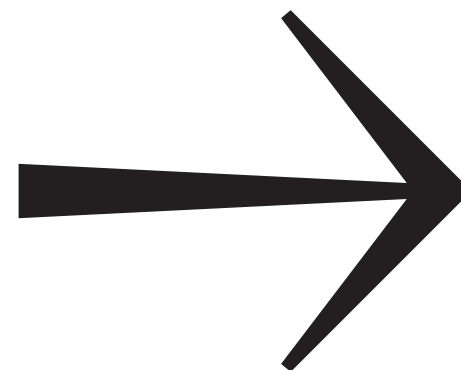


Avec Curve

7 Weights · 14 Styles · 806 Glyphs / Styles

Avec Curve shares the same proportions, weight and contrast as its sharper sibling, but its flowing curves give it a softer personality and more classically elegant feel. Avec Curve is optimised for larger text, headlines and display, from 14pt and up.

Aă Zz



Avec Curve Thin
Avec Curve Thin Italic
Avec Curve Light
Avec Curve Light Italic
Avec Curve Regular
Avec Curve Regular Italic
Avec Curve Book
Avec Curve Book Italic
Avec Curve Medium
Avec Curve Medium Italic
Avec Curve Bold
Avec Curve Bold Italic
Avec Curve Black
Avec Curve Black Italic

Related Type Families

Avec Sharp
Avec Stencil
Avec Text

Information

Designer(s) Hugh Morse	Production Joe Leadbeater
Engineer(s) Michele Patanè	Glyphs / Style 806 Style / Family 014 Total Styles 056

OpenType Features
Standard Ligatures, Discretionary Ligatures, Stylistic Sets 01 - 11, Full Circled Numeral Set, Old Style / Tabular Lining Figures, Tabular Old Style Figures, Fractions, Slashed Zeros, Ordinal Indicators, Contextual Alternates, Superscript / Superior + Subscript / Inferior

Language Coverage
Abenaki, Afaan Oromo, Afar, Afrikaans, Albanian, Alsatian, Amis, Anuta, Aragonese, Aranese, Aromanian, Arrernte, Asturian, Atayal, Aymara, Basque, Bemba, Bicol, Bislama, Bosnian, Catalan, Cebuano, Chamorro, Chavacano, Chichewa, Chickasaw, Cimbrian, Creek, Croatian, Czech, Danish, Drehu, Dutch, English, Esperanto, Estonian, Faroese, Corsican, Fijian, Filipino, Finnish, French, Friulian, Galician, Ganda, Genoese, German, Gikuyu, Haitian, Creole, Hawaiian, Hiligaynon, Hopi, Hungarian, Icelandic, Ilocano, Indonesian, Interlingua, Irish, Italian, Jamaican, Kashubian, Kikongo, Kinyarwanda, Kiribati, Kirundi, Ladin, Latin, Latvian, Lithuanian, Lombard, Luxembourgish, Maasai, Makhwa, Malay, Maltese, Manx, Marquesan, Meriam Mir, Mirandese, Mohawk, Moldovan, Montagnais, Montenegrin, Murrinh - Patha, Ndebele, Neapolitan, Ngiyambaa, Niuean, Noongar, Norwegian, Novial, Occidental, Occitan, Oshiwambo, Palauan, Papiamentu, Piedmontese, Polish, Portuguese, Potawatomi, Q'eqchi', Quechua, Romanian, Romansh, Samoan, Sango, Saramaccan, Sardinian, Seri, Shawnee, Shona, Sicilian, Silesian, Slovakian, Slovenian, Somali, Spanish, Sranan, Swahili, Swazi, Swedish, Tagalog, Tahitian, Tetum, Tok Pisin, Tokelauan, Tumbuka, Turkish, Venetian, Warlpiri, Wayuu, Wiradjuri, Wolof, Zapotec, Zulu and Zuni.

