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# Ayer *Collection*

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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.

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**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.

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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

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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.

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



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

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# Ayer

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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.

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**PUBLISHED**  
2019

**DESIGNED BY**  
MIGUEL REYES

**8 STYLES**  
4 WEIGHTS W/ ITALICS

**FEATURES**  
PROPORTIONAL 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.

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

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# Ayer Deck

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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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**PUBLISHED**

2019

**DESIGNED BY**

MIGUEL REYES

**8 STYLES**

4 WEIGHTS W/ ITALICS

**FEATURES**PROPORTIONAL 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.

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 CAMBELTOWN 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



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INCLUDED FAMILIES

Ayer Poster  
Ayer  
Ayer Deck

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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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