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Book design by Cees W. de Jong, VK Projects, the Netherlands. In collaboration with Asher Hazelaar, Puls, the Netherlands.


Avenir (1988), by internationally renowned Swiss font designer Adrian Frutiger (1928–2015), is a sans serif font based on the principles of the New Objectivity of the 1930s. The typeface reflects Frutiger’s careful analysis of previous geometric sans serif faces.