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Appropriate
technology

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Sanoussi Diakité

Avec Curve · Thin · 75pt

*Small Is
Beautiful*

Avec Curve · Thin & Thin Italic · 45pt

Engineering that
results in less impact
on environments

Avec Curve · Thin & Thin Italic · 30pt

The bicycle, the universal nut
sheller, self-contained solar
lamps and *streetlights*, and pas-
sive solar building designs.

Avec Curve · Thin & Thin Italic · 20pt

In 1967, the group published *Tools for Progress:
A Guide to Small-scale Equipment for Rural
Development* and sold well over 7,000 copies.
ITDG also formed panels of experts and
practitioners around specific technological
needs (eg. building construction & waste)

The Horse *in Motion*

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Zoopraxiscope

Avec Curve · Light & Light Italic · 45pt

The Theory of Quadrupedal Locomotion

Avec Curve · Light · 20pt

The first example of *chronophotography*, an early method to photographically record the passing of time, mainly used to show the different phases of locomotion for scientific studies. It was a *very* influential step in development of motion pictures.

Avec Curve · Light & Light Italic · 12.5pt

Inspired by Muybridge, Marey, Ottomar Anschütz, and many others started studying motion through chronophotography. Researchers had used photography as a way to document reality before (including, for instance, time-lapse sequences of *the passage of Venus* in 1874), but Muybridge's widely publicised work had convinced plenty more people that the medium could be more reliable than the naked eye, and even demonstrated that it could reveal otherwise undiscernable phenomena principles. Muybridge continued his studies under the auspices of the University of Pennsylvania & published a portfolio of

Avec Curve · Light & Light Italic · 10pt · Old Style Numerals

Stanford financed Muybridge's next project: the use of multiple cameras to photograph the complete stride of running horses at Stanford's farm — in Palo Alto. Muybridge ordered lenses from England and had an electrical shutter system designed by San Francisco engineers. He had the race track whitened and a background of off-white planks erected at a very slight angle, with a grid that had vertical lines showing 21 inches (53 cm) distances & several horizontal lines 4

inches (10 cm) apart, of which the lowest was on a level with the track. Wires ran under the surface, from a battery of 12 cameras to two feet from the background, where they were raised to be hit by a wheel of a sulky.

The photographs showed that all four feet are sometimes simultaneously off the ground and that when galloping this occurs when the feet are "gathered" beneath the body, not when the fore and hindlimbs are "extended" as sometimes depicted in older

Into the Jaws *of Death*

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Bloody Saturday

Avec Curve · Regular · 45pt

28.3×21.8 cm
(11 1/8 by 8 9/16 in)
gelatin print

Avec Curve · Regular & Regular Italic · 20pt · Alternate 1

In April 1998, *Time* included the *Unknown Rebel* in a feature entitled *Time 100: The Most Important People of the Century*. In November 2016, *Time* included the photograph by Jeff Widener in *Time 100: The Most Influential Images of All Time*.

Avec Curve · Regular & Regular Italic · 12.5pt · Old Style Numerals

THE ULTIMATE CONFRONTATION — *The Flower and the Bayonet* is a photograph of Jan Kasmir (born 1950), at that time an American high-school student. This iconic photograph was captured by photographer Marc Riboud. Riboud photographed Kasmir October 21, 1967, whilst taking part with 100,000 anti-war activists in the *National Mobilization Committee* to end war in Vietnam's March on the Pentagon to protest U.S. involvement, in Vietnam. 17-year-old Kasmir was shown clasping a chrysanthemum and gazing at bayonet-wielding soldiers. The photo was featured in the December 30, 1969 special edition of *Look magazine*

Avec Curve · Regular & Regular Italic · 10pt · Old Style Numerals

The Falling Man is a photo taken by the photographer Richard Drew of a man falling from the World Trade Center during the September 11 attack – in NYC. The unidentified person (in the image) was trapped on the upper floors of the North Tower, and it is unclear whether he had fallen whilst searching for safety or jumped to escape the fire and smoke. The photograph was taken at exactly 9:41:15 A.M.

