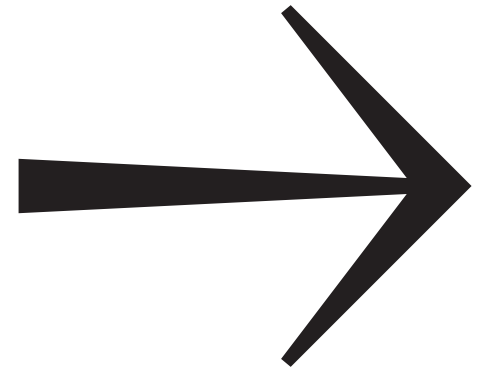


Avec Sharp

7 Weights · 14 Styles · 806 Glyphs / Styles

Avec Sharp shares the same proportions, weight and contrast as Avec Curve, but its glyphic quality gives it a bolder personality, with hard graphic lines and sharp angles in place of its sibling's elegant curves. Avec Sharp is optimised for larger text, headlines and display, from 14pt and up.

Aă Zz



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

Related Type Families

Avec Curve
 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, Cree, 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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Ecological
Engineering

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BIOSPHERIANS

Avec Sharp · Thin · 75pt

Spaceship
Earth

Avec Sharp · Thin & Thin Italic · 45pt

Biosphere Two was
given roughly 470
photovoltaic panels

Avec Sharp · Thin & Thin Italic · 30pt

A closed ecological system
to the “*flow-through*” method
where CO₂ could also be
manipulated at desired levels

Avec Sharp · Thin & Thin Italic · 20pt

One view of the *Biosphere 2* was that it was
“the most exciting scientific project to be
undertaken within the United States since
President John F. Kennedy launched us
toward the moon”. Others called it “New
Age drivel masquerading as science”.

The Deepsea *Challenger*

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Mariana Trench

Avec Sharp · Light & Light Italic · 45pt

Designed to reach
the bottom of the
Challenger Deep

Avec Sharp · Light · 20pt

The DEEPSEA CHALLENGER's pilot is alone,
but can spend a lot of the journey talking:
He can write a "dive log" to 2 small cameras
(two are needed to create the 3D video)
inside the sphere. He can talk to the surface
through a system with a 30 km range.

Avec Sharp · Light & Light Italic · 12.5pt

About 70% of the sub's volume is taken up by a form of syntactic foam. Formed from millions of hollow glass microspheres suspended in an epoxy resin, syntactic foam is the only flotation material that can stand up to the incredible pressures in the deep ocean. However, when the engineers behind the *Deepsea Challenger* tested the two "full-ocean-depth-rated" foams that were on the market... they proved not to be adequate. But they cracked, warped & compressed, losing buoyancy, and didn't have nearly enough tensile strength required for the new vehicle to operate under extreme conditions. A very serious setback.

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

In late January 2012, to test systems, Cameron spent over three hours in the submersible whilst submerged just below the surface in Australia's Sydney Naval Yard. On 21 February 2012, a test dive intended to reach a depth of over 1,000 m (3,300 ft) was aborted after only an hour because of problems with cameras and life support systems. On 23 February 2012, just off *New Britain Island*, Cameron successfully took the submersible to the ocean floor at 991 m (3,251 ft), where it made

a rendezvous with a remote operated vehicle that was operated from the ship above. On 28 February 2012, during a seven-hour dive, Cameron spent over six hours in the submersible at a depth of 3,700 m (12,100 ft). Power system fluctuations and unforeseen currents presented unexpected challenges.

On 4 March 2012 — a record-setting dive to more than 7,260 m (23,820 ft) stopped just short of the bottom of the *New Britain Trench* when problems with vertical thrusters

Africanised
honey bee

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Bloody Saturday

Avec Sharp · Regular · 45pt

The cult-classic 1978 horror film, “The Swarm”

Avec Sharp · Regular & Regular Italic · 20pt

“See how he pumps?” said Caetano... casually waving a gloved hand through the buzzing black cloud of bees. If this was in a *Hollywood film set*, Caetano would’ve been writhing on the ground, rolling around for the cameras in a fit of fatal anaphylactic shock.

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

The Africanised honey bee in Central America is now threatening the traditional craft of keeping *Melipona* bees within log gums, although they don’t interbreed or directly compete with each other. The honey production from an individual hive of Africanised honey bees can be as high as 100 kilograms (220 lb). The value also exceeds the smaller 3–5 kilograms (7–11 lb) of the *Melipona stingless bee* species. But economic pressures are forcing bee keepers to switch from traditional stingless bees to the new realities of the Africanised honey bee. Whether this will lead to the extinction of the former is unknown... however they’re

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

In Brazil, as in many other countries, the takeover by *Africanised bees* – had at first threw beekeepers into a state of confusion, if not panic, and as they learned to deal with the invasion their honey production tumbled. Honey production first fell from 6,500 tons in 1957 to 4,120 tons in 1974.

