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# Ayer Poster

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Display typefaces for fashion magazines need flexibility in order to extend their lifespan beyond a couple of seasons. One way Ayer Poster fulfills this need is by having four different italics. In addition to a relatively tame italic matching the other optical sizes, the family features a Cursive with wild swashes, an aggressively stylistic Angular, and an unexpected Blackletter.

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**PUBLISHED**  
2019

**DESIGNED BY**  
MIGUEL REYES

**25 STYLES**  
5 WEIGHTS W/ 4 ITALICS

**FEATURES**  
PROPORTIONAL LINING FIGURES  
PREBUILT FRACTIONS  
SWASH (CURSIVE ITALICS ONLY)

The four italics differ in structure and angle of inclination, but are tied together by weight, contrast, and proportion, making each work with the uprights and even enabling them to be mixed together in adventurous layouts. The delicate thins of Ayer Poster are intended for use at 100pt and up. Ayer Poster also has a Black not included in the other optical sizes, inspired in part by the lasting and unavoidable influence of Herb Lubalin and his stable of lettering artists, who transformed magazine design in New York in the 1970s.

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Ayer Poster Regular

*Ayer Poster Regular Italic*

Ayer Poster Medium

*Ayer Poster Medium Italic*

Ayer Poster Semibold

*Ayer Poster Semibold Italic*

Ayer Poster Bold

*Ayer Poster Bold Italic*

Ayer Poster Black

*Ayer Poster Black Italic*

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*Ayer Poster Cursive Regular Italic*

*Ayer Poster Angular Regular Italic*

*Ayer Poster Blackletter Regular Italic*

*Ayer Poster Cursive Medium Italic*

*Ayer Poster Angular Medium Italic*

*Ayer Poster Blackletter Medium Italic*

*Ayer Poster Cursive Semibold Italic*

*Ayer Poster Angular Semibold Italic*

*Ayer Poster Blackletter Semibold Italic*

*Ayer Poster Cursive Bold Italic*

*Ayer Poster Angular Bold Italic*

*Ayer Poster Blackletter Bold Italic*

*Ayer Poster Cursive Black Italic*

*Ayer Poster Angular Black Italic*

*Ayer Poster Blackletter Black Italic*

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**RECOMMENDED MINIMUM & MAXIMUM SIZES**

AYER DECK, 18 PT+  
negative tracking  
recommended  
above 60 pt

Cyclical time is already dominant among the nomadic people because  
The same conditions repeating at every stage of this

Delicate action

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AYER, 50–100 PT

Eternity is within time  
Makes no frontiers  
RESTLESSNESS

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AYER POSTER, 100 PT+

Grant a bold  
STATEMENT

LANDELIJKE  
Quantifying

AYER POSTER REGULAR, 150 PT

ATTEMPTED  
Sovereignty

AYER POSTER MEDIUM, 150 PT [ALTERNATE g t]

PURVEYORS  
Vocalização

AYER POSTER SEMIBOLD, 150 PT

TYLLAJIT  
Established

AYER POSTER BOLD, 150 PT

# NOMINATOR

# Instrucción

AYER POSTER BLACK, 150 PT

MÅLNINGEN

*Huejotzingo*

AYER POSTER REGULAR ITALIC, 150 PT

PSYCHIQUES

*Magisterial*

AYER POSTER CURSIVE REGULAR ITALIC, 150 PT



JAMONCILLO  
*Quilòmetres*

AYER POSTER ANGULAR REGULAR ITALIC, 150 PT

SKÚSENOSTI  
*Incorporates*

AYER POSTER BLACKLETTER REGULAR ITALIC, 150 PT

*DELICATELY*  
*Noteworthy*

AYER POSTER MEDIUM ITALIC, 150 PT [ALTERNATE e]

*PSYCHIQUE*  
*Misteriosa*

AYER POSTER CURSIVE MEDIUM ITALIC, 150 PT [SWASH E M P Q]

