
Ayer *Collection*

Ayer is an elegant but at times bizarre condensed display typeface, designed by Miguel Reyes between 2016 and 2019 for *W*, a large format fashion magazine. Creative director Cian Browne and art director Jeffrey Burch needed a malleable typeface, able to assert a strong personality at a variety of scales, even in a handful of characters at a time.

PUBLISHED
2019

DESIGNED BY
MIGUEL REYES

41 STYLES
3 FAMILIES

FAMILIES
AYER POSTER
AYER
AYER DECK

Ayer Deck is a low contrast sans serif with gentle flaring. Though intended primarily for use in small headlines, subheads, and pull quotes, it also works credibly for headlines when tracked in. Ayer has higher contrast, and can be used from 60pt and up or for knocking headlines out of a dark background. Ayer Poster has the extreme high contrast typical of a fashion typeface, and also features three additional italic styles: a chaotically beautiful Cursive, with a full complement of swash capitals; the sharply stylish Angular; and Miguel's decidedly non-traditional interpretation of the staid Blackletter genre.

RECOMMENDED MINIMUM & MAXIMUM SIZES

AYER POSTER, 100 PT+

Grant a bold
STATEMENT

AYER, 50 – 100 PT

Eternity is within time
Makes no frontiers
RESTLESSNESS

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

Ayer Poster

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.

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.

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

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]

MÖISTIMISE
Intermingle

AYER POSTER BLACKLETTER BLACK ITALIC, 150 PT

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

Ayer

Miguel Reyes's Ayer is the synthesis of a number of different influences: Italian Modern lettering from the early twentieth century, the high-contrast sans serifs common in fashion and beauty applications, the sharp corners favored by digital drawing tools, and the designer's own restless curiosity about the forms letters can take.

PUBLISHED

2019

DESIGNED BY

MIGUEL REYES

8 STYLES

4 WEIGHTS W/ ITALICS

FEATURESPROPORTIONAL LINING FIGURES
PREBUILT FRACTIONS

The art team at *W*, led by Cian Brown and Jeffrey Burch, needed a typeface that was at once versatile and packed a lot of personality. Ayer features a wide range of stylistic alternates for many characters, allowing them to fine-tune the personality of even the shortest headlines, dial its eccentricities up and down as needed, and help keep type treatments fresh and vibrant for their novelty-oriented editor-in-chief.

Ayer Regular

Ayer Regular Italic

Ayer Medium

Ayer Medium Italic

Ayer Semibold

Ayer Semibold Italic

Ayer Bold

Ayer Bold Italic

REALIZE THE LANDMARK
Civiltà di cui si ha notizia

AYER REGULAR, 70 PT [ALTERNATE Z z]

GRANTING HER CITATION
The Novel & Avant-Garde

AYER REGULAR ITALIC, 70 PT

Í VESTRÆNNI HEIMSPEKI
17,450 Eminent Scholars

AYER MEDIUM, 70 PT

VYTVOŘILO MIMOŘÁDNĚ
Mhriodweddau cemegol

AYER MEDIUM ITALIC, 70 PT [ALTERNATE e]

UNIVERSALLY ACCEPTED
Peregrinations maiores

AYER SEMIBOLD, 70 PT

ARISTOTELEEN JÄLKEEN
Farmer e Chef Delicacy

AYER SEMIBOLD ITALIC, 70 PT [ALTERNATE f y &]

EL CONGRESO NACIONAL
15 noted French villages

AYER BOLD, 70 PT [ALTERNATE A g t 1 5]

SCRIERI DESPRE LOGICĂ
Verouderde wiskundige

AYER BOLD ITALIC, 70 PT [ALTERNATE w]

Schmetterlingsraupe

AYER REGULAR, 80 PT

Numismatographers

AYER MEDIUM, 80 PT

Kommentaattoreina

AYER SEMIBOLD, 80 PT

Geomorphologically

AYER BOLD, 80 PT

Berekeningsmethode

AYER REGULAR ITALIC, 80 PT

Anthropomorphizing

AYER MEDIUM ITALIC, 80 PT

Internationalization

AYER SEMIBOLD ITALIC, 80 PT

Középbirodalomban

AYER BOLD ITALIC, 80 PT

Ayer Deck

Designed to bring the personality of Ayer to the dense pages of *W*'s front section, Ayer Deck shines in small display applications, such as subheads and pullquotes, or headlines on the web. Ayer Deck can also function as a stylish low-contrast headline typeface when the tracking is tightened.

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8 STYLES

4 WEIGHTS W/ ITALICS

FEATURESPROPORTIONAL LINING FIGURES
PREBUILT FRACTIONS

The heavier weights of Ayer Deck were first used in *M*, the men's portion of *W*'s periodic 'his-and-hers' fashion issue. Its louder typographic voice helped to differentiate *M*'s from *W*'s features while maintaining coherency throughout the issue. A low-contrast sans serif with gentle flaring, Ayer Deck is notably sturdier while retaining the character and intent of the original Ayer.

