

# Helvetica

		Musical Representation
Physical Qualities	Abrupt vertical and horizontal terminals	Abrupt starting and stopping of sounds, linear envelopes with harsh endpoints
	Smooth, rounded, and refined characters	Smooth frequency transitions, smooth and defined tones, rounded envelopes
	Conformist, predictable	Repetition, little deviation from a predefined formula
Emotional Qualities	Familiar	Simple scales and melodies, possibly well known children's melodies
	Beautiful	More complex melodies and harmonies
	A tad boring	Repetition of elements