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.

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 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 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
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

AYER, 50–100 PT

Eternity is within time Makes no frontiers RESTLESSNESS

AYER POSTER, 100 PT+

Grant a bold STATEMENT
LANDELIJKE
Quantifying
ATTEMPTED
Sovereignty
PURVEYORS
Vocalização
TYYLILAJIT
Established
NOMINATOR
Instrucción
JAMONCILLO

Quilòmètres

SKÚSENOSTI

Incorporates

AYER POSTER ANGULAR REGULAR ITALIC, 150 PT

AYER POSTER BLACKLETTER REGULAR ITALIC, 150 PT
DELICATELY
Noteworthy

PSYCHIQUES
Misterioasa
BAROQUELY

Abgrenzbar

TALAISIGAN

Referencings
EXCHANGED
Començava

KIRKEÅRET
Sylvestrian
WAVEFORMS
Intelligenza
EVIDENCING
Fashionistas
COMPOSERS

Gihulagway

DOGAĐANJA

Cognitively
CIWANTIRİN
Exchanging

PANORAMAS
Glassmaker
REQUISITES
Großräume
Mõistmise
Intermingle
Rumor circulated fråń långt håll
As Novas Estações
Frenzied decades
ZIJN ONDER MEER
New Spring Styles
Tu niekoľ'ko osád
CREATIVE SEQUEL
Inauguré en 2019
Trošinski izloženi
COMUNE ITALIANO
Record-breaking
Lokale Rivalitäten

AEGEAN DIALECTS

Object & Etiquette

Seated in late 1743

OUTRÉ TECHNIQUE

Się zmienić plany
Cludo 7.25 tunnell MOTEUR À VAPEUR
At 4 feet, 8 ½ inches

Artisanal traditions CLAIM EXEMPTION

Sajarah bisa tinemu
The Pacific Shores
ZUEN IRAKURTZEN
Des Weißen Vogels
Annual Reviews
VIBRANT TEXTILE
Særligt i centrale
Cuxa orixe débese

ICONIC BRASSERIE

Precisely machine

Akdeniz İklimindeki

vier historische

Old experiental film
Tuon valloituksen
BEAT JAZZ IN 1960
Aesthetic & Spirit
Quiet maneuvers
ESTRECHA FRANJA
Batik Patterning
Silverstone Circuit
VIA DEGLI ZINGARI
Expressive feature
Wine Connoisseurs
GLOBAL ECONOMY
Kasutusele võetud
All 7,491 instances
AY ISANG REHIYON
Interior discovery
Native Varietals
DESIRABLE AREA
Bedrijf genomen
Površine Hrvatske
MUTED THEATERS
Außerordentliche
Built from scratch
A LOFTY IDEALISM
Pakrautus 73 tony
Checks & Balance

AIRY GUEST SUITE

Pagtataya ng 1741

His renewed zeal

SJÁLFSTÆÐI ÁRÍÐ

Available supply
Danach wechselte
TAILORED JACKET
Pombaline styled
Illuminated ariels
MUGAK HAUXEYK
Filsof dan pemikir
Größe Komponist

Warm sitting area

A different styling

75 kompożizzjoni

A virtuoso’s talent
Mosaic-lined floor

Un sensu generale

Quirky yoga habit

Akivel életre szóló

A New Generation
Embraced an idea

Secret Vanguards

Det æstetiske blev

A Culinary Thrill

Prazno uređenje
Modernist leaning

Primeros trabajos

Dhataran endhèk

Glittering crystals

Powerful showing
Theorized technique
Décor’s exuberance
Les anciennes cités
Ricerca scientifica
Culinary mastery
UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE

abcdefghijklmnopqrstuvwxyz

STANDARD PUNCTUATION

! ? . ; ... -- -( ] { } / \ & @ * " " ' " " " " « » () $ • Ꞙ Ꞟ ꞟ Ꞡ ꞡ Ꞣ ꞣ Ꞥ ꞥ Ꞧ ꞧ Ꞩ ꞩ Ɦ Ɜ Ɡ Ɬ Ɪ ꞯ Ʞ Ʇ Ʝ Ꭓ Ꞵ ꞵ Ꞷ ꞷ Ꞹ ꞹ Ꞻ ꞻ Ꞽ ꞽ Ꞿ ꞿ Ꟁ ꟁ Ꟃ ꟃ Ꞔ Ʂ Ᶎ Ꟈ ꟈ Ꟊ ꟊ Ɤ Ꟍ ꟍ ꟎ ꟏ Ꟑ ꟑ ꟒ ꟓ ꟔ ꟕ Ꟗ ꟗ Ꟙ ꟙ Ꟛ ꟛ Ƛ ꟝ ꟞ ꟟ ꟠ ꟡ ꟢ ꟣ ꟤ ꟥ ꟦ ꟧ ꟨ ꟩ ꟪ ꟫ ꟬ ꟭ ꟮ ꟯ ꟰ ꟱ ꟲ ꟳ ꟴ Ꟶ ꟶ ꟷ ꟸ ꟹ ꟺ ꟻ ꟼ ꟽ ꟾ ꟿ ꠀ ꠁ ꠂ ꠃ ꠄ ꠅ ꠆ ꠇ ꠈ ꠉ ꠊ ꠋ ꠌ ꠍ ꠎ ꠏ ꠐ ꠑ ꠒ ꠓ ꠔ ꠕ ꠖ ꠗ ꠘ ꠙ ꠚ ꠛ ꠜ ꠝ ꠞ ꠟ ꠠ ꠡ ꠢ ꠣ ꠤ ꠥ ꠦ ꠧ ꠨ ꠩ ꠪ ꠫ ꠬ ꠭ ꠮ ꠯ ꠰ ꠱ ꠲ ꠳ ꠴ ꠵ ꠶ ꠷ ꠸ ꠹ ꠺ ꠻ ꠼ ꠽ ꠾ ꠿ ꠾ ꠽ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿ ꠾ ꠿
**OpenType Features**

