



Alanna Munro Type Foundry

Avona Serif

A standout serif—high in charisma

VARIABLE AXES

Weight

a a a a a a**DESIGNED BY**
Alanna Munro**PUBLISHED**
2021**VERSION**
1.1 (2024)**GLYPHS**
740**STYLES**
6**OPEN TYPE FEATURES**
liga, case, frac, subs,
sups, lnum, tnum,
pnum, onum, ss01**FORMATS**
otf, ttf, woff, woff2,
variable ttf

Aa
Regular**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
0123456789
♂@\$%#()!/?*

Traditional serifs often aim to become invisible in the text—to get out of the way of the content—but sometimes a serif needs to enchant and charm your readers. Avona serif is dripping with charismatic details that come from its unexpected forms and close relationship to calligraphy. We began with the question, “if a font were magically brought into existence, like by a wizard creating a document, what would it look like?”

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Regular 96pt

STYLES & FEATURES

Light	Hamburgerfonts
Regular	Hamburgerfonts
Medium	Hamburgerfonts
Semibold	Hamburgerfonts
Bold	Hamburgerfonts
Black	Hamburgerfonts

Ligatures
defies → *defies*

Case-specific Forms
(@DEVOTE) → (@DEVOTE)

Fractions
2 1/2 cups → 2 ½ cups

Subscripts
C₇H₈N₄O₂ → C₇H₈N₄O₂

Superscripts
Magic spells¹ → Magic spells¹

Proportional Numerals
4:00pm, June 26, 1987

Oldstyle Numerals
4:00pm, June 26, 1987

Tabular Numerals	
\$25.23 CAD	\$25.23 CAD
£14.22 GBP	£14.22 GBP
€16.45 EUR	€16.45 EUR

The idea for Avona came out of discussions with my husband about video game typography. During our time playing video games together we had both noticed that many often lacked good typography, especially in the fantasy genre.

When we took a closer look, typographical choices ranged from games using fonts that were very stylized and sacrificed functionality to games using a functional font that didn't add any atmosphere to the game. There are a few that get it right and when that happens, the immersion

Low Regular 9/14

Searching for "fantasy font" brings up a lot of options that are overly decorative and pretty much unusable for the demands of user interfaces. This leaves very few choices that add a fantasy visual tone while remaining functional. The type designer part of me saw this as a fun challenge and so I set out to capture the essence of fantasy in a typeface that would also meet the demands of good user interface typography.

Imagine if a wizard conjured a document. What determines the look of the letters on the page? Does the magic draw from the wizard's own knowledge and imagination, or does the spell itself contain the DNA that determines the letterforms? In the case that the wizard's own knowledge contributes to letterform characteristics, the letters are go-

Low Semibold 9/14

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Bold 96pt

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think man
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space into
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CHARACTER SET

Base Alphabet

A	B	C	D	E	F	G	H	I	J	K
L	M	N	O	P	Q	R	S	T	U	V
W	X	Y	Z	a	b	c	d	e	f	g
h	i	j	k	l	m	n	o	p	q	r
s	t	u	v	w	x	y	z			

Numbers & Math

0	1	2	3	4	5	6	7	8	9	+
-	±	÷	×	=	<	>	≤	≥	≈	≠
¬	*	∅	^	~	μ	π	1	2	3	4
5	6	7	8	9	o	º	1	2	3	4
5	6	7	8	9	º	0	1	2	3	4
										5
6	7	8	9							

Punctuation

.	,	...	:	;	!	?	¡	¿	‘	’
“	”	,	”	‘	”	‘	’	«	»	—
()	[]	{	}	-	—	—	/	
	\	#	%	%o	@	&	7	§	¶	№
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®	™	a	o	e	♦	♥				

Currency

¤	\$	₵	£	¥	£	đ	€	f	₹	₱
₲	₴	₼	₹	₼	₼	₱	₵	N	₩	₭
₵	₦	฿	฿							

Accents

’	’	”	”	^	^	ˇ	ˇ	~	~	–	–	•	•
ſ	ſ														

Arrows

←	↑	→	↓	↔	↕	↗	↗	↘	↖

Extended Language Support

Base Alphabet

Ligatures

fb	fh	fh	fh	fi	fi	fi	fi	fi	fi	fi
fi	fl	fi	fj	fj	fk	fk	fl	fl	fl'	fl
fl	fl	fp	gg	fk	fk					