*BAROQUELY*  
*Abgrenzbar*

AYER POSTER ANGULAR MEDIUM ITALIC, 150 PT

*TALALSIGAN*  
*Referencings*

AYER POSTER BLACKLETTER MEDIUM ITALIC, 150 PT

**EXCHANGED**  
**Començava**

AYER POSTER SEMIBOLD ITALIC, 150 PT [ALTERNATE e]

**KIRKEÅRET**  
**Sylvestrian**

AYER POSTER CURSIVE SEMIBOLD ITALIC, 150 PT

**WAVEFORMS**  
*Intelligenza*

AYER POSTER ANGULAR SEMIBOLD ITALIC, 150 PT [ALTERNATE e g t z]

**EVIDENCING**  
*Fashionistas*

AYER POSTER BLACKLETTER SEMIBOLD ITALIC, 150 PT [ALTERNATE a]

**COMPOSERS**  
*Gihulagway*

AYER POSTER BOLD ITALIC, 150 PT [ALTERNATE g w y]

**DOGADAWA**  
*Cognitively*

AYER POSTER CURSIVE BOLD ITALIC, 150 PT [ALTERNATE A g t v y]

**CIVANTIRÎN**  
*Exchanging*

AYER POSTER ANGULAR BOLD ITALIC, 150 PT [ALTERNATE A W]

**PANORAMAS**  
*Glassmaker*

AYER POSTER BLACKLETTER BOLD ITALIC, 150 PT [ALTERNATE A M N]

***KNITWARES***

***Profoundly***

AYER POSTER BLACK ITALIC, 150 PT

***AUTOMATIC***

***Nákvæmar***

AYER POSTER CURSIVE BLACK ITALIC, 150 PT [TITLING ALTERNATE N, SWASH A K, ALTERNATE V]



**REQUISITES**  
**Großräume**

AYER POSTER ANGULAR BLACK ITALIC, 150 PT [ALTERNATE Q U]

**môistmuse**  
**Intermingle**

AYER POSTER BLACKLETTER BLACK ITALIC, 150 PT

Vasútvonalat és a  
1927 BEST SELLER  
Culinary Institute

AYER POSTER REGULAR, 100 PT

Rumor circulated  
FRÅN LÅNGT HÅLL  
As Novas Estações

AYER POSTER MEDIUM, 100 PT

Frenzied decades  
ZIJN ONDER MEER  
New Spring Styles

AYER POSTER SEMIBOLD, 100 PT

Tu niekol'ko osád  
CREATIVE SEQUEL  
Inauguré en 2019

AYER POSTER BOLD, 100 PT [ALTERNATE e1 2 9]

Trošinski izloženi  
COMUNE ITALIANO  
Record-breaking

AYER POSTER BLACK, 100 PT [ALTERNATE e g z]

*Lokale Rivalitäten*  
**AEGEAN DIALECTS**  
*Object & Etiquette*

AYER POSTER REGULAR ITALIC, 100 PT [ALTERNATE A t v y]

*Seated in late 1743*  
**OUTRÉ TECHNIQUE**  
*Się zmienić plany*

AYER POSTER CURSIVE REGULAR ITALIC, 100 PT

*Cludo 7.25 tunnell*  
**MOTEUR À VAPEUR**  
*At 4 feet, 8 ½ inches*

AYER POSTER ANGULAR REGULAR ITALIC, 100 PT

*Artisanal traditions*  
**CLAIM EXEMPTION**  
*Sajarah bisa tinemu*

AYER POSTER BLACKLETTER REGULAR ITALIC, 100 PT [ALTERNATE M N]

*The Pacific Shores*  
**ZUENIRAKURTZEN**  
*Des Weißen Vogels*

AYER POSTER MEDIUM ITALIC, 100 PT

*Annual Reviews*  
**VIBRANT TEXTILE**  
*Særligt i centrale*

AYER POSTER CURSIVE MEDIUM ITALIC, 100 PT [SWASH A E R S T V h l, ALTERNATE A e g t æ]

