

AYITA™ PRO

an exuberant family

WARM & STRONG

Ready to stand up & ask questions

Modern Sophistication

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<http://www.ascendercorp.com>

Ayita Pro

About this font

Ayita Pro is a cheerful new sans serif design by Jim Ford. Ayita is a Cherokee name which translates to first in dance and recalls the exuberant rhythm and flow of these 14 new typefaces. Originally conceived as an upright italic design, Ayita remains contemporary, friendly and elegant yet hard working.

The open shapes render faithfully at small point sizes and on device screens while the compact design allows more characters per line for headlines. Ayita Pro features a typographically-rich Latin character set, with OpenType features for advanced design applications and a variety of decorative patterns and ornaments to fuel your creativity.

Ayita is a unique and powerful design that is useful for a wide variety of applications from fashionable headlines and greeting cards to user interfaces, packaging and signage.

AYITA PRO

Hot Hollywood Couples with an Appetite for Love

SUPERMODELS

50 WAYS TO LOSE POUNDS FAST!

Checking out the beach scene



Trattoria 569 Classic Italian Dining



Open Daily from 6pm - 2.30am



Fonts In This Package

Thin

hamburgetfonstiv

Light

hamburgetfonstiv

Regular

hamburgetfonstiv

Semi Bold

hamburgetfonstiv

Bold

hamburgetfonstiv

Black

hamburgetfonstiv

Fat

hamburgetfonstiv

Thin Italic

hamburgetfonstiv

Light Italic

hamburgetfonstiv

Italic

hamburgetfonstiv

Semi Bold Italic

hamburgetfonstiv

Bold Italic

hamburgetfonstiv

Black Italic

hamburgetfonstiv

Fat Italic

hamburgetfonstiv

OpenType Features

Lat Latin

The Latin-1 character set contains the common set of letters, numbers, accents, punctuation and symbols of the major western European languages. Codepage 1252 Latin 1 supports these languages: Afrikaans, Alsatian, Basque, Bislama, Breton, Catalan, Chamorro, Danish, Dutch, English, Faroese, Finnish, Franco-Provencal, French, Frisian, Friulian, Galician, German, Greenlandic, Icelandic, Indonesian, Irish, Italian, Ladin, Latin, Luxembourgish, Malay, Manx Gaelic, Norwegian (Bokmål), Norwegian (Nynorsk), Occitan, Portuguese, Rhaeto-Romance, Romansh, Sami (Inari), Sami (Lule), Sami (Northern), Sami (Skolt), Sami (Southern), Scottish Gaelic, Spanish, Swedish, Walloon, Welsh.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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B·B Small Caps

True Small Capitals

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ff Ligatures

Ligatures are designed to correct awkward combinations where letters may collide. This font contains an extended set of ligatures beyond the basic “fi” and “fl” ligatures found in most fonts.

fi fl ff ffi ffl fb fh fj fk ft (Standard)

ĸk ĸt ſk ſt (Discretionary)

619 Oldstyle figures

These figures are designed with ascenders and descenders and have features and proportions compatible with the lowercase characters of the typeface. Included are tabular oldstyle figures.

0123456789



Diagonal Fractions

These fonts include an expanded set of the most commonly used diagonal fractions beyond 1/4, 1/2 and 3/4.

1/4 1/2 3/4 1²³⁴/5678



Superscript/Subscript

Superior and inferior figures, also known as superscript and subscript letterforms, are used for footnote references, chemical compounds, and as mathematical exponents.

0123456789 /0123456789

Scientific Inferiors

Scientific Inferior numbers are used primarily in mathematical or chemical notations.

0123456789

Stylistic Sets

*Hamburg 1234567890 *Spicy ¶ stylistic tricks · "Quote" <>*

Stylistic Set 1 **HAMBURG 1234567890 & Spicy || STYLISTIC TRICKS · "QUOTE" ↔**

Stylistic Set 2 **Hamburg 1234567890 & Spicy ¶ stylistic tricks · ¶Quote¶ ↔**

Stylistic Set 3 **HAMBURG 1234567890 & Spicy * STYLISTIC TRICKS · "QUOTE" ↔**



Ornaments

Ornaments add a personal signature to the type family and can be used as title page decoration, paragraph markers, dividers for blocks of text, or as repeated bands and borders.



About the Designer



Jim Ford is a type designer at Ascender, a “Jack of Arts” who tackles the demands of custom type design while creating innovative new fonts for the masses. Jim is a graduate of Columbia College Chicago, where he studied advertising art direction and graphic design. While Jim was growing as an aspiring type designer, he was fortunate to have great mentors in the craft, such as George Thompson and Steve Matteson.

Since joining Ascender in 2005, Jim has created custom typefaces for a wide range of corporate branding clients, software and hardware developers, fonts for retail, and even the US government! Beyond the Latin alphabet, Jim has extensive experience drawing for several languages including Greek, Cyrillic, Hebrew, Thai and other non-Latin and minority scripts. Before Ascender, Jim worked at a point-of-purchase advertising agency and was a freelance artist, involved in a variety of projects from brand identity systems and packaging, to album covers and rock posters.

Jim lives in Delavan, Wisconsin with his son Riley. When he’s not designing typefaces or playing dad, he is working hard on his other passion, Music. Jim plays bass, drums and other instruments, and is an active bandleader for the Chicago-based hard rock outfit Coyote Camaro, and his collective improv vehicle, Duchamp.