Slowly, however, man and bee came to terms, and honey output had climbed more steadily to about 40,000 tonnes last year, making Brazil the world’s seventh-largest

producer – and the third in Latin America behind Mexico and also Argentina. There are some European bees surviving in the temperate latitudes of South America in Argentina, Chile and Uruguay -but in subtropical and tropical countries like Brazil, the Africanised bees reign.

According to many of the apiculturists, the Africanised bees can have the advantage of being much faster & more efficient pollinators and collectors of nectars, and

Small is
Beautiful

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Simplification

Avec Sharp · Book · 45p

Finding peace & fulfillment in a complex world

Avec Sharp · Book & Book Italic · 20pt

Mindfulness whilst eating promotes a deep sense of connection and responsibility toward understanding food as a meaningful and fulfilling process, rather than merely consuming, fostering *intentionality* as well as appreciation throughout the experience.

Avec Sharp · Book & Book Italic · 12.5pt

People who practice simple living can have diverse views on the role of technology. American political activist – Scott Nearing was skeptical about how humanity would use newer technologies, citing destructive inventions such as nuclear weapons. Those that refrain from modern technology are often referred to as Luddites or neo-Luddites. Although simple living is often a secular pursuit, that still involves reconsidering appropriate technology as – *Anabaptist groups*⁰¹ such as the *Amish** or *Mennonites* have done. Technology can make a simple lifestyle within mainstream culture easier and more sustainable. The internet can also

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

The term – *Bohemianism* describes a tradition of both voluntary and involuntary poverty by artists who devote their time to artistic endeavors... rather than paid labour. The term was coined by the French bourgeoisie, as the way to describe social non-conformists. Bohemians sometimes can also be expressed their unorthodoxy through simplistic art, for instance in the case of Amedeo Modigliani. Minimalistic art inspired the “rebel” artistic movements

into the 20th century. Positive attitudes towards living in poverty for the sake of art are becoming less common among young American artists. One recent graduate of the Rhode Island School of Design said “her classmates displayed no interest in living in garrets and eating ramen noodles.”

Environmentalism – is also inspired by simple living, as harmony within nature is intrinsically dependent on simple lifestyle (*but according to who*). For example,

Colonisation *of Mars*

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Three C-130s

Avec Sharp · Medium · 45pt

Flashline Mars Arctic Research Station

Avec Sharp · Medium & Medium Italic · 20pt

The Mars Society invites researchers to live and work at the station typically for one month during the arctic summer, although the organization is developing a one-year mission (MA365). The crew mostly consists of between 6 and 7 select individuals.

Avec Sharp · Medium & Medium Italic · 12.5pt

Because of its high elevation and its extremely northern latitude, Devon Island supports only a meagre population of musk oxen and small birds and mammals – the island does support hypolith communities. Animal life is kept in the *Truelove Lowland* area of the island, which has a favorable microclimate and supports lush Arctic vegetation. Temperatures during the brief (40 → 55 days) growing season seldom exceed 10 °C (50 °F), and in the winter can plunge to as low as -50 °C (-58 °F). With a polar desert ecology, Devon Island receives very little precipitation. Cape Liddon is the

Avec Sharp · Medium & Medium Italic · 10pt · Old Style Numerals

On August 3, 2000, the *three C-130s*, Kurt Micheels, John Kunz, as a paid team of construction workers were in the *Resolute*. The construction team traveled to Devon Island via Twin Otters on July 4. On July 5 the Marines conducted five successful paradrrops of the station components. A sixth parDROP was also successful on July 8. The seventh and final parDROP, conducted on July 8, was unsuccessful. The parachute separated from the payload at

an altitude of 1000 feet. The payload also contained a crane for use in constructing the station, a trailer intended to transport the station sections from their landing locations to the construction site, and fiberglass floors for the structure. But all were completely destroyed. On July 12, Kurt Micheels and the construction crew then left Devon Island and returned to *Resolute*, unable to find a way to continue station construction. Micheels later

Search for *Sovereignty*

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NEW ATLANTIS

Avec Sharp · Bold · 45pt

The Weird and Wonderful World of Micronations

Avec Sharp · Bold & Bold Italic · 20pt

Two French-language publications—*L'Etat c'est moi: histoire des monarchies privées, principautés de fantaisie et autres républiques pirates* by Bruno Fuligni and *Ils ne siègent pas à l'ONU* by Fabrice O'Driscoll, which details over 600 micronations.