*Cuxa orixe débese*  
**ICONIC BRASSERIE**  
*Precisely machine*

AYER POSTER ANGULAR MEDIUM ITALIC, 100 PT

*Akdeniz iklimindeki*  
**VIER HISTORISCHE**  
*Old experiental film*

AYER POSTER BLACKLETTER MEDIUM ITALIC, 100 PT [ALTERNATE A]



*Tuon valloituksen*  
**BEAT JAZZ IN 1960**  
*Aesthetic & Spirit*

AYER POSTER SEMIBOLD ITALIC, 100 PT [ALTERNATE A Z et &]

*Quiet maneuvers*  
**ESTRECHA FRANJA**  
*Batik Patterning*

AYER POSTER CURSIVE SEMIBOLD ITALIC, 100 PT

*Silverstone Circuit*  
**VIA DEGLI ZINGARI**  
*Expressive feature*

AYER POSTER ANGULAR SEMIBOLD ITALIC, 100 PT [ALTERNATE f t]

*Wine Connoisseurs*  
**GLOBAL ECONOMY**  
*Kasutusele võetud*

AYER POSTER BLACKLETTER SEMIBOLD ITALIC, 100 PT [ALTERNATE M N]

*All 7,491 instances*  
**AYISANG REHIYON**  
*Interior discovery*

AYER POSTER BOLD ITALIC, 100 PT

*Natize Varietals*  
**DESIRABLE AREA**  
*Bedrijf genomen*

AYER POSTER CURSIVE BOLD ITALIC, 100 PT [SWASH B D E N V, ALTERNATE F]

*Površine Hrvatske*  
*MUTED THEATERS*  
*Außerordentliche*

AYER POSTER ANGULAR BOLD ITALIC, 100 PT

*Built from scratch*  
*A LOFTY IDEALISM*  
*Pakratus 73 tonny*

AYER POSTER BLACKLETTER BOLD ITALIC, 100 PT [ALTERNATE A Y a]

*Checks & Balance*  
**AIRY GUEST SUITE**  
*Pagtataya ng 1741*

AYER POSTER BLACK ITALIC, 100 PT [ALTERNATE A U g t y & 1 4 7]

*His renewed zeal*  
**SJÁLESTÆDIÁRIÐ**  
*Available supply*

AYER POSTER CURSIVE BLACK ITALIC, 100 PT [ALTERNATE e v w y]

*Danach wechselte*  
**TAILORED JACKET**  
*Pombaline styled*

AYER POSTER ANGULAR BLACK ITALIC, 100 PT

*Illuminated ariels*  
**MUGAK HAUETEK**  
*Filsuf dan pemikir*

AYER POSTER BLACKLETTER BLACK ITALIC, 100 PT [ALTERNATE X]

