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# Ayer Deck

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Designed to bring the personality of Ayer to the dense pages of *W*'s front section, Ayer Deck shines in small display applications, such as subheads and pullquotes, or headlines on the web. Ayer Deck can also function as a stylish low-contrast headline typeface when the tracking is tightened.

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**PUBLISHED**  
2019

**DESIGNED BY**  
MIGUEL REYES

**8 STYLES**  
4 WEIGHTS W/ ITALICS

**FEATURES**  
PROPORTIONAL LINING FIGURES  
PREBUILT FRACTIONS

The heavier weights of Ayer Deck were first used in *M*, the men's portion of *W*'s periodic 'his-and-hers' fashion issue. Its louder typographic voice helped to differentiate *M*'s from *W*'s features while maintaining coherency throughout the issue. A low-contrast sans serif with gentle flaring, Ayer Deck is notably sturdier while retaining the character and intent of the original Ayer.

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Ayer Deck Regular  
*Ayer Deck Regular Italic*  
Ayer Deck Medium  
*Ayer Deck Medium Italic*  
Ayer Deck Semibold  
*Ayer Deck Semibold Italic*  
Ayer Deck Bold  
*Ayer Deck Bold Italic*

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**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

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AYER, 50–100 PT

Eternity is within time  
Makes no frontiers  
RESTLESSNESS

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AYER POSTER, 100 PT+

Grant a bold  
STATEMENT

EL SISTEMA DE BASE CINCO  
Made from thick limestone

AYER DECK REGULAR, 60 PT

*AUSTRALIAN ASTRONOMER*  
*Den industrielle revolusjon*

AYER DECK REGULAR ITALIC, 60 PT

MARY SHELLEY'S 7 NOVELS  
Cerca de 71 mil habitantes

AYER DECK MEDIUM, 60 PT

*ALÞJÓÐLEGUM VETTvangi*  
*1923 in German silent film*

AYER DECK MEDIUM ITALIC, 60 PT

**FORMĂ DE GUVERNĂMÂNT**  
**Kung ano ang binubuo ng**

AYER DECK SEMIBOLD, 60 PT

***LES SCRIBES DISPOSaient***  
***Witnessing rapid changes***

AYER DECK SEMIBOLD ITALIC, 60 PT

**IN MAYBRAT, WEST PAPUA**  
**Attached to the sea floor**

AYER DECK BOLD, 60 PT

***ABUNDANCE & DIVERSITY***  
***Objekte oder Strukturen***

AYER DECK BOLD ITALIC, 60 PT [ALTERNATE A U]

Medzi hlavné kategórie patria tieto štyri  
MACKENZIE 17.5 MICRON MERINO JERSEY  
The beating heart of the Asian economy

AYER DECK REGULAR, 40 PT

*Located 75 primeval marine gastropods*  
LANDSADVOCAAT EN RAADPENSIONARIS  
*Diviso per il numero di partite disputate*

AYER DECK REGULAR ITALIC, 40 PT [ALTERNATE 5 7]

Reported a total of 4,562,830 speakers  
WIKANG MALTES ANG PAGKAKAPAREHO  
Granti gasell sai nime šoti maadeuurija

AYER DECK MEDIUM, 40 PT

*Earliest surviving examples dated 1294*  
NEW SADDLE-SHOULDER WOOL JUMPER  
*Għalhekk qatt ma kellu rabta mill-qrib*

AYER DECK MEDIUM ITALIC, 40 PT [ALTERNATE 1 2 4 9]

Eru nokkur útdauð tungumál sem lítið  
**THE 2017 CAMELTOWN MALT FESTIVAL**  
 L'île de Sabuda se trouve au large de la

AYER DECK SEMIBOLD, 40 PT

*Trade wars a threat to global markets*  
**BIOMATERIAL & EMERGING ECONOMIES**  
*Bersama pendukung setianya seperti*

AYER DECK SEMIBOLD ITALIC, 40 PT

**The only wicket of the second innings**  
**MAE MALTEG YN AGOS IAWN I ARAMAEG**  
**Die folgenden Stadien wurden für die**

AYER DECK BOLD, 40 PT [ALTERNATE A W e f g t w]

*Płyta ta zapoczątkowała współpracę*  
**FUNCTIONING AS A REAL VOCABULARY**  
*Often exhibited various archaic traits*

AYER DECK BOLD ITALIC, 40 PT [ALTERNATE U e v w y]

