
The Story of Lakeside

BRUSH SCRIPT STYLE

Deck

FLOWING, NATURAL
CONNECTIONS

yours truly

THREE CAP STYLES

Picture

Picture

PICTURE

IN EARLY 2006, I was contacted by an independent filmmaker. For the titles of his new film, he wanted a font that matched the titles in the 1944 *film noir* classic “Laura.” Not surprisingly, they were lettered by hand. No existing font came near to matching it, so a custom font was called for. I agreed to do it with the understanding that I would eventually release it as a commercial font. Two years and 970 glyphs later, it’s ready.



A big challenge was working out the designs of the characters not present in the “Laura” titles, but there were other problems as well. In its early form, the font featured over-sized caps, just like the original titles. Unfortunately, lovely as they were, they were too large for normal use. So I made the caps smaller, but retained the over-sized ones as an option.

To capture the hand-written look of the title lettering as much as possible, I created different versions of most of the lowercase characters for the beginning of a word, the end of a word, the middle of a word, and for when the character stands alone.

I also wanted to retain the wide stroke on the lowercase “t.” This is usually avoided because it will conflict with adjacent tall characters. To make it work, I created several variations of the “t” with the horizontal stroke shortened for these situations.

One of the limitations of script typefaces is that their caps are not normally appropriate for setting in ALL CAPS. Yet, a lettering artist would just simplify the caps, balancing them with the rest of the letters. With this in mind, I created a third set of caps, plainer and smaller than the normal caps, suitable for things like acronyms, roman numerals, and any other cases for which all caps might be required.

All of these features are easily accessible—some are even automatic—thanks to the OpenType font format. It’s like having a custom lettering artist at your fingertips. —MARK SIMONSON

CONTEXT-SENSITIVE FORMS

tuition

ALTERNATE CAP “S”

Script vs.
Script

ARBITRARY FRACTIONS

$33/100 = \frac{33}{100}$

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Lakeside
was designed by
Mark Simonson
in 2008.

Le Café
Freehand
Movie Palaces
King Louis XIV
Architectural Details
Saturday Lunch Specials
HAM SANDWICH 1/2 OFF
Gene TIERNEY & Dana ANDREWS
"Laura" a classic in the film noir style
Produced & Directed by Otto Preminger in 1944

THE COMPLETE CHARACTER SET

AaAaa BbBbb CcCcc DdDdd EeEee
FfFff GgGgg HhHhh IiIii
JjJjj KkKkk LlLll MmMmm n
NnNnn oOooo Ppppp Qqqq Rrrr
Ssss Ssss ssss Tttt tttt Uuuu Vvvv
Wwwu Xxxx x Yyyy Zzzz AaAaa
AaAaa AaAaa AaAaa AaAaa
AaAaa AaAaa AaAaa EeEee
EeEee EeEee DdDdd DdDdd EeEee
EeEee EeEee EeEee EeEee EeEee
EeEee EeEee MmMmm GgGgg GgGgg
GgGgg GgGgg HhHhh HhHhh IiIii IiIii
IiIii IiIii IiIii IiIii IiIii IiIii
IiIii MmMmm JjJjj KkKkk k nnn n
LlLll LlLll LlLll LlLll LlLll
LlLll LlLll MmMmm n MmMmm n MmMmm n kkkk k
MmMmm oOooo Ooooo Ooooo Ooooo
Ooooo Ooooo Ooooo Ooooo Ooooo Ooooo
EeEee Rrrr Rrrr Rrrr Rrrr Rrrr
Ssss Ssss Ssss Ssss Ssss
Ssss Ssss Ssss Ssss Ssss Ssss
Tttt tttt Uuuu Uuuu Uuuu Uuuu
Uuuu Uuuu Uuuu Uuuu Uuuu
Uuuu Uuuu Uuuu Uuuu Uuuu
Uuuu Yyyy Yyyy Yyyy Yyyy
Zzzz Zzzz Zzzz DdDd Pppp
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Lakeside - Usage Examples

Sensational NEW Lipstick

So all-fired new, they make tomorrow seem like yesterday!

IT'S Terrific!

"Best in
Flavor"

Announcing the 1941 Studebakers

Picture Puzzle