
The Story of Lakeside

BRUSH SCRIPT STYLE

Deck

FLOWING, NATURAL
CONNECTIONS

yours truly

THREE CAP STYLES

Picture

Picture

PICTURE

I NEARLY 2006, I was contacted by an independent filmmaker who wanted a font for his film that matched the titles in the 1944 *film noir* classic “Laura.” Naturally, they were hand-lettered. No existing font came close 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 was ready.



The biggest challenge was working out the designs of the characters not present in the “Laura” titles. But there were other challenges 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 tall for normal use. So I made them smaller, and kept the over-sized caps as an option.

To capture the hand-written flow of the original lettering, I created different versions of most of the lowercase characters for the beginning, middle, and end of a word, plus a version for when the character stands alone.

I also wanted to retain the long cross stroke on the lowercase “t.” This is usually avoided in fonts because it will collide with adjacent tall characters. To make it work, I created several variations 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. If called for, a lettering artist would 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 automatically—thanks to the OpenType font format. It’s like having a custom lettering artist at your fingertips. —MARK SIMONSON

CONTEXT-SENSITIVE FORMS

intuition

ALTERNATE CAP “S”

Script vs.
Script

ARBITRARY FRACTIONS

$33/100 = 33/100$

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Lakeside
was designed by
Mark Simonson
in 2008.

Le Café Beau
Drawing Freehand
A Classic Movie Palace
The reign of King Louis XIV
Just look at the Architectural Details!
Saturday Lunch Special: Roast Beef on Rye
HAM SANDWICH 1/2 OFF WITH FREE DRINK
Starring in this film are Gene TIERNEY & Dana ANDREWS
Otto Preminger's "Laura" (1944) is a classic of the film noir style.

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