TROUGH OF LOW PRESSURE CAUSING PERSISTENT STORM PATTERN  
 Hij nam in het midden van diezelfde jaren zeventig twee lp's op met  
*FEATURES A BRIGHT & RICH CREAM SAUCE WITH LOCAL VEGETABLES*  
*It was uncovered in the Biblioteca Vallicelliana in Rome in late 1978*

AYER DECK REGULAR, REGULAR ITALIC, 24 PT

IL SISTEMA È BASATO SUI TOUR, OVVERO UNA SERIE DI SFIDE IN CUI  
 The age of these terraces are believed to be over 14,000 years old  
*IN GENERAL, THIS HYPOTHESIS ATTRIBUTES TOO MUCH WEIGHT TO*  
*Veya step iklimi genellikle yıllık olarak düşük yağmur miktarı alan*

AYER DECK MEDIUM, MEDIUM ITALIC, 24 PT

RETRACING LAGERFELD'S STEPS THROUGH MILANESE ALLEYWAYS  
 Banaue a les serralades de les Filipines són un bé declarat com a  
*HELYBÉLIEK ALAPVETŐ ÉLELMISZERÉNEK SZÁMÍTÓ RIZS MELLETT*  
*The museum's after-hours performance series, starting in April*

AYER DECK SEMIBOLD, SEMIBOLD ITALIC, 24 PT

RANKING AS THE FOURTH MOST POPULOUS ISLAND IN THE WORLD  
 Her mathematical analysis adopted from evolutionary biology  
*BASA-BASA INDO-ÉROPAH NYAKUP WOLUNG SUBRUMPUN YA IKU*  
*Genannten Untergruppen auf gemeinsame Zwischensprachen*

AYER DECK BOLD, BOLD ITALIC, 24 PT [ALTERNATE Z]



SI ATTRIBUISCE LA PRESSOCHÉ ASSENZA NATURALE DI ALBERI ALLA RELATIVA SCARSITÀ O  
 Vuonna 2001 alettiin painaa Kiinan tasavallan karttoja joissa Manner-Kiina oli jätetty pois  
*THE ADVENT OF THESE NEW INDUSTRIES IN THE EARLY 20TH CENTURY DROVE GROWTH TO*  
*In 1845 they sent their first shipment of wheat from San Pedro Harbor to Western Europe*

AYER DECK REGULAR, REGULAR ITALIC, 18 PT

FOUNDED TWO MONTHS AFTER THE WALL STREET CRASH OF 1929 AT A COST OF €50,000  
 Since the Paleolithic age the Steppe route has connected Eastern Europe & Central Asia  
*THE SOUTHERN HALF OF THIS ISLAND IS DOMINATED BY FIVE MASSIVE MOUNTAIN RANGES*  
*Reconèixer acompliments extraordinaris en la indústria discogràfica és un dels quatre*

AYER DECK MEDIUM, MEDIUM ITALIC, 18 PT

FORMED ROUGHLY 4–5 MILLION YEARS AGO AT THIS COMPLEX CONVERGENT BOUNDARY  
 Durante el reinado del emperador Qianlong (1735-1796) la dinastía alcanzó su apogeo  
*LOCUIT ÎN ANTICHITATE ȘI LA ÎNCEPUTUL EVULUI MEDIU DE TRIBURI DE PĂSTORI NOMAZI*  
*The city of Taoyuan has been elevated to special municipality status since early 2014*

AYER DECK SEMIBOLD, SEMIBOLD ITALIC, 18 PT

INSELGRUPPE DER PESCADOREN BILDET DABEI DEN LANDKREIS PENGHU, DIE ÜBRIGEN  
 In April 2008, Smith signed a contract with Classics & Jazz for a €2.3 million advance  
*THE CONSTRUCTION SIMULTANEOUSLY REINFORCED THE FABRICS, DESIGN & THE FINISH*  
*Çin Cumhuriyeti'nin üst düzey idari bölümleri olup nüfusu 1,75 milyondan fazla olan*