**Family Wide**

- **All Caps**
  - Opens up spacing, moves punctuation up

- **Proportional Lining**
  - Default figures

**Fractions**

- $\frac{1}{2}$  $\frac{3}{4}$  $\frac{1}{3}$  $\frac{5}{6}$  $\frac{2}{3}$  ...

**Language Features**

- **Polski (Polish)**
  - Kreska accent

- **Română (Romanian)**
  - Să accent

**Activates**

- ¿¡New «Jobs» @ £246!?
- Updated: £1,825 €1,030
- Original: ¥7,132 $1,275

**Deactivates**

- ¿¡NEW «JOBS» @ £246!?
- Updated: £1,825 €1,030
- Original: ¥7,132 $1,275

- ŹRÓDŁA Ślady rozliczeń
- FAIMOȘI conștiința știri

- ŹRÓDŁA Ślady rozliczeń
- FAIMOȘI conștiința știri
<table>
<thead>
<tr>
<th>OPENTYPE FEATURES</th>
<th>DEACTIVATED</th>
<th>ACTIVATED</th>
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<tbody>
<tr>
<td>STYLISTIC SET 01</td>
<td>alternate A f g t €</td>
<td>After Ann got €12,617 off</td>
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<td>STYLISTIC SET 02</td>
<td>alternate e</td>
<td>New surname ceremony</td>
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<tr>
<td>STYLISTIC SET 03</td>
<td>alternate Q</td>
<td>Questioned the Quarrel</td>
</tr>
<tr>
<td>STYLISTIC SET 04</td>
<td>alternate Q</td>
<td>Questioned the Quarrel</td>
</tr>
<tr>
<td>STYLISTIC SET 05</td>
<td>alternate W w</td>
<td>West Africa's 5 wildlands</td>
</tr>
<tr>
<td>STYLISTIC SET 06</td>
<td>alternate 2 z</td>
<td>New Zealand's Jazz Fests</td>
</tr>
<tr>
<td>STYLISTIC SET 07</td>
<td>alternate U</td>
<td>4 U.N. Under Secretaries</td>
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<td>STYLISTIC SET 08</td>
<td>alternate 1 2 3 4 5 6 7 9</td>
<td>Net loss of ¥1,147,253,679</td>
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<tr>
<td>STYLISTIC SET 09</td>
<td>alternate ?</td>
<td>¿A dónde vamos ahora?</td>
</tr>
<tr>
<td>STYLISTIC SET 10</td>
<td>alternate 6</td>
<td>Crisp &amp; Complex Criollos</td>
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<td>OPENTYPE FEATURES</td>
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<td>ACTIVATED</td>
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<td>After Ann got €12,617 off</td>
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<td>New surname ceremony</td>
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<td>Questioning the Quarrel</td>
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<tr>
<td>alternate e</td>
<td>Questioning the Quarrel</td>
<td>Questioning the Quarrel</td>
</tr>
<tr>
<td>STYLISTIC SET 03</td>
<td>Questioning the Quarrel</td>
<td>Questioning the Quarrel</td>
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<tr>
<td>alternate Q</td>
<td>Questioning the Quarrel</td>
<td>Questioning the Quarrel</td>
</tr>
<tr>
<td>STYLISTIC SET 04</td>
<td>Questioning the Quarrel</td>
<td>Questioning the Quarrel</td>
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<tr>
<td>alternate Q</td>
<td>Questioning the Quarrel</td>
<td>Questioning the Quarrel</td>
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<td>Wheat whisky in 17 vaults</td>
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<td>New Zealand Jazz Bands</td>
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<td>STYLISTIC SET 07</td>
<td>¿A dondé vamos ahora?</td>
<td>¿A dondé vamos ahora?</td>
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<tr>
<td>alternate U</td>
<td>Crisp &amp; Complex Criollos</td>
<td>Crisp &amp; Complex Criollos</td>
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<td>15 Stylists &amp; Tastemakers</td>
<td>15 Stylists &amp; Tastemakers</td>
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<tr>
<td>alternate 1 2 3 4 5 6 7 9</td>
<td>New Zealand Jazz Bands</td>
<td>New Zealand Jazz Bands</td>
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<td>STYLISTIC SET 09</td>
<td>New Ideals &amp; Inspiration</td>
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<td>Narrative &amp; Storytelling</td>
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<td>STYLISTIC SET 10</td>
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<td>Narrative &amp; Storytelling</td>
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<tr>
<td>STYLISTIC SET 11</td>
<td>Narrative &amp; Storytelling</td>
<td>Narrative &amp; Storytelling</td>
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<td>STYLISTIC SET 12</td>
<td>Narrative &amp; Storytelling</td>
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<td>STYLISTIC SET 13</td>
<td>Narrative &amp; Storytelling</td>
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<td>Narrative &amp; Storytelling</td>
<td>Narrative &amp; Storytelling</td>
</tr>
</tbody>
</table>
**OPENTYPE FEATURES**

