

Ador

solid. sharp. dynamic
by Arne Freytag

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sharp

Ador is a humanist sans serif especially designed for contemporary typography. A large x-height not only creates space in the letters for extra-bold styles, but also lends Ador an open and generous character in the more narrow and semi-bold versions. The nice balance between sharp ink trapped and soft, dynamic shapes helps to work in small sizes. Diagonal stress, angled finials, and the 4-degree true italic styles give Ador a dynamic look. Ador is a contemporary sans serif typeface, special for text, magazines, and editorial. Its versatility makes it an excellent choice for both print and digital media, ensuring readability across various platforms. The typeface's clean and modern design allows it to seamlessly integrate into diverse design projects. With its thoughtful details, Ador brings both elegance and functionality to the forefront of any typographic composition.

ERQUICKENDER TEQUILA

Scharfe Kanten und weiche Kurven

Black Pearl

Xylophonspieler

SYSTEM

amore

DOPPLER

TUNA

stretch

LOOSE

UPBEAT

HUMAN



solid

LANGUAGE SUPPORT

SUPPORTS 34 LANGUAGES (PRO/OT CFF)

Afrikaans, Basque, Breton, Catalan, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, Gaelic (Irish, Scots), German, Hungarian, Icelandic, Indonesian, Irish, Italian, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Saami (Southern), Serbian, Slovak, Slovenian, Spanish, Swahili, Swedish, Turkish.

