

Melancholy.

A STYLE GUIDE FOR A FEELING

TYPEFACE

Fahkwang

abcdefghijklmnopqrstuvwxy

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abcdefghijklmnopqrstuvwxy

The apparition of these
faces in the crowd:
Petals on a wet, black bough.

Melancholy does not draw attention to itself.

Melancholy knows its delicate place, and respects the worth and truth of everything else. Melancholy is modest, but beautiful.

The typeface for melancholy should allow every other element to take precedent without sacrificing the beauty and subtlety of what it is by itself.

The emotion of melancholy is a vessel for things outside of our own humanity to come into contact with us. The typeface for melancholy should be a vessel to allow us to experience melancholy without becoming distracted by decorations such as serifs and ligatures.

Ay, in the very
temple of Delight
Veil'd Melancholy
has her sovran shrine

"Ode to Melancholy" by John Keats



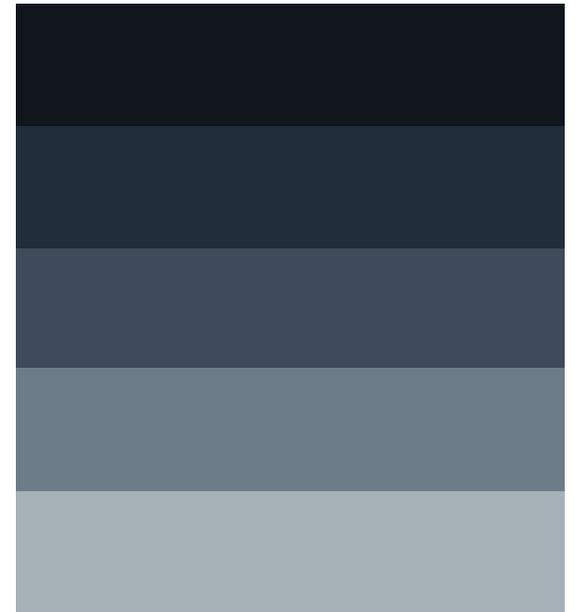
COLOR PALETTE

Storm Stone Cream

Melancholy is versatile. It could really be any color. These particular shades are reminiscent of powerful sea storms, stone beaches, and small comforts.

These are the colors of a New England Lighthouse, a Scottish morning, and a midwinter evening. A storm at sea is belittling, awe-inspiring, and fair. The storm doesn't care what it washes away.

It won't be you, of course. You are content to watch it from the window with a cup of coffee and a blanket.



TONE & MESSAGING

Melancholy has a history of being the chosen state of mind for many poets and writers.

Sylvia Plath, Emily Dickenson, Edgar Allan Poe, and William Wordsworth, among others, channeled the emotion into their work to create reflective, passionate pieces.

Melancholy might speak like one of these great poets.

Any melancholy writing must be done on a heavy weight paper with a dip pen.

“
For I have learned
To look on nature, not as in the hour
Of thoughtless youth; but hearing oftentimes
The still sad music of humanity,
Nor harsh nor grating, though of ample power
To chasten and subdue.—And I have felt
A presence that disturbs me with the joy
Of elevated thoughts; a sense sublime
Of something far more deeply interfused,
Whose dwelling is the light of setting suns,
And the round ocean and the living air,
And the blue sky, and in the mind of man:
A motion and a spirit, that impels
All thinking things, all objects of all thought,
And rolls through all things. Therefore am I still
A lover of the meadows and the woods
And mountains; and of all that we behold
From this green earth; of all the mighty world
Of eye, and ear,—both what they half create,
And what perceive; well pleased to recognise
In nature and the language of the sense
The anchor of my purest thoughts, the nurse,
The guide, the guardian of my heart, and soul
Of all my moral being.

William Wordsworth

and all the days are not
full enough

and the nights are not full enough

and life slips by like a field mouse

Not shearing the grass.

E.P.

IMAGERY



by George Elgar Hicks

Melancholy is a “pensive sadness.”

Imagery for melancholy should reflect the thoughtfulness of the emotion, but also the deep sadness associated with it.



by Caspar David Friedrich

IMAGERY



Images should be full of nature, wisftul
glances, and emotive lighting & color.
They should emit feelings of relfection
and acceptance.

We know we are small and we accept
that we, in the end, don't really mean
much to the universe. Isn't that freeing?