Größe Komponist

AYER POSTER REGULAR, 100 PT

Warm sitting area

AYER POSTER MEDIUM, 100 PT

A different styling

AYER POSTER SEMIBOLD, 100 PT

75 kompożizzjoni

AYER POSTER BOLD, 100 PT

A virtuoso's talent

AYER POSTER BLACK, 100 PT

*Mosaic-lined floor*

AYER POSTER REGULAR ITALIC, 100 PT

*Un sensu generale*

AYER POSTER MEDIUM ITALIC, 100 PT

*Quirky yoga habit*

AYER POSTER SEMIBOLD ITALIC, 100 PT

*Akivel életre szóló*

AYER POSTER BOLD ITALIC, 100 PT

*A New Generation*

AYER POSTER BLACK ITALIC, 100 PT



*Embraced an idea*

AYER POSTER CURSIVE REGULAR ITALIC, 100 PT

*Secret Vanguards*

AYER POSTER CURSIVE MEDIUM ITALIC, 100 PT

*Det æstetiske blev*

AYER POSTER CURSIVE SEMIBOLD ITALIC, 100 PT

*A Culinary Thrill*

AYER POSTER CURSIVE BOLD ITALIC, 100 PT

*Prazno uredenje*

AYER POSTER CURSIVE BLACK ITALIC, 100 PT

*Modernist leaning*

AYER POSTER ANGULAR REGULAR ITALIC, 100 PT

*Primeros trabajos*

AYER POSTER ANGULAR MEDIUM ITALIC, 100 PT

*Dhataran endhèk*

AYER POSTER ANGULAR SEMIBOLD ITALIC, 100 PT

*Glittering crystals*

AYER POSTER ANGULAR BOLD ITALIC, 100 PT

*Powerful showing*

AYER POSTER ANGULAR BLACK ITALIC, 100 PT

*Theorized technique*

AYER POSTER BLACKLETTER REGULAR ITALIC, 100 PT

*Décor's exuberance*

AYER POSTER BLACKLETTER MEDIUM ITALIC, 100 PT

*Les anciennes cités*

AYER POSTER BLACKLETTER SEMIBOLD ITALIC, 100 PT

*Ricerca scientifica*

AYER POSTER BLACKLETTER BOLD ITALIC, 100 PT

*Culinary mastery*

AYER POSTER BLACKLETTER BLACK ITALIC, 100 PT













**OPENTYPE FEATURES**  
 FAMILY WIDE

ALL CAPS  
 opens up spacing, moves  
 punctuation up

PROPORTIONAL LINING  
 default figures

FRACTIONS

LANGUAGE FEATURE  
 Polski (Polish) kreska accent

LANGUAGE FEATURE  
 Română (Romanian) s accent

**DEACTIVATED**

zjNew «Jobs» @ £246!?

Updated: £1,825 €1,030  
 Original: ¥7,132 \$1,275

12 $\frac{1}{2}$  34 $\frac{1}{3}$  56 $\frac{2}{3}$  ...

ŹRÓDŁA Ślady rozliczeń

FAIMOȘI conștiința știri

**ACTIVATED**

zINEW «JOBS» @ £246!?

Updated: £1,825 €1,030  
 Original: ¥7,132 \$1,275

12 $\frac{1}{2}$  34 $\frac{1}{3}$  56 $\frac{2}{3}$  78 $\frac{1}{4}$  90 $\frac{3}{4}$

ŹRÓDŁA Ślady rozliczeń

FAIMOȘI conștiința știri

**OPENTYPE FEATURES**  
 ROMAN

 STYLISTIC SET 01  
 alternate A f g t €

 STYLISTIC SET 02  
 alternate e

 STYLISTIC SET 03  
 alternate Q

 STYLISTIC SET 04  
 alternate Q

 STYLISTIC SET 05  
 alternate W w

 STYLISTIC SET 06  
 alternate Z z

 STYLISTIC SET 07  
 alternate U

 STYLISTIC SET 08  
 alternate 1 2 3 4 5 6 7 9

 STYLISTIC SET 09  
 alternate ?

 STYLISTIC SET 10  
 alternate &

**DEACTIVATED**

After Ann got €12,617 off

New surname ceremony

Questioned the Quarrel

Questioned the Quarrel

West Africa's 5 wildlands

New Zealand's Jazz Fests

4 U.N. Under Secretaries

Net loss of ¥1,147,253,679

¿A dond  vamos ahora?

Crisp &amp; Complex Criollos

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**OPENTYPE FEATURES**  
 ITALIC

 STYLISTIC SET 01  
 alternate A f g t €

 STYLISTIC SET 02  
 alternate e

 STYLISTIC SET 03  
 alternate Q

 STYLISTIC SET 04  
 alternate Q

 STYLISTIC SET 05  
 alternate W w v y

 STYLISTIC SET 06  
 alternate Z z

 STYLISTIC SET 07  
 alternate U

 STYLISTIC SET 08  
 alternate 1 2 3 4 5 6 7 9

 STYLISTIC SET 09  
 alternate ?

