

CRANE & CO.

Megan Kuntze, Brand Director
30 South Street, Dalton MA 01226
413.684.7460
mekuntze@crane.com

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IMMEDIATE OPENING: FREELANCE POSITION

Type Layout Designer

IN SHORT

“Rock Star” Type Layout Designer needed for ongoing collaboration with creative team to implement custom invitation and stationery designs.

COMPANY HISTORY

For more than two centuries, Crane & Co. has been the country’s foremost maker of fine stationery for social and business correspondence, delivering the highest in quality and sophistication in the market. Crane’s years of excellence has made it the leader in the category and continues to remain relevant to today’s consumer. Crane stationery is sold nationwide through a network of independent stationery retailers, national chain stationers, book stores, department stores, online, and through other various lifestyle channels. The company continues to be owned and managed by members of the sixth and seventh generations of the Crane family.

Brand Promise: *Enriching relationships through lasting personal connections.*

CURRENT SITUATION

The custom stationery market is now primarily driven by highly sophisticated, elegant, impeccable type layout designs. The wedding category is especially focused on type layouts using flawless font choices resulting in perfect invitation designs.

POSITION DESCRIPTION

Freelance creative with exceptional type/font knowledge and layout creativity and vision. Direct knowledge of the stationery category would be especially beneficial, but at the least, needs to have some understanding of the stationery category or a sincere desire to quickly immerse into the category and the trends that are driving design.

Skills and Qualifications Desired

- Meet with creative team weekly, in person would be most desirable, but remotely if needed, due to proximity
- Participate as a collaborative team member who can listen, learn, and add value to the product design process
- Possess keen ability to take direction and turnaround “spot on” designs quickly

- Own a passion as expert and affectionad0 in the area of type and fonts with a sophisticated sense of proportion as applied in layouts
- Enthusiastic and willing to meet the challenge of learning and working creatively within our guidelines, as this his is not “blue sky design” — they key is doing good work within our system limitations

DELIVERABLES

If interested in this position, please submit the following to Megan Kuntze (mekuntze@crane.com) :

- a paragraph on why you are a fit for this position
- samples of your work for review
- your hourly rate

DEADLINE

Today! This is an immediate position we are looking to fill, so if interested time is of the essence.