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Seventy Months

ADOR ULTRA LIGHT

Indian Summer

ADOR EXTRA LIGHT

Mountain View

ADOR LIGHT

Seed Merchant

ADOR REGULAR

Club Sandwich

ADOR MEDIUM

Hot Enterprise

ADOR BOLD

Puromorphite

ADOR EXTRA BOLD

Scharfe Kurve

ADOR BLACK

Unknown World

ADOR ULTRA LIGHT ITALIC

Childhood's End

ADOR EXTRA LIGHT ITALIC

Pocket Compass

ADOR LIGHT ITALIC

Characteristical

ADOR ITALIC

Natural History

ADOR MEDIUM ITALIC

Hippopotamus

ADOR BOLD ITALIC

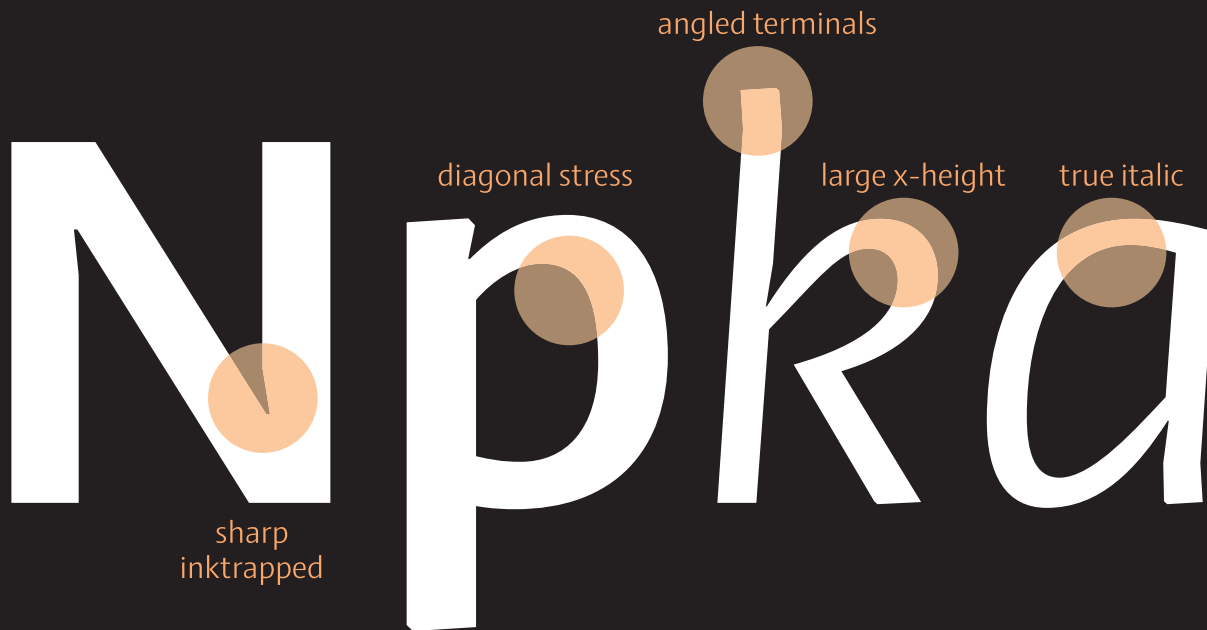
Superhighway

ADOR EXTRA BOLD ITALIC

Lone Journeys

ADOR BLACK ITALIC

DESIGN CONCEPT



REGULAR, ITALIC & DISPLAY (11 PT / 14 PT)

Moments of contemplation. We often find ourselves dreaming of visions of a better life. It's a universal longing, an innate desire to transcend the challenges and limitations of the present, and step into a brighter, more fulfilling reality.

For some, a better life may mean finding inner peace and contentment, cultivating a sense of mindfulness and gratitude that permeates every aspect of existence. *It's about cherishing the simple joys, savoring each moment, and nurturing meaningful connections with those around us.*

For others, a better life may entail chasing ambitious dreams and aspirations, daring to reach beyond the boundaries of what seems possible. It's about embracing risk, pursuing passions with unwavering determination, *and refusing to settle for anything less than extraordinary.*

Yet, amidst the *diverse interpretations* of what constitutes a better life, there exists a unifying theme – a shared commitment to personal growth and societal betterment. It's about recognizing that our individual journeys are inexorably intertwined with the collective tapestry of humanity, and that true fulfillment is found not only in the pursuit of personal goals, but also in the upliftment of those around us.

(7 pt / 9 pt)

In the moments of quiet reflection, our minds often wander to visions of a brighter tomorrow, filled with possibilities waiting to be realized. It's a deeply ingrained human instinct, this yearning for a life that surpasses the constraints of our current reality, propelling us towards a future brimming with potential.

For many, the pursuit of a better life is intricately linked with the quest for inner peace and tranquility. It involves delving deep into the recesses of our souls, cultivating a profound sense of mindfulness that colors every facet of our existence. This journey is about not just finding joy in the grand milestones, but also in the quiet moments of everyday life, where simple pleasures blossom into profound sources of fulfillment.

However, the notion of a better life extends far beyond mere contentment for others. It's about daring to dream audaciously, to envision a life that transcends the boundaries of convention and expectation. It's about embracing the exhilarating dance with uncertainty, where each step forward is fueled by an unwavering belief in one's own potential to achieve greatness.

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CAPITALS ADDITIONAL CAPITALS $\hat{\alpha} \hat{\beta} \hat{\gamma} \hat{\delta} \hat{\epsilon} \hat{\zeta} \hat{\eta} \hat{\theta} \hat{\iota} \hat{\kappa} \hat{\lambda} \hat{\mu} \hat{\nu} \hat{\xi} \hat{\omicron} \hat{\pi} \hat{\rho} \hat{\sigma} \hat{\tau} \hat{\upsilon} \hat{\phi} \hat{\chi} \hat{\psi} \hat{\omega} \hat{\alpha} \hat{\beta} \hat{\gamma} \hat{\delta} \hat{\epsilon} \hat{\zeta} \hat{\eta} \hat{\theta} \hat{\iota} \hat{\kappa} \hat{\lambda} \hat{\mu} \hat{\nu} \hat{\xi} \hat{\omicron} \hat{\pi} \hat{\rho} \hat{\sigma} \hat{\tau} \hat{\upsilon} \hat{\phi} \hat{\chi} \hat{\psi} \hat{\omega}$ [illegible]

The background of the image is a desert landscape. In the foreground, there are rolling sand dunes. In the background, there are dark, jagged mountains. The sky is a solid orange color. The text 'ink-traps' is written in a large, white, lowercase, sans-serif font, centered over the image.

ink- traps

The silent art of typography hides tiny secrets called inktraps. These fine protrusions, barely visible to the naked eye, preserve the clarity of each letter by trapping and shaping excess ink.

Like invisible guards, they ensure that words dance sharply and clearly on the paper. Inktraps combine technology with aesthetics and show that even the smallest details carry a deep beauty and function that makes our language shine.



made
for text