The photograph was widely criticised

after publication in the international media on Sept 12, 2001, with readers labelling it as disturbing, cold-blooded, and sadistic. In the years that then followed, the photo has now gained acclaim. Elton John purchased it for his personal collection, and called it “the best image of something so tragic”.

Time Magazine's retrospective in 2016 stated— “Falling Man's identity is mostly unknown, however he is believed to be to have been an employee which was at the

Fusarium
oxysporum

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The Gros Michel

Avec Curve · Book · 45pt · Tailed a

Trying to Save the World's Top Banana Species

Avec Curve · Book & Book Italic · 20pt

Fusarium wilt (caused by – F. oxysporum f. sp. cubense) begins in feeder roots & spreads to the rhizome, triggering defenses and vascular blockage. Symptoms include yellowing, leaf splitting, and reddish xylem. Leaf symptoms may also resemble *Xanthomonas* wilt.

Avec Curve · Book & Book Italic · 12.5pt

As fungicides are largely ineffective, there are few options for managing Panama disease. Chemical sterilising of the soil with methyl bromide significantly reduced incidence of disease but was found to be effective for only three years. After which, the pathogen had recolonised the fumigated areas. Injecting host plants with *carbendazim* and *potassium phosphonate* appears to provide some control but results have been inconclusive. Heat treating of soil has also been tried in the Philippines but the pathogens are likely to reinvade the treated area. The greatest hope for managing diseases in infested soil is development of a genetic

Avec Curve · Book & Book Italic · 10pt · Old Style Numerals

In Queensland, 1,500 kilometres (900 mi) north of Brisbane, was quarantined, and many plants were destroyed after the TR4 was detected on March 3, 2015. After the initial shutdown of their infected farms, truckloads of fruit left in September with harvesting allowed to resume under strict biosecurity arrangement. The government says it isn't feasible to eradicate the fungus. Researchers like Gert Kema, based within *Wageningen University*, said the disease's

will continue to spread, despite efforts to try to contain it — as long as many other susceptible varieties are being grown. The disease was again detected in Tully in July 2017, caused the *Biosecurity Queensland* to impose STRICTER quarantine conditions. Outside experts were brought in to review Biosecurity Queensland's performance from 15 February until 24 November 2021. Their assessment also credits BQ with a quick and also a very effective response

Henri Cartier *Bresson*

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Place de l'Europe

Avec Curve · Medium · 45pt · Thin Punctuation

Behind the Gare Saint-Lazare (35.2 × 24.1 cm)

Avec Curve · Medium & Medium Italic · 20pt

Behind him — posters in a wall advertise the pianist Alexander Brailowsky and dancers, that also seem to echo the man's movement, though *Cartier-Bresson* stated he had not noticed these posters until afterwards*. He forever floats, without touching water.

Avec Curve · Medium & Medium Italic · 12.5pt

The spontaneity of the photo, which was captured in the bustling urban space, the Place de l'Europe outside of the busy Paris train station of *Saint Lazare*, epitomised the new, fast-paced environment in Europe — with its trains, cars, and factories. Modern motion is celebrated by the fact that it is forever stopped... the leaping man will never hit the puddle, the split-second image is permanently frozen in time. The improvements in camera technology allowed for such images to be made and this progress is also celebrated in an eclectic variety of *Cartier-Bresson's* most iconic photographs.

Avec Curve · Medium & Medium Italic · 8.5pt · Old Style Numerals

Hyères, France is the example of *Cartier-Bresson's* commitment to a clear sense of geometry and order. The stair railing encourages the viewer's eye to spiral to the street in which the cyclist is frozen in the exact void between the building and the stair railing. Combinations of architectural elements and the blurry image of a biker emphasise movement through spirals, curves, and also slight distortion. But *Cartier-Bresson's* taste

for construction through a tightened, clear system of carefully ordered forms stemmed from his art teacher — *Lhote*, who was a Cubist painter. Paired with the help of his Leica — *Cartier-Bresson* discovered the possibilities of creating geometrical construction in photography, structures that were enclosed within a perfect proportion (2:3) of the frame.

