



Once there was a letter A, named Arial. But Arial was sad — she felt like she was boring.

Standing in front of the mirror, she cried, “I’m one of the most overused typefaces! I need to change my identity.”

So, the letter A set on on a journey of self discovery.

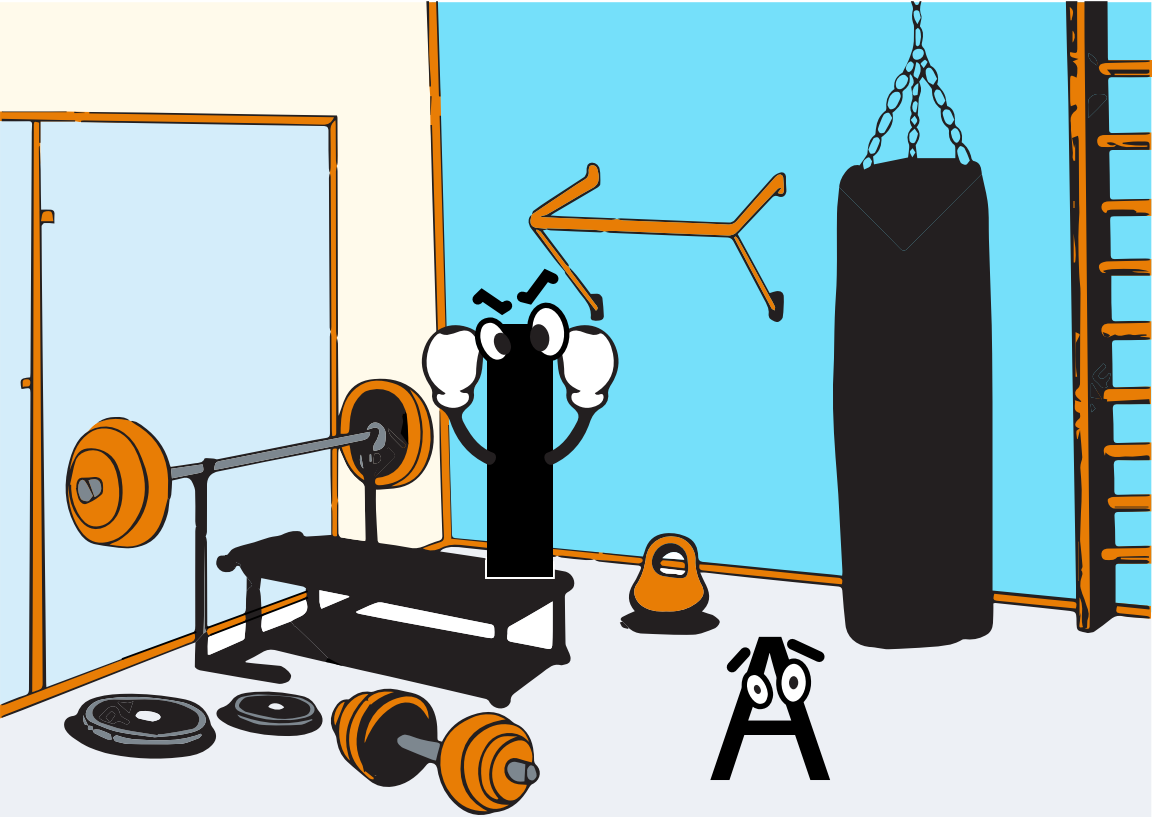


Soon, Arial meets the letter H, named Helvetica. As the letter A explains her plight, Helvetica laughs and remarks, “you think you’re overused? So am I — we look so similar!”

Arial asks, “how are you not upset about being so simple?”

“Just use different colors and make yourself exciting — that’s what I do!”

