

The Story of Cheesecake

ALTERNATE LOWERCASE S

Passages
Passages

DINGBATS



ARROWS



THE IDEA FOR CHEESECAKE bubbled up mysteriously from deep in my subconscious over a ten-year period as I worked on Dreamboat, a “bold script” style typeface inspired by early twentieth century lettering and logos. Cheesecake has more in common with 1970s lettering and fonts. It’s the sort of design that you might find in a Letraset catalog, on a movie poster, or in the pages of *U&Ic.* magazine. The letterforms didn’t fit Dreamboat, but I kept drawing anyway, not sure what I would do with it. In the end, I realized that the design was distinct enough it had to be a separate typeface. ✱ I experimented with lighter weights—even a *range* of weights. But it seemed to work best as an ultrabold design. So I pushed the weight as far as I could without sacrificing legibility. It was *very* fun to draw. I was happy to discover the name “Cheesecake” hadn’t been taken yet. It fits the design—with its rich, creamy, full-fat curves—perfectly. ✱ Compared to other script faces I’ve done, it’s a simpler design, engineered so that it doesn’t require any fancy OpenType magic in order to set properly, even in apps that lack advanced typography support. ✱ Cheesecake features an alternate lowercase s, in case you’re not into the old-school, cursive form, plus a set of matching dingbats and symbols. And, although they may not get used much, it includes a set of directional arrows and supports automatic fractions. Lastly, it supports most Western and Eastern European languages.

—MARK SIMONSON

ARBITRARY FRACTIONS

33/100 → 33/100

EXTENSIVE LANGUAGE SUPPORT

Æ Ø Æ Ø Æ
æ ø æ ø æ

CONTEXTUAL ALTERNATES

ti gj → ti gj

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Cheesecake
was designed by
Mark Simonson
and released in 2024.

**Semantics
Manage 2031
Reclassification
'75 Quadraphonic
Chronically Notifying
Coinçâmes Plutôt Fermerai
Schuhgröße Flüge Anschuldigungen
Bin Cacharro Riñón Consideración Vengas
Chodźcie Żyją Królowa Pete Przyjaźń Zwierdzą Pracy
Suakhet Kaoset Pāvirker Forvaring Våge Nøkkelen Eliten Førstebetjent
Cliff Seimfari Frammi Dótið Einhverra Illilega Caesar Gríska Þyrlum Lærimästari Heppnir**

Pumping Iron

The Partridge Family

***Zager
& Evans***

***Sgt. Pepper's
Lonely Hearts
Club Band***



The Year in Movies

***All That
Glitters***