KELLI SCHMITZ

GRAPHIC DESIGN PORTFOLIO





STICKER DESIGN

Inspired by the festive hats worn by the North Wind, I created this Saint Paul Winter Carnival water bottle sticker for a client. The bold, dark blue font for NORTH creates a strong focus because the Winter Carnival groups are named after the cardinal directions. I chose a wispy script font for wind to mimic air movement. I generated the hat from an image using Canva AI.

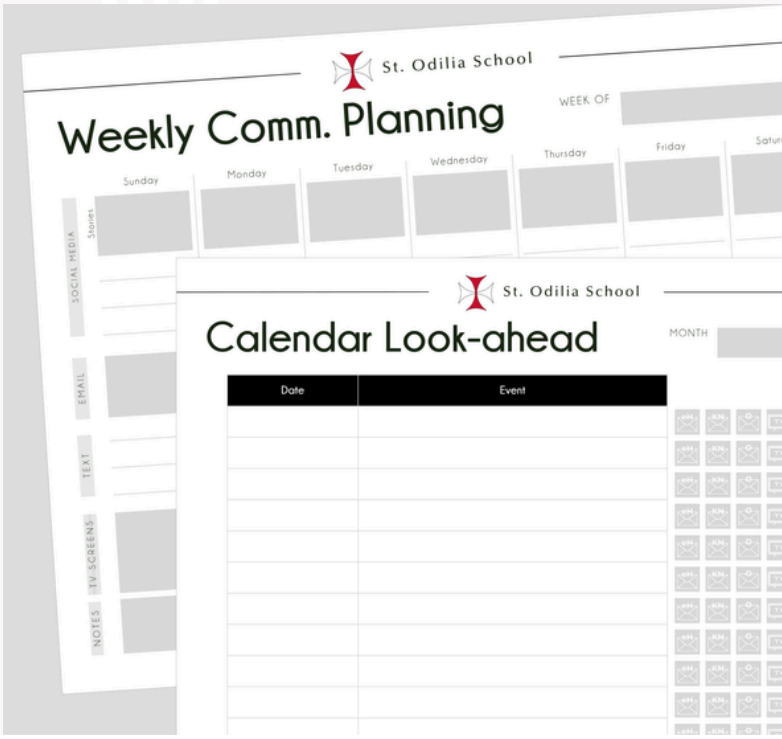
LOGO DESIGN

I added a simple flower outline around the cross from the St. Odilia School logo to create this updated logo for their annual gala fundraiser. I matched the flower color to their brand color to be consistent with their branding. The Bloom Gala is a semi-formal event, so I chose a script font for ‘gala' that communicates elegance and a soft, rounded serif font for ‘Bloom’ that echoes the roundness of the flower.



COMMUNICATION PLANNERS

Created to help the office team stay organized, I designed a Weekly Communication Planner and Calendar Look-ahead sheet. These are designed to give a week-by-week breakdown of all external communications so upcoming events and reminders don't get missed in a busy school office setting.



SOCIAL MEDIA AD

Facing low Kindergarten numbers, I was asked to market an upcoming Kindergarten Preview Night. I developed this ad concept, photographed, edited, and created the advertisement for social media, digital displays on campus and print. The advertisement was also used to create a one-page flyer with QR code to sign up for the event.





WEBSITE DESIGN

I designed this simple one page website to start my design business. The website's color scheme matches the brand colors. The website was designed to communicate simplicity, calm, and clarity through thoughtful design and text hierarchy.

CEDAR GROVE
MONTESSORI

NURTURE CURIOSITY. GROW CONFIDENCE.

MISSION STATEMENT

At Cedar Grove Montessori, we nurture each child's natural curiosity, independence, and love of learning. Through hands-on exploration, meaningful relationships, and a thoughtfully prepared environment, we empower children to grow with confidence, compassion, and a lifelong sense of wonder.

FONTS

PLAYFAIR DISPLAY
HEADINGS
Aa

LATO
BODY TEXT
Aa

COLOR PALETTE

#26422E #6B8B6D #A6B89A #E7E2D6 #D4BAA2






BRAND BOARD

This brand board was designed to showcase the cohesive look of a brand. It clearly shows the logo design, mission statement, brand-compliant fonts, and color palette, including hex codes for web use. When creating this logo, I chose earthy tones to align with the brand name.