# The Story of Control o

SWASH TAIL OPTIONS

Artist Artist Artist

TWO CAP STYLES

Limited

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

or + or

ALTERNATE LOWERCASE "T"

Late + Late

ARBITRARY FRACTIONS

*33/100* → <sup>33</sup>/100

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 Jox, Twins

#### Dreamboat Light

THE COMPLETE CHARACTER SET

LATIN CAPITALS, LOWERCASE, AND SMALL CAPITALS

Aa Bb Cc Dd Ee Ff fi ff fi Gg Fh Ti Jij Kk Ll Mm Nn Oo Pp Qq Rr r Sss Ttt Uu Vo Nw Xx Yy Zz

ABCDEFGHIJKLMNOPQRSTUVWXYZÁÀÂÂÄÄÄĀĀÆÆÇĎÐÉÈÊËĔĒĚĖ ĘŊĞĜĢĠĦĤĺÌĨĬĬĬĬĮĨIJÍĴĴĶŁĹĽĻĿĿŇŃŇŅÓÒÔÖŐØŐŎŌØŒŔŘŖŠŚŞŜŞß ŦŤŢÚÙÛÜŬŪŰŲŮŨWŴŴŶŶŸŶŽŹŻĐÞ

FIGURES AND FRACTIONS

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CURRENCY AND FIGURE-RELATED CHARACTERS

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### Biscuts Indianapolis Vandercook Presses Queen of the Laundromat Saint Paul, Minnesota 55108 The Fall & Rise of Reginald Perrin Everything You Manted 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 Jox, Yankees

#### Dreamboat Regular

THE COMPLETE CHARACTER SET

LATIN CAPITALS, LOWERCASE, AND SMALL CAPITALS

FIGURES AND FRACTIONS

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CURRENCY AND FIGURE-RELATED CHARACTERS



### Mutelys 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,

#### Dreamboat Semibold

THE COMPLETE CHARACTER SET

LATIN CAPITALS, LOWERCASE, AND SMALL CAPITALS

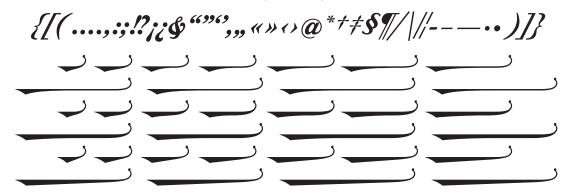
Aa Bb Cc Dd Ee Ff fi fl fj Gg Hh Ii Jij Kk Ll Mm Nn Oo Pp Qq Rr r Lss Itt Uu Vo Nw Xx Yy Zz

FIGURES AND FRACTIONS

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CURRENCY AND FIGURE-RELATED CHARACTERS

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### JONELY) 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 Farty Ideas for Family & Friends "I intend to live forever, or die trying."-Groucho Marx Mariners, Cardinals, Brewers, Mets, Dodgers, Orioles,

#### Dreamboat Bold

THE COMPLETE CHARACTER SET

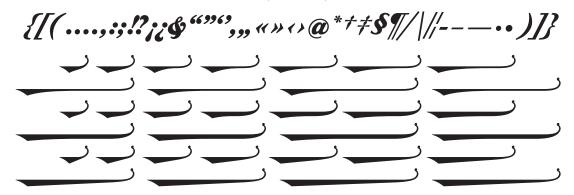
LATIN CAPITALS, LOWERCASE, AND SMALL CAPITALS

#### Aa Bb Cc Dd Ee Ff fi fl fj Gg Hh Ii Jjj Kk Ll Mm Nn Oo Pp Qq Rrr Yss Ttt Uu Vv Nw Xx Yy Zz

FIGURES AND FRACTIONS

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CURRENCY AND FIGURE-RELATED CHARACTERS



Steners Aut Butters San Francisco, CA "Natural & Organic" Wonderful World of Color Star Trek: The Next Generation « Flus ça change, plus c'est la même chose. » 101 Christmas Farty Ideas for Family & Friends Little Deuce Coupe . Surfin' U.S.A. . Sail On, Sailor

Orioles, Cardinals, Fadres, Athletics, Red Jox, Astros

THE COMPLETE CHARACTER SET

LATIN CAPITALS, LOWERCASE, AND SMALL CAPITALS

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Hh Ii Ijj Kk Ll Mm Nn Oo Ip Qq

Rrr Iss Itt Iu Vo Nw Xx Iy Zz
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Áá Àà Ââ Ää Ää Åå Åå Äj Āṭ Þṭ Ææ Ææ Çç

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Nw Nw Nw Nw Iw Jý Jỳ Jÿ Jŷ Zž Zź Zż Ds Ip

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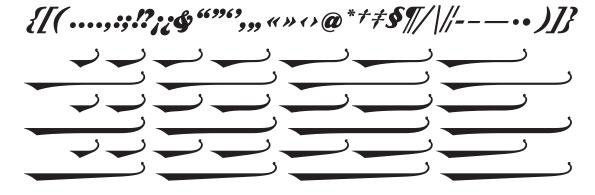
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CURRENCY AND FIGURE-RELATED CHARACTERS

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Roadmaster New Amsterdam Killy Honka 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, Fadres, Athletics, Cubs, Red Sox,

THE COMPLETE CHARACTER SET

LATIN CAPITALS, LOWERCASE, AND SMALL CAPITALS

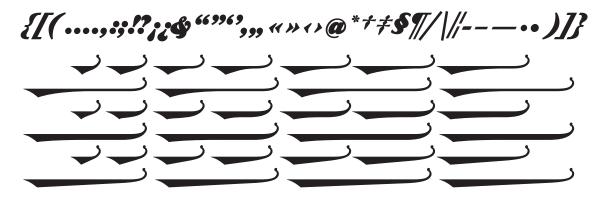
Aa Ab Cc Ad &e Ff fi fl fj Gg Hh Ii Jjj Kk Ll Alm An Oo Pp Qq Rr r Sss Itt Zu Vv Hw Xx Yy Zz

FIGURES AND FRACTIONS

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CURRENCY AND FIGURE-RELATED CHARACTERS

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## American Pie

The Rock & Roll Hall of Fame



Matership Down

Beauty and the Beast