Avec Sharp · Bold & Bold Italic · 12.5pt

The Republic of Rose Island (*Repubblica dell' Isola delle Rose*), was a short-lived micronation on a man-made freestanding platform in the Adriatic Sea, 11.5 kilometers off from the coast of the region of Emilia-Romagna, Italy, built by Italian engineer Giorgio Rosa, who made himself its president and announced it an independent state on 1 May 1968. While Rose Island had its own government, a currency, post office, and commercial establishments, it wasn't ever formally recognized as a sovereign state by any country of the world. The Italian government viewed it as a ploy by Rosa that

Avec Sharp · Bold & Bold Italic · 10pt · Old Style Numerals

NEW ATLANTIS was founded in 1964 by famous writer *Leicester Hemingway*: claiming a 'bamboo raft' that he had constructed with steel, iron piping and rock. Hemingway had it towed 9 kilometres (6.0 mi) off the coast of Jamaica & argued that it was strictly speaking an island and fully sovereign based on the Guano Islands Act of 1856. Although Hemingway also had plans to expand the raft — it was destroyed within a few years by a cyclone, and the project was completely abandoned in 1973. In 1967, Paddy Roy Bates squatted on HM Fort Roughs, an offshore platform in the North Sea used during World War II approximately 12 kilometres (7.5 mi) off the coast of the United Kingdom. Bates had intended to broadcast a pirate radio station from the platform, however ultimately never did. He instead declared the independence of Fort Roughs and declared it the

Wingsuit *Formation*

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Stunt Junkies

Avec Sharp · Black · 72pt

SQUIRREL SUITS

Avec Sharp · Black & Black Italic · 45pt

Fédération Aéronautique Internationale

Avec Sharp · Black · 30pt

**Skydivers hit 225 km/h,
but wingsuits cut speeds.
Horizontal velocity can
still reach 100 km/h.**

Avec Sharp · Black & Black Italic · 20pt

**On 4 February 1912, 33-year-old Tailor
Franz Reichelt jumped from the Eiffel
Tower to test his experimental wingsuit
design. To get passed security, he lied
and told them it was a test dummy.
Reichelt jumped and died on impact.**

à á â

		Feature OFF	Feature ON
ALL CAPS [.case]	These shift various punctuation marks and brackets to a position that works better with all-capital sequences.	«{[(Cap@st)]}»	«{[(CAP@ST)]}»
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.	0123456789	0123456789
TABULAR LINING FIGURES [.tnum]	These allow numerals to align when they are vertically stacked.	0123456789	0123456789
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.	0123456789	0 1 2 3 4 5 6 7 8 9
FRACTIONS [.numr] / [.dnom]	Endless possibilities for fractions. (More freedom than pre-built fractions)	1/2 + 34/56789	1/2 + 3 ⁴ /56789
SLASHED ZERO [.zero]	Slashed zero. This ensures no confusion can be made with the letter o.	2025 / 2025 0o	2025 / 2025 00
CONTEXTUAL ALTERNATES [.calt]	Set (ON) as default, these have been used to speed up usage for some common symbols.	9x87x65 -> Point <-	9×87×65 → Point ←
SUPERSCRIPT / SUPERIOR + SUBSCRIPT / INFERIOR [.sup] + [.sub]	Most often used in formulas, mathematical expressions, and specifications of chemical compounds.	x ⁷ +y ¹² ≠ H ₅ O ₆ l	x ⁷ +y ¹² ≠ H ₅ O ₆ l
ORDINAL INDICATOR [.ordn]	Indicators that represent position or rank in a sequential order.	lo 2a No	l ^o 2 ^a N ^o

	Feature OFF	Feature ON
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
STYLISTIC SET 04 Tailed and wedged a [.ss04]	Banana Leaf	Banana Leaf
STYLISTIC SET 05 Titling dieresis [.ss05] + [.titl]	ÜBER SCHÖNE LÄNDER	ÛBER SCHÖNE LÄNDER

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STYLISTIC SET 06 Slashed zero [.ss06]	0 01 00 ⁰⁰ ① ②	0̅ 0̅1̅ 0̅0̅ ^{0̅0̅} ① ②
STYLISTIC SET 07 Alternate 1 [.ss07]	l2 192 11 ¹¹ ① ②	l2 192 11 ¹¹ ① ②
STYLISTIC SET 08 Round Punctuation [.ss08]	This; “quote”	This; “quote”
STYLISTIC SET 09 Thin Punctuation [.ss09]	(@) {[THIN]}	(@) {[THIN]}
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 Sharp, will also receive a free beta version of the variable fonts for Avec Sharp (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.