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Designer Research Paper

Have you played your favorite video games and wondered where did the logo come from and how it caused so much impact in people by just looking at it? This Typography designer called Raymond Larabie or Ray created so many typographies throughout the years and keeps coming up with new ones every year showing his passion for typography. Some of these works have been recognized and used for games that are super popular around the world. I will be showing who is the designer Raymond Larabie, his works and famous fonts that have been recognized around the world.



Raymond Larabie is a Canadian Designer that was born in 1970 in Ottawa, Ontario, Canada. He is a designer of TrueType and OpenType Computer fonts. In 1996 he distributed his designs over the internet as freeware. Raymond moved to Nagoya, Japan in 2008. Ever since he was a child he was always passionate about fonts. When he went back to Canada he got a job at Rockstars Canada. A big video game company where he designed graphic logos for video games and he is probably known for his pricedown font that he used for one of Rockstar's most popular game called Grand Theft Auto 3 and future franchises as well creating new typefaces for other games. In 2002 he quit the company to focus on type design full-time. Raymond specializes in typefaces that are intended for desktop publishing and graphic design.

Grand Theft Auto

One of the most famous typefaces made by Raymond Larabie is pricedown. This is based on the logo for the international game show “The Price Is Right. Where he has also used 1960s and 1970s logos for these game shows, computer emulation as well. Most of his designed typefaces are not meant for body text. Ray Larabie has worked on other video games and another series that was a hit that he worked on besides Grand Theft Auto was MASS EFFECT.

MASS EFFECT™

MASS EFFECT is another video game made by a different company called Preston Watamaniuk. The typeface he used for this game is called Korataki and it is Larabie's most purchased commercial font and used as the wordmark for the game Mass Effect. This font is a tribute to the 1975's futuristic classic, China by M. Mitchell. It was an early typeface that would be classified as techno. This font had the idea of mid 1970s aesthetic, and adding a techno style as a lowercase set.

In conclusion, Raymond Larabie is a designer with a big passion for typography that distributes his designs online and who has worked for Rockstar and Preston Wataniuk on big projects such as making logos for massive hit video game series like Grand Theft Auto III, Grand Theft Auto 4, and now Grand Theft Auto 5 and Mass Effect.

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