

## Intermediate Graphic Designer – Branding and Signage

### Our Company

BrandActive specializes in the financial analysis, strategy and logistics of rebranding implementation for organizations undergoing a brand identity change due to a rebranding program, an acquisition, merger, or spin-off.

Our services combine industry leading analytics with a unique and proven methodology that provides our clients with the information needed to make sound financial decisions, and save time and money. Since 1998, BrandActive has scoped, budgeted, planned, and executed brand change for many of the world's most valuable brands.

Our goal is to build a unique company; a company that provides an experience where people are valued for who they are and what they contribute, are supported and challenged in their growth and feel proud to be part of BrandActive. We do a great job with great people and have a great time doing it!

BrandActive continues to grow and expand. To meet the needs of our clients we have the following opportunity.

### The Opportunity

BrandActive is looking for a highly motivated and collaborative creative professional to fill the role of **Intermediate Graphic Designer** with a focus on **branding and signage**. In this role, you will report to the Director, Brand Application and collaborate with our team of designers to support the delivery of brand application consulting services to a range of clients. Your key responsibilities in this role are to provide design expertise and industry-specific knowledge to our clients.

You may be required to travel within North America as well as internationally.

### Responsibilities

As an Intermediate Graphic Designer, you will take an active role in the review, analysis and application of our clients' brand application standards. You will act as a subject matter expert and be able to identify and clearly communicate the typical processes and challenges of applying their brand to specific assets including identification badges, fleet, signage and digital and print collateral.

Utilizing effective conceptual skills, industry experience and imagination to bring innovation and creative excellence to develop original creative with minimal direction that is rooted in the clients' brand standards. You have deep and wide-ranging design skills that encompass all facets of a holistic design process: from research, concept creation, and design development to implementation and liaison with development partners and vendors.

You will work on Interpreting our clients' brand standards and translating their brand attributes into signage, fleet and other applications. This involves sensitivity to core brand characteristics and a practical knowledge of what can be achieved within a given medium.

Working as part of a team within a fast-paced environment you will be required to communicate progress while adhering to tight timelines. You will develop world-class design documentation while looking for opportunities to make our deliverables more efficient and repeatable by developing tools and templates that improve the brand application offering (e.g., recommendation tool, process flows and white papers).

**One of the most visible assets that you will be involved with is signage which will include:**

- Designing and managing signage, wayfinding and informational display projects from concept to installation.

- Create production artwork files. This can include creating custom sign layouts following established graphic and brand standards, to create custom sign layouts.
- You will also be involved in creating realistic compositions of sign elevations over existing signage photos in either Illustrator or Photoshop.
- An understanding of standard materials and manufacturing processes is required to support the development of technical specifications.

## Qualifications

- University or college degree and 3-4 years relevant experience
- Excellent time management and strong organization skills required to handle multiple tasks to meet demanding deadlines
- Excellent design skills, and capable of pushing limits and explore creative possibilities when appropriate
- Strong sense of design for three-dimensional context and environments. Capable of reading and understanding architectural and signage shop drawings
- Knowledge of how to prepare design documentation from concept to design intent
- Ability to prepare production-ready art files for print and/or fabrication
- Strong communication, verbal and writing skills
- Collaborative spirit able to work with a wide range of professional disciplines, peers and clients with a positive attitude
- Familiarity with signage fabrication, installation techniques, materials and construction specifications is an asset
- Understands ADA code requirements and how it is applied to wayfinding
- Demonstrated expertise in Adobe Creative Suite (InDesign, Illustrator, Photoshop). The candidate must in particular be a power user of Illustrator
- Working knowledge of Word, PowerPoint and Excel
- Working knowledge of Rhinoceros 3D or equivalent 3D software is an asset
- Maintaining a high level of professionalism at all times
- Hand sketching with the ability to communicate concepts

## Compensation

BrandActive offers a competitive compensation package including a comprehensive benefits plan. Salary commensurate with experience and education.

## Start Date

Immediately

## Position

Permanent full-time position

## Location

Toronto, Ontario

## Contact

<https://www.fitzii.com/apply/22722>