



Sophia  
Loren

**Sophia Loren Sanchez** is a graphic designer, an illustrator, and always happy to take on a challenge. Her work captures contemporary social issues via camp – horror, history, fashion, and spirituality.

Sophia's body of work is strategic, detail-oriented, and multi-faceted. She is proficient in book covers, illustration, and amateur astrology.

Sophia graduated from Rutgers - Newark, majoring in Graphic Design and minoring in Art History. She currently lives in New Jersey with her cats, Athena and Freya. When she's not creating something, you can find her watching a scary movie or playing the Sims.



Personal Attributes

Effervescent

Insightful

Knowledgeable

Creative Skills

Communication

Illustration

Detail-oriented

Mystical Fact

I'm very into astrology. My Sun sign is in Pisces, which is also the sign Mercury falls in my chart. Mercury is the planet of communication and day-to-day expression; basically, this means I'm a good listener, artistic, and intuitive.

Superpower

My ability to not take myself too seriously!

ideation | logo sketches

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logo | wordmark

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logo | wordmark

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Loren

Sophia  
Loren

logo | pictorial



logo | pictorial



color palette

**#f2b6d7**

R 242	C 2
G 182	M 35
B 215	Y 0
	K 0

**#f9f6ef**

R 249	C 1
G 246	M 2
B 239	Y 5
	K 0

**#e7ff03**

R 231	C 15
G 255	M 0
B 3	Y 100
	K 0

**#6832ed**

R 104	C 73
G 50	M 77
B 237	Y 0
	K 0

**#362d5b**

R 54	C 89
G 45	M 91
B 91	Y 35
	K 28

**#f24957**

R 242	C 0
G 73	M 87
B 87	Y 60
	K 0

Primary

Secondary

# Sofia Soft

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pqrst**t**uvwxy**y**z.

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

0123456789

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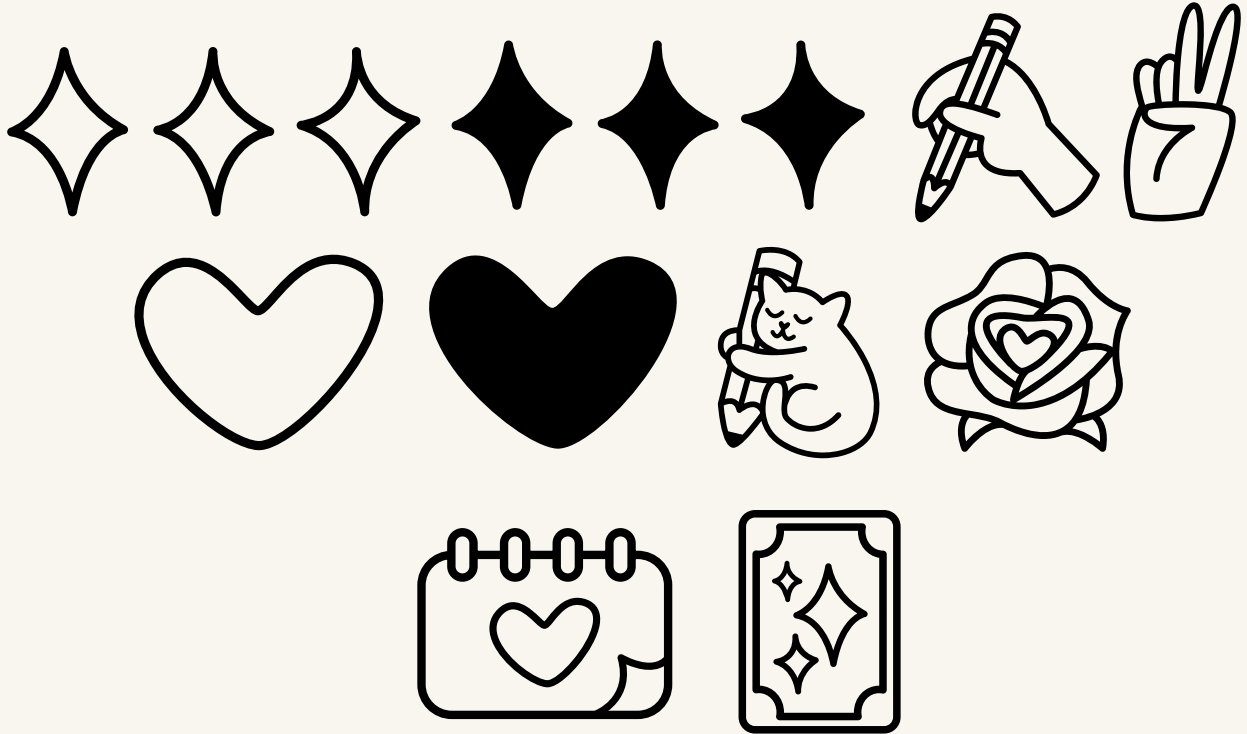
**Sofia Soft** is the rounded version of the successful Sofia Pro family. This softer variation with rounded strokes gives Sofia Soft a unique geometric sans friendly aspect for display uses, texts and headlines, branding, signage, print, and web design projects.

Sofia Soft supports extensive languages such as Western European, Central and Eastern European languages.

