upon himself to bring his Avenir font family technologically up to date while also typographically expanding it. Supported by Linotype Type Director Akira Kobayshi, Frutiger's explicit goal for Avenir Next was to carefully rework Avenir while also expanding the family with condensed weights, small capitals and old style figures, creating a highly flexible typographical system able to meet the toughest demands in modern communication scenarios.

Avenir Next now encompasses six weights beginning with Ultralight and ranging from Regular, Medium, Demi and Bold to Heavy, thereby extending the original Avenir weights on both ends of the spectrum. At the same time, the incrementation between the stem weights has been redefined. The four typeface sets of Regular, Italic, Condensed and Condensed Italic are now available in all six stem weights of each font family, resulting in a total of 24 fonts. Each font includes additional characters for Central European languages and, thanks to Open Type technology, also features small caps and three different numeral variants.

The wide variety of possibilities for accentuation means users can now implement Avenir Next for complex typographical tasks needed in such areas as Corporate Design or in the creation of business reports. Thanks to the comprehensive extension of condensed and italic weights as well as the addition of small caps, covering the entire scale of stem weights from Ultralight to Heavy, Avenir Next represents one of the best equipped sans serif systems on the market. Linotype Avenir Next is now available for purchase from certified dealers as well as via the Linotype Webshop at www.linotype.com for a price of 1,154.20 euros incl. sales tax.

Linotype Library GmbH, based in Bad Homburg, Germany, was founded 117 years ago and is now a member of the Heidelberg Group. Building on its strong heritage, Linotype Library develops state-of-the-art font technology and offers more than 5,500 original fonts, covering the whole typographic spectrum from antique to modern, from east to west, and from classical to experimental. Thanks to the browser and navigation system FontExplorer, all typefaces (in PostScript™ and TrueType™ format) are now available for instant download at www.linotype.com as well as on CD. In addition to supplying digital fonts, Linotype Library also offers comprehensive and individual consultation and support services for font applications in worldwide (corporate) communication.

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You will find more typeface application samples on the Internet at www.linotype.com.