

**If Helvetica is the typeface of the Man,  
Arial is the typeface of his secretary.**

**If Helvetica is the typeface of forms and signs,  
Arial is the typeface of emails and notes.**

**If Helvetica is the typeface of official signage,  
Arial is the typeface of the note on the office fridge.**

**If Helvetica is the typeface of bureaucratic default,  
Arial is the typeface of faulty bureaucracy.**