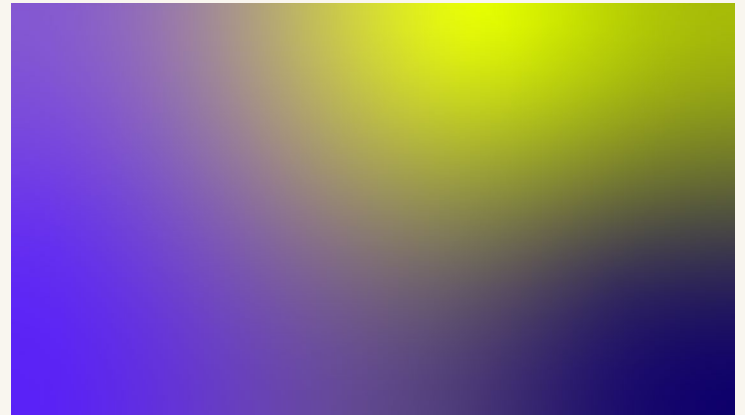
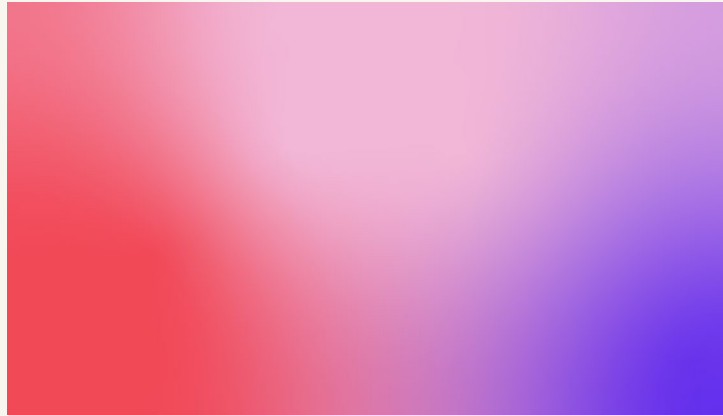
Available in 8 versatile styles, all weights contain the same OpenType features as her sister font, Sofia Pro, with case sensitive forms, stylistic alternates, localized forms, standard ligatures, lining, and oldstyle figures.

*Designed by Olivier Gourvat, Mostardesign.*

supporting imagery | icons



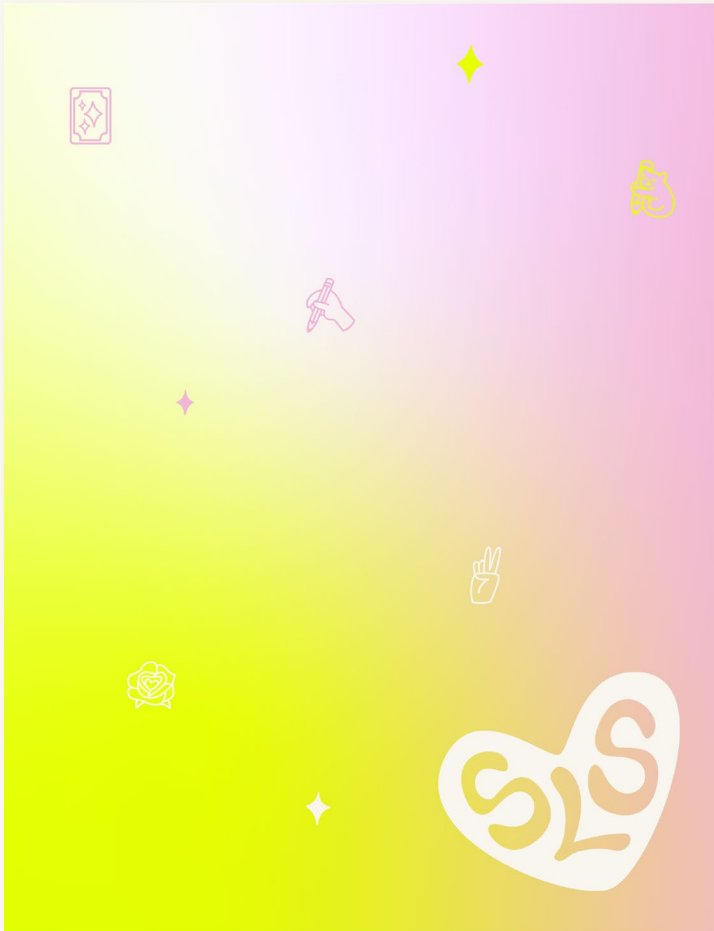
supporting imagery | gradients



business cards



## letterhead



Sophia  
Loren

Date

Dear Jane Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Adipiscing vitae proin sagittis nisl rhoncus mattis. Odio ut enim blandit volutpat maecenas volutpat blandit aliquam etiam. Pharetra magna ac placerat vestibulum lectus mauris. Semper eget duis at tellus at urna condimentum mattis. Tellus integer feugiat scelerisque varius morbi enim nunc faucibus. A arcu cursus vitae congue mauris rhoncus. Eget arcu dictum varius duis at.

Enim sit amet venenatis urna. Egestas sed sed risus pretium quam vulputate dignissim suspendisse. Lectus arcu bibendum at varius vel pharetra vel turpis nunc. Sit amet nisl purus in mollis nunc sed. Rutrum quisque non tellus orci ac auctor. Molestie a iaculis at erat pellentesque.

Non arcu risus quis varius quam quisque. Odio facilisis mauris sit amet massa vitae tortor condimentum lacinia. Diam vulputate ut pharetra sit. Augue lacus viverra vitae congue eu. Sed odio morbi quis commodo. Dui faucibus in ornare quam viverra orci sagittis eu volutpat. Feugiat sed lectus vestibulum mattis ullamcorper. Cursus mattis molestie a iaculis at erat. Sit amet commodo nulla facilisi nullam vehicula ipsum a arcu. Maecenas volutpat blandit aliquam etiam erat velit scelerisque. Tortor condimentum lacinia quis vel eros donec ac odio tempor. Mi sit amet mauris commodo.

All the best,

Sophia Loren Sanchez

sophia loren sanchez  
graphic designer



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stickers



**thank you!**