 STYLISTIC SET 10  
 alternate &

 STYLISTIC SET 11  
 alternate &

 STYLISTIC SET 12  
 alternate &

 STYLISTIC SET 13  
 alternate &

**DEACTIVATED**
*After Ann got €12,617 off*
*New surname ceremony*
*Questioning the Quarrel*
*Questioning the Quarrel*
*Wheat whisky in 17 vaults*
*New Zealand Jazz Bands*
*Old U.N. Under Secretary*
*Net loss of ¥1,147,253,679*
*¿A dond e vamos ahora?*
*Crisp & Complex Criollos*
*15 Stylists & Tastemakers*
*New Ideals & Inspiration*
*Narrative & Storytelling*
**ACTIVATED**
*After Ann got €12,617 off*
*New surname ceremony*
*Questioning the Quarrel*
*Questioning the Quarrel*
*Wheat whisky in 17 vaults*
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*¿A dond e vamos ahora?*
*Crisp & Complex Criollos*
*15 Stylists & Tastemakers*
*New Ideals   Inspiration*
*Narrative   Storytelling*

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**OPENTYPE FEATURES**  
 CURSIVE
 

---

 STYLISTIC SET 01  
 alternate A f g t €
 

---

 STYLISTIC SET 02  
 alternate e
 

---

 STYLISTIC SET 03  
 alternate Q f
 

---

 STYLISTIC SET 04  
 alternate Q f
 

---

 STYLISTIC SET 05  
 alternate W w v y
 

---

 STYLISTIC SET 06  
 alternate Z z
 

---

 STYLISTIC SET 07  
 alternate U
 

---

 STYLISTIC SET 08  
 alternate 1 2 3 4 5 6 7 9
 

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 STYLISTIC SET 09  
 alternate ?
 

---

 STYLISTIC SET 10  
 alternate &
 

---

 STYLISTIC SET 11  
 alternate &
 

---

 STYLISTIC SET 12  
 alternate &
 

---

 STYLISTIC SET 13  
 alternate &
 

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 STYLISTIC SET 14 + TITLING  
 alternate titling K N R
 

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 STYLISTIC SET 15 + SWASH  
 alternate swash E
 

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**DEACTIVATED**


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After Ann got €12,617 off

New surname ceremony

Questionable informant

Questionable informant

Wheat whisky in 9 vaults

New Zealand Jazz Bands

Old U.N. Under Secretary

Net loss of ¥1,147,253,679

¿A dónde vamos ahora?

Crisp & Complex Criollos

15 Stylists & Tastemakers

New Ideas & Inspiration

Narrative & Storytelling

Nic Kearny Risks More

Evening Entertainment

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**ACTIVATED**


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After Ann got €12,617 off

New surname ceremony

Questionable informant

Questionable informant

Wheat whisky in 9 vaults

New Zealand Jazz Bands

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Net loss of ¥1,147,253,679

¿A dónde vamos ahora?

Crisp & Complex Criollos

15 Stylists & Tastemakers

New Ideas ã Inspiration

Narrative @ Storytelling

Nic Kearny Risks More

Evening Entertainment

**OPENTYPE FEATURES**  
CURSIVE (continued)SWASH  
A-Z, b d h k lTITLING ALTERNATES  
all swash capitals  
titling F K N R**OPENTYPE FEATURES**  
ANGULARSTYLISTIC SET 01  
alternate A f g t €STYLISTIC SET 02  
alternate eSTYLISTIC SET 03  
alternate QSTYLISTIC SET 04  
alternate QSTYLISTIC SET 05  
alternate W w v ySTYLISTIC SET 06  
alternate Z zSTYLISTIC SET 07  
alternate USTYLISTIC SET 08  
alternate 1 2 3 4 5 6 7 9STYLISTIC SET 09  
alternate ?STYLISTIC SET 11  
alternate &**DEACTIVATED***The Jury's Final Verdict  
More Silvan-Era Charms  
Best 10 Hotels in Zagreb**The Royal French King  
Rich Factual Narrative***DEACTIVATED***After Ann got €12,617 off**New surname ceremony**Questioning the Quarrel**Questioning the Quarrel**Western Scotch Whiskies**New Zealand Jazz Bands**Old U.N. Under Secretary**Net loss of ¥1,147,253,679**¿A dond e vamos ahora?**15 Stylists & Tastemakers***ACTIVATED***The Jury's Final Verdict  
More Silvan-Era Charms  
Best 10 Hotels in Zagreb**The Royal French King  
Rich Factual Narrative***ACTIVATED***After Ann got €12,617 off**New surname ceremony**Questioning the Quarrel**Questioning the Quarrel**Western Scotch Whiskies**New Zealand Jazz Bands**Old U.N. Under Secretary**Net loss of ¥1,147,253,679**¿A dond e vamos ahora?**15 Stylists & Tastemakers*

