

# Adlor

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.

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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

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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

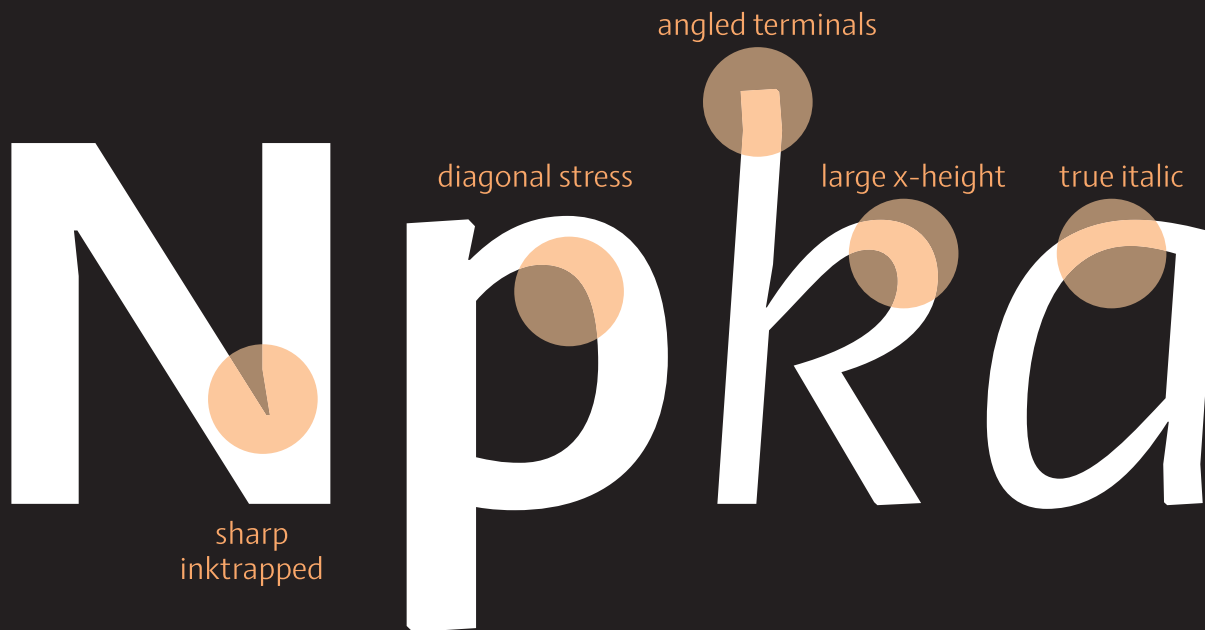
ADOR EXTRA BOLD ITALIC

Lone Journeys

ADOR BLACK ITALIC



DESIGN CONCEPT



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

**M**oments 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.

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 uplift-





# 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.

A surreal landscape with orange-toned mountains and a large, translucent, crystalline structure in the center. The scene is bathed in a warm, orange light, creating a dreamlike atmosphere. The mountains are rugged and layered, with some peaks appearing to be made of a different material or are partially covered in a crystalline substance. The central structure is a large, multi-faceted, translucent object that looks like a giant crystal or a piece of glass, with internal patterns and a glowing core. The overall composition is dramatic and visually striking.

adorable  
in text