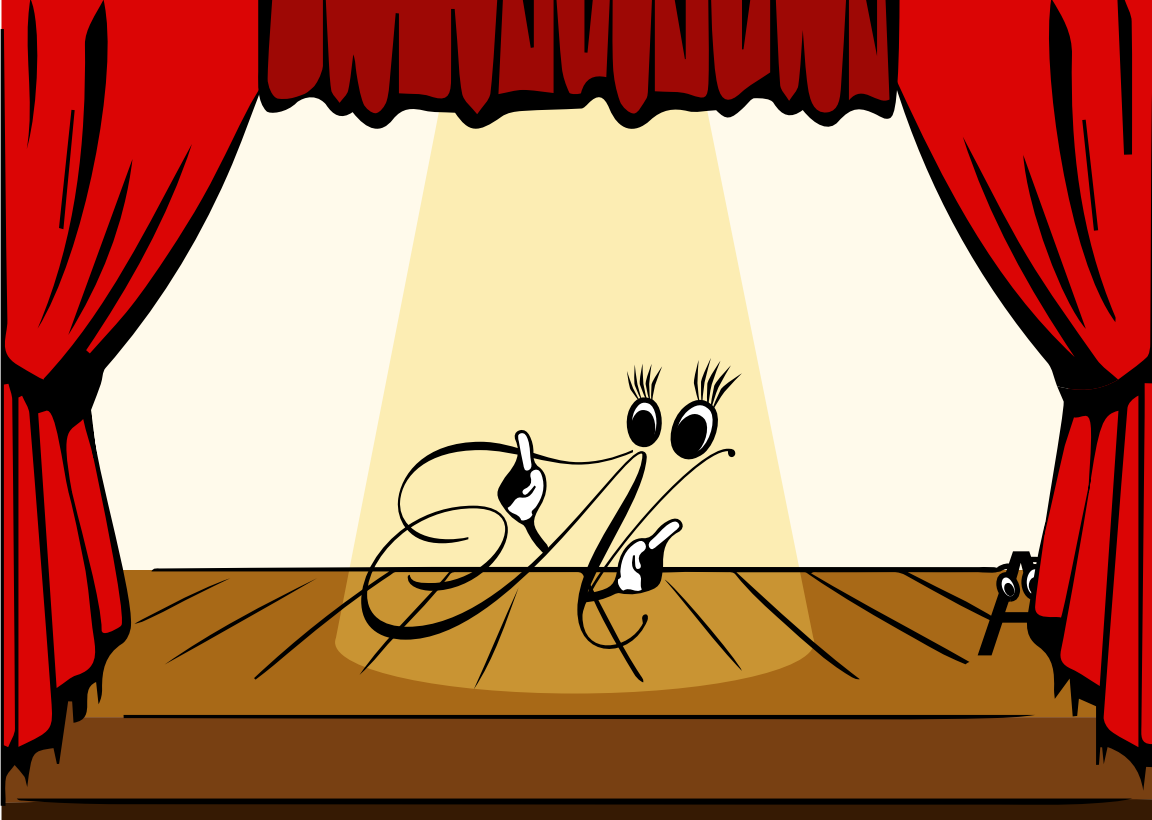
Arial thinks for a minute, and dismayed, responds, “no, I’m so dark and dim I think black suits my personality.”



As she moves on, she meets the letter I, named Impact. Just as with Helvetica, Impact gives her advice.

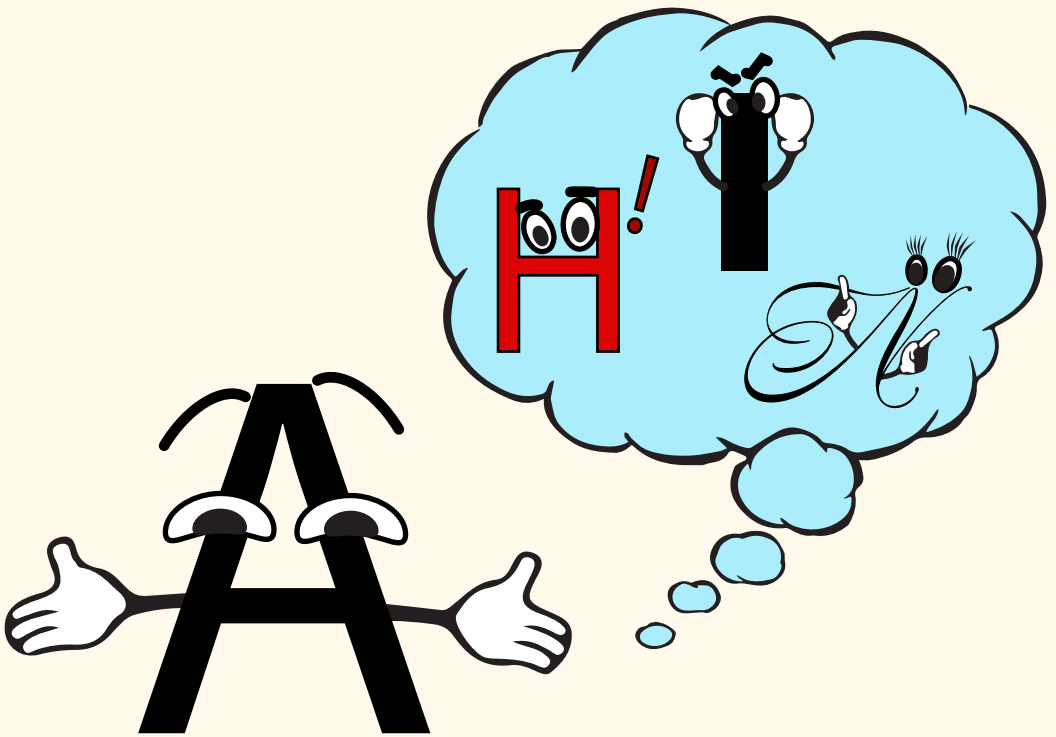
“You should be big and bold to be seen as strong inside and out.”

“I am not like you,” Arial realizes. “That just isn’t my style.”



Once again, the letter A was at an impasse and turned to the letter N, named Nautica, for help.

“Try adding a curly-q or two. It would spice you up and make you look so pretty.”



After completing her journey and learns about all these different traits and typefaces, Arial ultimately sees why each one isn't who she wants to be.

"I should just be me — simply beautiful."