Ayer Deck Regular
Ayer Deck Regular Italic
Ayer Deck Medium
Ayer Deck Medium Italic
Ayer Deck Semibold
Ayer Deck Semibold Italic
Ayer Deck Bold
Ayer Deck Bold Italic

Medzi hlavné kategórie patria tieto štyri
MACKENZIE 17.5 MICRON MERINO JERSEY
The beating heart of the Asian economy

AYER DECK REGULAR, 40 PT

Located 75 primeval marine gastropods
LANDSADVOCAAT EN RAADPENSIONARIS
Diviso per il numero di partite disputate

AYER DECK REGULAR ITALIC, 40 PT [ALTERNATE 5 7]

Reported a total of 4,562,830 speakers
WIKANG MALTES ANG PAGKAKAPAREHO
Granti gasell sai nime šoti maadeuurija

AYER DECK MEDIUM, 40 PT

Earliest surviving examples dated 1294
NEW SADDLE-SHOULDER WOOL JUMPER
Għalhekk qatt ma kellu rabta mill-qrib

AYER DECK MEDIUM ITALIC, 40 PT [ALTERNATE 1 2 4 9]

Eru nokkur útdauð tungumál sem lítið
THE 2017 CAMELTOWN MALT FESTIVAL
L'île de Sabuda se trouve au large de la

AYER DECK SEMIBOLD, 40 PT

Trade wars a threat to global markets
BIOMATERIAL & EMERGING ECONOMIES
Bersama pendukung setianya seperti

AYER DECK SEMIBOLD ITALIC, 40 PT

The only wicket of the second innings
MAE MALTEG YN AGOS IAWN I ARAMAEG
Die folgenden Stadien wurden für die

AYER DECK BOLD, 40 PT [ALTERNATE A W e f g t w]

Płyta ta zapoczątkowała współpracę
FUNCTIONING AS A REAL VOCABULARY
Often exhibited various archaic traits

AYER DECK BOLD ITALIC, 40 PT [ALTERNATE U e v w y]

SI ATTRIBUISCE LA PRESSOCHÉ ASSENZA NATURALE DI ALBERI ALLA RELATIVA SCARSITÀ O
 Vuonna 2001 alettiin painaa Kiinan tasavallan karttoja joissa Manner-Kiina oli jätetty pois
THE ADVENT OF THESE NEW INDUSTRIES IN THE EARLY 20TH CENTURY DROVE GROWTH TO
In 1845 they sent their first shipment of wheat from San Pedro Harbor to Western Europe

AYER DECK REGULAR, REGULAR ITALIC, 18 PT

FOUNDED TWO MONTHS AFTER THE WALL STREET CRASH OF 1929 AT A COST OF €50,000
 Since the Paleolithic age the Steppe route has connected Eastern Europe & Central Asia
THE SOUTHERN HALF OF THIS ISLAND IS DOMINATED BY FIVE MASSIVE MOUNTAIN RANGES
Reconèixer acompliments extraordinaris en la indústria discogràfica és un dels quatre

AYER DECK MEDIUM, MEDIUM ITALIC, 18 PT

FORMED ROUGHLY 4–5 MILLION YEARS AGO AT THIS COMPLEX CONVERGENT BOUNDARY
 Durante el reinado del emperador Qianlong (1735-1796) la dinastía alcanzó su apogeo
LOCUIT ÎN ANTICHITATE ȘI LA ÎNCEPUTUL EVULUI MEDIU DE TRIBURI DE PĂSTORI NOMAZI
The city of Taoyuan has been elevated to special municipality status since early 2014

AYER DECK SEMIBOLD, SEMIBOLD ITALIC, 18 PT

INSELGRUPPE DER PESCADOREN BILDET DABEI DEN LANDKREIS PENGHU, DIE ÜBRIGEN
 In April 2008, Smith signed a contract with Classics & Jazz for a €2.3 million advance
THE CONSTRUCTION SIMULTANEOUSLY REINFORCED THE FABRICS, DESIGN & THE FINISH
Çin Cumhuriyeti'nin üst düzey idari bölümleri olup nüfusu 1,75 milyondan fazla olan

AYER DECK BOLD, BOLD ITALIC, 18 PT

Areal udgør cirka en tredjedel af

AYER DECK REGULAR, 50 PT

Compelling Idiosyncratic Ideals

AYER DECK MEDIUM, 50 PT

Worden als ware kunstwerken

AYER DECK SEMIBOLD, 50 PT

A Peerless & Unique Gemstone

AYER DECK BOLD, 50 PT

Asia's Oldest Culinary Traditions

AYER DECK REGULAR ITALIC, 50 PT

Este extraña relación existente

AYER DECK MEDIUM ITALIC, 50 PT

Growing Atlanta coffee realms

AYER DECK SEMIBOLD ITALIC, 50 PT

Jeho nejbližší spolupracovníci

AYER DECK BOLD ITALIC, 50 PT

INCLUDED FAMILIES

Ayer Poster
Ayer
Ayer Deck

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

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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.

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