Cartier-Bresson took *Hyères* while on vacation in the *Cote d'Azur* region. In what

Search for *Sovereignty*

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ASTROBOTANY

Avec Curve · Bold · 45pt

Extraterrestrial Vegetational Developments

Avec Curve · Bold & Bold Italic · 20pt

The first organisms in space were *specially developed strains of seeds* launched to 134 km (83 mi), 9 July 1946 - on a U.S. launched V-2 rocket. Samples were not recovered. The first seeds recovered were maize seeds and soon followed by rye and cotton.

Avec Curve · Bold & Bold Italic · 12.5pt

Dubbed as the '*creator of astrobotany*', Gavriil Adrianovich Tikhov coined the term in 1945 to describe emerging fields surrounding the search for extraterrestrial vegetation. Learnt from storms on Mars that cause surface darkening visible from Earth – Tikhov's contemporaries believed in the existence of Martian vegetation comparable to the Earth's seasonal vegetation colour changes. Building off of conclusions reached through examining earthshine on the Moon in 1914, in 1918 and 1921 Tikhov discovered through using telescopic color filters that chlorophylls were undetectable

Avec Curve · Bold & Bold Italic · 8.5pt · Old Style Numerals

In 1982, the crew of the Soviet Salyut 7 Space Station — conducted a study, by Lithuanian scientists, by growing *Arabidopsis* using some Fiton-3 experimental micro-greenhouse apparatus, thus soon becoming the first plants to flower and produce seeds within space. A Skylab experiment which studied the effects of gravity and light on rice plants. The SVET-2 Space Greenhouse successfully achieved seed to seed plant growth

in 1997 once aboard space station Mir. Bion 5 carried *Daucus carota* and Bion 7 carried maize (aka corn). Plant research continued on the International Space Station. The *Biomass Production System* was used on the ISS Expedition 4. The Vegetable Production System system was later used aboard the "ISS. Plants tested in Veggie before going into space included lettuce, Swiss chard, radishes, Chinese cabbage and types of peas. Red

Freetown
Christiania

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The Hells Angels

Avec Curve · Black · 72pt

**DRUGS &
VIOLENCE**

Avec Curve · Black & Black Italic · 45pt

**Hippy commune
that has survived
for 50+ years**

Avec Curve · Black · 30pt

**Its own flag, its own laws,
and even its own beer.
Country? Neighbourhood?
Free state? Who knows.**

Avec Curve · Black & Black Italic · 20pt

**Old barracks have been transformed by
residents into homes, kindergartens,
cafes and workshops; they've also con-
structed avant garde houses, and in the
birthplace of the famous *Christiania*
cargo bike, cars are nowhere to be seen.**

à á â

[illegible]

ALL CAPS [.case]	These shift various punctuation marks and brackets to a position that works better with all-capital sequences.
OLD STYLE FIGURES [.osf]	Most suited within body copy text, old style figures increase legibility at small scale and reduce emphasis. Switched on as default within Avec Text.
TABULAR LINING FIGURES [.tnum]	These allow numerals to align when they are vertically stacked.
TABULAR OLD STYLE FIGURES [.tosf]	When you need figures with varying heights but also the numbers to line up in columns such as in tables, charts, or numbered lists.
FRACTIONS [.numr] / [.dnom]	Endless possibilities for fractions. (More freedom than pre-built fractions)
SLASHED ZERO [.zero]	Slashed zero. This ensures no confusion can be made with the letter o.
CONTEXTUAL ALTERNATES [.calt]	Set (ON) as default, these have been used to speed up usage for some common symbols.
SUPERScript / SUPERIOR + SUBScript / INFERIOR [.sup] + [.sub]	Most often used in formulas, mathematical expressions, and specifications of chemical compounds.
ORDINAL INDICATOR [.ordn]	Indicators that represent position or rank in a sequential order.

