

Kalia Schmidt — Graphic Design

Editorial & Branding • Clean type, warm tone, clear hierarchy

I help startups, studios, and solo founders turn ideas into clear, compelling visuals. From brand marks and typography systems to magazine spreads and brochures, my work balances structure with play—so your message lands and your audience leans in.

Services & Typical Turnarounds

Service	Turnaround	Starting Price
Logo & Brand Marks	1–2 weeks	\$400
Color & Type System	3–5 days	\$250
Editorial Layout (per spread)	2–4 days	\$180
Illustration (simple)	2–3 days	\$150
Portfolio Consultation	48–72 hrs	\$95

A Simple, Collaborative Process

- 1. Discover** — Quick kickoff to understand your goals, audience, and constraints.
- 2. Define** — Moodboards and type/color exploration to align on direction.
- 3. Design** — Iterative comps with clear milestones and structured feedback.
- 4. Deliver** — Export-ready files, usage guide, and file organization.

Let's make something you're proud to publish.

What Clients Say

“Kalia translated a messy idea into a crisp brand system. Fast, thoughtful, and on point.” — Studio Founder

“Our brochure finally tells our story. The layout guides the reader exactly where we want them.” — Marketing Lead

Contact

Email: kalia@example.com | Phone: (801) 555-1234
Studio: 800 W University Pkwy, Orem, UT 84058

Selected Work & Packages

Editorial Design

Covers, spreads, catalogs, and long-form brochures that direct attention through type, scale, and whitespace.

Branding Systems

Logo suites, typography and color guidelines, and usage docs that scale across print and digital.

Illustration

Warm, simple illustrations that bring clarity and character without stealing the show.

Package	Includes	Best For
Starter Brand	Logo + color/type, 2 rounds	New ventures
Editorial Mini	4-page brochure or 2 spreads	Announcements
Editorial Pro	12-page booklet + proofing	Launches & offers

Ready to start? Email me your timeline and a short brief. I'll reply with a tailored scope and flat fee.

Availability: typically 1–2 brand projects and 2–3 editorial pieces per month. Rush timelines available by request. All pricing shown is starting rate and may vary with scope.