**CURSIVE**

**STYLISTIC SET 01**
alternate A, f, g, t, €

**STYLISTIC SET 02**
alternate e

**STYLISTIC SET 03**
alternate Q, t

**STYLISTIC SET 04**
alternate Q, t

**STYLISTIC SET 05**
alternate W, w, 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 &

**STYLISTIC SET 14 + TITLING**
alternate titling K, N, R

**STYLISTIC SET 15 + SWASH**
alternate swash E

---

**DEACTIVATED**


**ACTIVATED**

### OPENTYPE FEATURES - CURSIVE (continued)

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<tr>
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<tbody>
<tr>
<td>SWASH</td>
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</tr>
<tr>
<td>A, Z, b, h, k, l</td>
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### OPENTYPE FEATURES - ANGULAR

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<tr>
<td>STYLISTIC SET 02</td>
<td>alternate e</td>
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<tr>
<td>STYLISTIC SET 03</td>
<td>alternate Q</td>
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<tr>
<td>STYLISTIC SET 04</td>
<td>alternate Q</td>
</tr>
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<td>alternate 2, 2</td>
</tr>
<tr>
<td>STYLISTIC SET 07</td>
<td>alternate U</td>
</tr>
<tr>
<td>STYLISTIC SET 08</td>
<td>alternate 1, 2, 3, 4, 5, 6, 7, 9</td>
</tr>
<tr>
<td>STYLISTIC SET 09</td>
<td>alternate ?</td>
</tr>
<tr>
<td>STYLISTIC SET 11</td>
<td>alternate &amp;</td>
</tr>
</tbody>
</table>

### Sample Text

- The Jury’s Final Verdict
- More Silvan-Era Charms
- Best 10 Hotels in Zagreb
- The Royal French King
- Rich Factual Narrative

- The Jury’s Final Verdict
- More Silvan-Era Charms
- Best 10 Hotels in Zagreb
- The Royal French King
- Rich Factual Narrative

- After Ann got €12,617 off
- New surname ceremony
- Questioning the Quarrel
- Western Scotch Whiskies
- New Zealand Jazz Bands
- Old U.N. Under Secretary
- Net loss of ¥1,147,253,679
- ¿A donde vamos ahora?
- 15 Stylists & Tastemakers

- After Ann got €12,617 off
- New surname ceremony
- Questioning the Quarrel
- Western Scotch Whiskies
- New Zealand Jazz Bands
- Old U.N. Under Secretary
- Net loss of ¥1,147,253,679
- ¿A donde vamos ahora?
- 15 Stylists & Tastemakers
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<th>OPENTYPE FEATURES</th>
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<th>ACTIVATED</th>
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</thead>
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<td>Antecedents to Fine Artists</td>
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<td>alternate a</td>
<td>Yearns for a state of grace</td>
<td>Yearns for a state of grace</td>
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<tr>
<td>STYLISTIC SET 05</td>
<td>alternate V W X Y v w</td>
<td>Five Vineyards of the Year</td>
<td>Five Vineyards of the Year</td>
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<tr>
<td>STYLISTIC SET 06</td>
<td>alternate Z z</td>
<td>Moves toward West Xi’an</td>
<td>Moves toward West Xi’an</td>
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<tr>
<td>STYLISTIC SET 07</td>
<td>alternate M N</td>
<td>New Zealand’s 17 Jazz Clubs</td>
<td>New Zealand’s 17 Jazz Clubs</td>
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<td>STYLISTIC SET 11</td>
<td>alternate &amp;</td>
<td>Picks U.N. Under Secretary</td>
<td>Picks U.N. Under Secretary</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Few Stylists &amp; Tastemakers</td>
<td>Few Stylists &amp; Tastemakers</td>
</tr>
</tbody>
</table>
Ayer Poster

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

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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New York, New York 10013
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commercialtype.com

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