

WHEN I SAW HER ACROSS THE STREET IN FRONT OF THE FUSE NETWORK BUILDING FOR THE FIRST TIME, I COULDN'T TAKE HIS EYES OFF OF HER. EVERYWHERE I TURNS, I SEEMS TO ONLY SEE HER.

HER **BEAUTIFUL** CURVES,
PERFECT PROPORTION,
X-HEIGHT,
ASCENDERS,
DESCENDERS,
AND THE **CONTRAST**
BETWEEN HER **VIBRANT** FORM
AND THE STREET DRAWS I EVER CLOSER.

SHE HAS A SENSE OF
AND **CLARITY**
CLEANLINESS
THAT **SURPASSES** ALL
OTHERS OF HER KIND.

HER **BEAUTY** SEEMS TO
DEFINE HER GENERATION.

WHAT IS THIS FEELING? WHEN I SAW HER L, HER V, HER E, I
KNEW I COULDN'T LIVE WITHOUT HER. OTHERS CAN'T SEE
WHAT'S BEHIND THAT BEAUTIFUL TYPEFACE OF YOURS, BUT
I CAN. **HELVETICA**, I DOESN'T LOVE YOU BECAUSE YOU ARE
BEAUTIFUL, YOU ARE BEAUTIFUL BECAUSE I

LOVE S YOU.