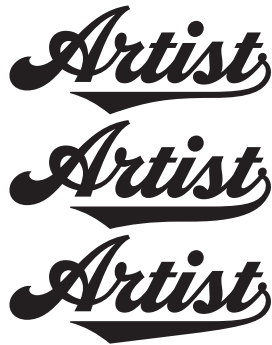

The Story of *Dreamboat*

SWASH TAIL OPTIONS



TWO CAP STYLES



I'VE BEEN INTERESTED in the classic script style of the early 20th century for as long as I've been drawing letters. It was commonly used in logos and trademarks, meant to convey the idea of a signature. Think: Ford. Coca-Cola. Coors. Blatz. Schlitz. Rainier. Campbells soup. Any number of baseball clubs. The style was revived in the 1960s, sometimes evolving into psychedelic or pop-art forms. ● There have been fonts from time to time based on this script style, but quite often they have more of a sixties or seventies look. I decided to try my hand, hoping to get closer to the early 1900s feel. ● In 2004, I pitched the concept to House Industries. They liked the idea, and we made a deal to develop the script, along with a sans and a serif, all with a "sports" theme. ● Working with Ken Barber, I was impressed with his commitment to quality and detail. I thought I was an okay type designer at the time, but my experience with Ken significantly raised my standards on all the fonts I've done since then. Unfortunately, the project languished due to other priorities and was eventually put on hold. ● Around 2012, I decided to resume work on the script on my own. At that point, only the lowercase and a few caps had really been drawn, and I was really itching to design the rest of the caps. ● In 2017, I showed Ken what I'd been up to with the script. I asked if he thought House was ever going to get the project going again, and, if not, could we amend the agreement to allow me to release it myself? Long story short, House agreed. ● With the script fully in my hands, I stepped up the pace to finish it. Five years later, the result is Dreamboat. ● Back when I was collaborating on it with House, there was only a single bold weight. To provide more flexibility for designers, I expanded this to six—Light, Regular, Semibold, Bold, Extrabold, and Black. (Dreamboat might be the only script in its genre with such a wide weight range.) ● One of the things that bugs me about a lot of script typefaces is lack of a solution to situations where you need to set something in all caps, such as roman numerals or acronyms. For that I added small caps. ● There is also a stylistic set which raises the cross-bar of the lowercase "t" and extends it for more of a custom look. ● To top it off, Dreamboat includes three styles of tails—an element quite often used with bold scripts. ● I never dreamed when I started that it would take nearly 20 years to finish Dreamboat. But, to be honest, I'm glad it did because it was really beyond my skills when I first started working on it. It's been one of the most enjoyable typefaces to design, and I'm excited to see what people will do with it. —MARK SIMONSON

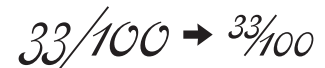
CONTEXT-SENSITIVE FORMS



ALTERNATE LOWERCASE "T"



ARBITRARY FRACTIONS



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Dreamboat
was designed by
Mark Simonson
and released in 2022.

Chicago

Le Café Noire

A New York Story

The Grateful Dead LIVE

Queen Night at The Opera

International Typeface Corporation

Everybody's Got Something to Hide Except for

1001 New Christmas Gift Ideas for the Whole Family

"It's a Mad, Mad, Mad, Mad World" released in 1963

Orioles, Cardinals, Padres, Athletics, Cubs, Red Sox, Twins

Biscuit

Indianapolis

Vandercook Presses

Queen of the Laundromat

Saint Paul, Minnesota 55108

The Fall & Rise of Reginald Perrin

*Everything You Wanted to Know About Sex**

1001 Tips to Get the Most From Your New Kitchen

“Be yourself; everyone else is already taken.” – Oscar Wilde

Orioles, Cardinals, Padres, Athletics, Cubs, Red Sox, Yankees

Variety

Egalitarianism

Quantitative Easing

Happy 50th Birthday!

Joseph Smith & Sons LTD

A History of Baseball in America

You Can't Always Get What You Want, But

101 Christmas Holiday Ideas for Family & Friends

Peter Piper Picked a Peck of Pickled Peppers, Right?

Nationals, Cardinals, Angels, Phillies, Giants, Blue Jays,

Honey

Orange Juice

Libby Libby Libby

'60s Pop Culture Icons

Rudolph the Red-Nosed

Art of Motorcycle Maintenance

The ABCs of Collecting Type Specimen Books

1001 Christmas Party Ideas for Family & Friends

"I intend to live forever, or die trying." – Groucho Marx

Mariners, Cardinals, Brewers, Mets, Dodgers, Orioles,

French

Nut Butters

San Francisco, CA

“Natural & Organic”

Wonderful World of Color

Star Trek: The Next Generation

« Plus ça change, plus c'est la même chose. »

101 Christmas Party Ideas for Family & Friends

Little Deuce Coupe • Surfin' U.S.A. • Sail On, Sailor

Orioles, Cardinals, Padres, Athletics, Red Sox, Astros

Arctic

Roadmaster

New Amsterdam

Willy Wonka Factory

Mint 1964 Jaguar XKE

A Fizzy History of Carbonation

Saturday Night's All Right for Fighting

101 Christmas Gift Ideas for Family & Friends

Those Magnificent Men in Their Flying Machines

Orioles, Cardinals, Padres, Athletics, Cubs, Red Sox,

American Pie

The Rock & Roll Hall of Fame

*The Pop
Charts*

*Watership
Down*

Beauty and the Beast

*P. Luigi's
Pizza*