Feature OFF	Feature ON
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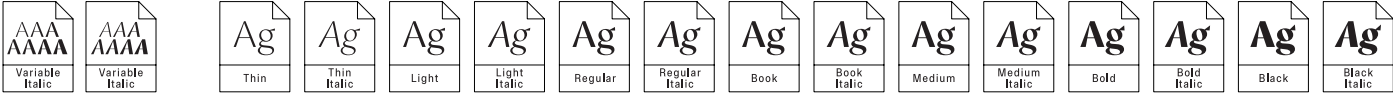
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STANDARD LIGATURES On as default [.liga]	Inflicted Sufi	Inflicted Sufi
STYLISTIC SET 01 Wedge alternatives [.ss01]	Quaf at? J26	Quaf at? J26
STYLISTIC SET 02 Pointed W & w [.ss02]	Wild growth	Wild growth
STYLISTIC SET 03 Tailed a [.ss03]	Banana Leaf	Banana Leaf
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STYLISTIC SET 05 Titling dieresis [.ss05] + [.tittl]	ÜBER SCHÖNE LÄNDER	ÛBER SCHÖNE LÄNDER

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STYLISTIC SET 06 Slashed zero [.ss06]	0 01 00 ⁰⁰ ① ①	0 01 00 ⁰⁰ ① ①
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STYLISTIC SET 08 Round Punctuation [.ss08]	This; “quote”	This; “quote”
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STYLISTIC SET 10 Circled Characters (White) [.ss10]	0123456789	①②③④⑤⑥⑦⑧⑨
STYLISTIC SET 11 Circled Characters (Black) [.ss11]	0123456789	①②③④⑤⑥⑦⑧⑨

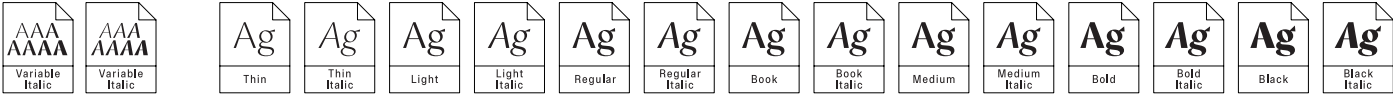
Avec Text



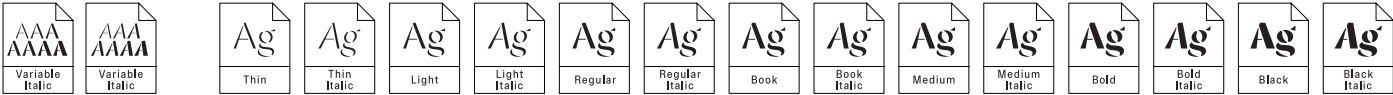
Avec Curve



Avec Sharp



Avec Stencil



Variable Fonts

Variable fonts allow the user to create custom weights from a single file.

Due to the ongoing & rapid changes to desktop publishing software, we are currently unable to offer variable fonts for sale, however we offer free beta versions to users who buy certain full subfamily font packages.

Users purchasing a full family of Avec Curve, will also receive a free beta version of the variable fonts for Avec Curve (as both a Variable Upright and a Variable Italic), allowing adjustment of any custom weight.

At the time of this release, variable fonts are currently best supported by Adobe Illustrator. Sociotype is not responsible for functionality of variable fonts within third-party software.

Custom Versions

A custom typeface is one of the most powerful ways for a brand to distinguish its voice from competitors. Even the most subtle variations in style and form can significantly affect how we perceive messages & tone of voice, so custom type is always an investment worth considering.

Unlike most foundries, we offer an integrated approach to typographic and brand identity, in partnership with our sister creative studio, SOCIO. Get in touch to find out more.