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**OPENTYPE FEATURES**  
 BLACKLETTER
 

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 STYLISTIC SET 01  
 alternate A
 

---

 STYLISTIC SET 02  
 alternate a
 

---

 STYLISTIC SET 05  
 alternate V W X Y v w
 

---

 STYLISTIC SET 06  
 alternate Z z
 

---

 STYLISTIC SET 07  
 alternate M N
 

---

 STYLISTIC SET 11  
 alternate &
 

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**DEACTIVATED**


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*Antecedents to Fine Artists*

*Yearns for a state of grace*

*Five Vineyards of the Year  
Moves toward West Xi'an*

*New Zealand's 17 Jazz Clubs*

*Picks U.N. Under Secretary*

*Few Stylists & Tastemakers*

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**ACTIVATED**


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*Antecedents to Fine Artists*

*Yearns for a state of grace*

*Five Vineyards of the Year  
Moves toward West Xi'an*

*New Zealand's 17 Jazz Clubs*

*Picks U.N. Under Secretary*

*Few Stylists & Tastemakers*

## STYLES INCLUDED IN COMPLETE FAMILY

Ayer Poster Regular  
 Ayer Poster Regular Italic  
 Ayer Poster Medium  
 Ayer Poster Medium Italic  
 Ayer Poster Semibold  
 Ayer Poster Semibold Italic  
 Ayer Poster Bold  
 Ayer Poster Bold Italic  
 Ayer Poster Black  
 Ayer Poster Black Italic  
  
 Ayer Poster Cursive Regular Italic  
 Ayer Poster Cursive Medium Italic  
 Ayer Poster Cursive Semibold Italic  
 Ayer Poster Cursive Bold Italic  
 Ayer Poster Cursive Black Italic  
 Ayer Poster Angular Regular Italic  
 Ayer Poster Angular Medium Italic  
 Ayer Poster Angular Semibold Italic  
 Ayer Poster Angular Bold Italic  
 Ayer Poster Angular Black Italic  
 Ayer Poster Blackletter Regular Italic  
 Ayer Poster Blackletter Medium Italic  
 Ayer Poster Blackletter Semibold Italic  
 Ayer Poster Blackletter Bold Italic  
 Ayer Poster Blackletter Black Italic

## SUPPORTED LANGUAGES

Afrikaans, Albanian, Asturian, Basque, Breton, Bosnian, Catalan, Cornish, Croatian, Czech, Danish, Dutch, English, Esperanto, Estonian, Faroese, Finnish, French, Galician, German, Greenlandic, Guarani, Hawaiian, Hungarian, Ibo, Icelandic, Indonesian, Irish, Gaelic, Italian, Kurdish, Latin, Latvian, Lithuanian, Livonian, Malagasy, Maltese, Maori, Moldavian, Norwegian, Occitan, Polish, Portuguese, Romanian, Romansch, Saami, Samoan, Scots, Scottish Gaelic, Serbian (Latin), Slovak, Slovenian, Spanish (Castilian), Swahili, Swedish, Tagalog, Turkish, Walloon, Welsh, Wolof

## ABOUT THE DESIGNER

**Miguel Reyes** (born 1984), originally from Puebla, Mexico, studied graphic design at Benemérita Universidad Autónoma de Puebla before working as a type designer, graphic designer, and publication designer in Barcelona and Mexico City. He then studied type design at CEGestalt, School of Design in Mexico City and later attended the Type and Media Masters course at KABK in the Hague. Miguel joined the design staff of Commercial Type in 2013 and became a staff designer that year. His work has been honored by the Latin American Biennial of Typography, the New York Type Directors Club, and the Fine Press Book Association. Miguel has been helping to teach type design at CENTRO in Mexico City since 2017.

## CONTACT

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