AYER DECK BOLD, BOLD ITALIC, 18 PT

Areal udgør cirka en tredjedel af

AYER DECK REGULAR, 50 PT

Compelling Idiosyncratic Ideals

AYER DECK MEDIUM, 50 PT

Worden als ware kunstwerken

AYER DECK SEMIBOLD, 50 PT

A Peerless & Unique Gemstone

AYER DECK BOLD, 50 PT

*Asia's Oldest Culinary Traditions*

AYER DECK REGULAR ITALIC, 50 PT

*Este extraña relación existente*

AYER DECK MEDIUM ITALIC, 50 PT

*Growing Atlanta coffee realms*

AYER DECK SEMIBOLD ITALIC, 50 PT

*Jeho nejbližší spolupracovníci*

AYER DECK BOLD ITALIC, 50 PT





**OPENTYPE FEATURES**  
FAMILY WIDEALL CAPS  
opens up spacing, moves  
punctuation upPROPORTIONAL LINING  
default figures

FRACTIONS

LANGUAGE FEATURE  
Polski (Polish) kreska accentLANGUAGE FEATURE  
Română (Romanian) s accent**OPENTYPE FEATURES**  
ROMAN & ITALICSTYLISTIC SET 01  
alternate A f g t €STYLISTIC SET 02  
alternate eSTYLISTIC SET 03  
alternate QSTYLISTIC SET 04  
alternate QSTYLISTIC SET 06  
alternate Z zSTYLISTIC SET 07  
alternate USTYLISTIC SET 08  
alternate 1 2 3 4 5 6 7 9STYLISTIC SET 09  
alternate ?STYLISTIC SET 10  
alternate &**DEACTIVATED**

¿[New] «Work» @ €72.46!?

Updated: €1,825 €1,030  
Original: **¥7,132 \$1,275**

12 1/2 34 1/3 56 2/3 78 1/4 ...

ŹRÓDŁA Ślady możliwości

ÎNSUȘI conștiința științifice

**DEACTIVATED**

After getting her €1,627,380

Several of Mendeleev's *ideas*

Questioning the Quizmaster

Questioning the Quizmaster

2020 New Zealand Jazz Fest

Underreported U.S. revenue

An exact loss of €147,253,679

¿A dond  vamos en agosto?

A Delicate &amp; Complex Criollo

**ACTIVATED**

¿i[NEW] «WORK» @ €72.46!?

Updated: €1,825 €1,030  
Original: **¥7,132 \$1,275**

12½ 34⅓ 56⅔ 78¼ 90¾

ŹRÓDŁA Ślady możliwości

ÎNSUȘI conștiința științifice

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**OPENTYPE FEATURES**  
 ROMAN ONLY
 

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 STYLISTIC SET 05  
 alternate W w
 

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**DEACTIVATED**


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 West African coffee growers
 

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**ACTIVATED**


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 West African coffee growers
 

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**OPENTYPE FEATURES**  
 ITALIC ONLY
 

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 STYLISTIC SET 05  
 alternate W w v y
 

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**DEACTIVATED**


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 Whisky in vaunted white oak
 

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**ACTIVATED**


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 Whisky in vaunted white oak
 

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 STYLISTIC SET 11  
 alternate &
 

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 Fresh Stylists & Tastemakers
 

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 Fresh Stylists & Tastemakers
 

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 STYLISTIC SET 12  
 alternate &
 

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 Sonic Influence & Narrative
 

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 Sonic Influence eŦ Narrative
 

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 STYLISTIC SET 13  
 alternate &
 

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 Technologies & Storytelling
 

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 Technologies eŦ Storytelling
 

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**STYLES INCLUDED IN COMPLETE FAMILY**

Ayer Deck Regular  
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Ayer Deck Medium Italic  
Ayer Deck Semibold  
Ayer Deck Semibold Italic  
Ayer Deck Bold  
Ayer Deck Bold Italic

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**SUPPORTED LANGUAGES**

Afrikaans, Albanian, Asturian, Basque, Breton, Bosnian, Catalan, Cornish, Croatian, Czech, Danish, Dutch, English, Esperanto, Estonian, Faroese, Finnish, French, Galician, German, Greenlandic, Guarani, Hawaiian, Hungarian, Ibo, Icelandic, Indonesian, Irish, Gaelic, Italian, Kurdish, Latin, Latvian, Lithuanian, Livonian, Malagasy, Maltese, Maori, Moldavian, Norwegian, Occitan, Polish, Portuguese, Romanian, Romansch, Saami, Samoan, Scots, Scottish Gaelic, Serbian (Latin), Slovak, Slovenian, Spanish (Castilian), Swahili, Swedish, Tagalog, Turkish, Walloon, Welsh, Wolof

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**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.

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**CONTACT**

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