Fractions

1/4	1/2	3/4	1/3	2/3	1/8	3/8	5/8	7/8
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Ligatures

w	ŵ	ѡ	ѡ	ѡ	v	k	v	w	y	ŵ
ѡ	ѡ	ѡ	ý	ý	ý	ý	ý	ý	ý	ý

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Light 96pt

LANGUAGES SUPPORTED: 308

SCRIPTS: LATIN

Acheron	Bikol	Czech	Huastec	Kirmanjki	Matsés	Nyanja	Sango	Standard Latvian	Veps
Achinese	Bini	Danish	Hungarian	Kituba (DRC)	Mauritian Creole	Nyankole	Sangu (Tanzania)	Standard Malay	Vietnamese
Acholi	Bislama	Dehu	Icelandic	Kongo	Meriam Mir	Occitan	Saramaccan	Sundanese	Võro
Achuar-Shiwiar	Borana-Arsi-Guji Oromo	Dimli	Iloko	Konzo	Meru	Ojítlán Chinantec	Sardinian	Swahili	Wallisian
Afar	Bosnian	Dutch	Inari Sami	Kven Finnish	Mezquital Otomi	Orma	Scots	Swedish	Walloon
Afrikaans	Breton	Eastern Arrernte	Indonesian	Kölsch	Minangkabau	Oroqen	Scottish Gaelic	Swiss German	Walser
Aguaruna	Buginese	Eastern Oromo	Irish	Ladin	Mirandese	Otuho	Secoya	Tagalog	Waray (Philippines)
Ahtna	Candoshi-Shapra	Efik	Istro Romanian	Ladino	Mizo	Palauan	Sena	Tahitian	Warlpiri
Alekan	Caquinte	English	Italian	Latgalian	Mohawk	Pampanga	Seri	Talysh	Wayuu
Aleut	Caribbean Hindustani	Faroese	Ixcatlán Mazatec	Lithuanian	Montenegrin	Papantla Totonac	Seselwa Creole French	Tedim Chin	Welsh
Amahuaca	Cashibo-Cacataibo	Fijian	Jamaican Creole English	Lombard	Munsee	Papiamento	Shawnee	Tetum	West Central Oromo
Amarakaeri	Cashinahua	Filipino	Japanese	Low German	Murrinh-Patha	Paraguayan Guaraní	Shipibo-Conibo	Tetun Dili	Western Abnaki
Amis	Catalan	Finnish	Javanese	Lower Sorbian	Muslim Tat	Pedi	Shona	Ticuna	Western Frisian
Anaang	Cebuano	French	Jola	Lozi	Mwani	Picard	Shuar	Tlingit	Wiradjuri
Andaandi, Dongolawi	Central Aymara	Friulian	Fonyi	Luba-Lulua	Mískito	Pichis Ashéninka	Sicilian	Toba	Wolof
Anuta	Central Kurdish	Gagauz	K'iche'	Lule Sami	Naga Pidgin	Piemontese	Silesian	Tok Pisin	Xhosa
Aragonese	Central Nahuatl	Galician	Kabuverdianu	Luo (Kenya & Tanzania)	Navajo	Pijin	Slovak	Tokelau	Yanesha'
Arbëreshë Albanian	Chachi	Ganda	Kaingang	Luxembourgish	Ndonga	Pintupi-Luritja	Slovenian	Tonga (Tonga Islands)	Yao
Asháninka	Chamorro	Garifuna	Kala Lagaw Ya	Macedo-Romanian	Neapolitan	Pipil	Soga	Tonga (Zambia)	Yoruba
Ashéninka Perené	Chavacano	German	Kalaallisut	Madurese	Ngazidja Comorian	Pite Sami	Somali	Tosk Albanian	Yucateco
Atayal	Chiga	Gheg Albanian	Kalenjin	Makonde	Niuean	Pohnpeian	Soninke	Tsakhur	Zapotec
Balinese	Chiltepec Chinantec	Gilbertese	Kamba (Kenya)	Malagasy	Nobiin	Polish	South Azerbaijani	Tumbuka	Zulu
Barjar	Chokwe	Gooniyandi	Kaonde	Malaysian	Nomatsiguenga	Portuguese	South Marquesan	Turkish	Zuni
Bari	Chuukese	Gourmanchéma	Kaqchikel	Maltese	North Azerbaijani	Potawatomi	South Ndebele	Turkmen	Záparo
Basque	Cimbrian	Guadeloupean Creole	Karelian	Mandinka	North Marquesan	Purepecha	Southern Aymara	Tzeltal	
Batak Dairi	Cofán	Gusii	Kashubian	Mandjak	North Ndebele	Páez	Southern Qiandong-	Tzotzil	
Batak Karo	Cook Islands Māori	Gwich'in	Kekchí	Mankanya	Northern Kurdish	Quechua	Miao	Uab Meto	
Batak Mandailing	Cornish	Haitian	Kenzi, Mattokki	Manx	Northern Qiandong-	Romanian	Southern Sami	Umbundu	
Batak Simalungun	Corsican	Hani	Khasi	Moore Comorian	Miao	Romansh	Southern Sotho	Ume Sami	
Batak Toba	Creek	Hawaiian	Kikuyu	Maori	Northern Sami	Rotokas	Spanish	Upper Guinea Crioulo	
Bemba (Zambia)	Crimean Tatar	Hiligaynon	Kimbundu	Mapudungun	Northern Uzbek	Rundi	Sranan Tongo	Upper Sorbian	
Bena (Tanzania)	Croatian	Hopi	Kinyarwanda	Marshallese	Norwegian	Samoan	Standard Estonian	Venetian	

AVONA SERIF FAMILY

TYPE TESTER & PRICING

alannamunro.com/fonts/avona-serif

LICENSING

alannamunro.com/licensing