



Sorelle Hair & Beauty Brand Design Case Study

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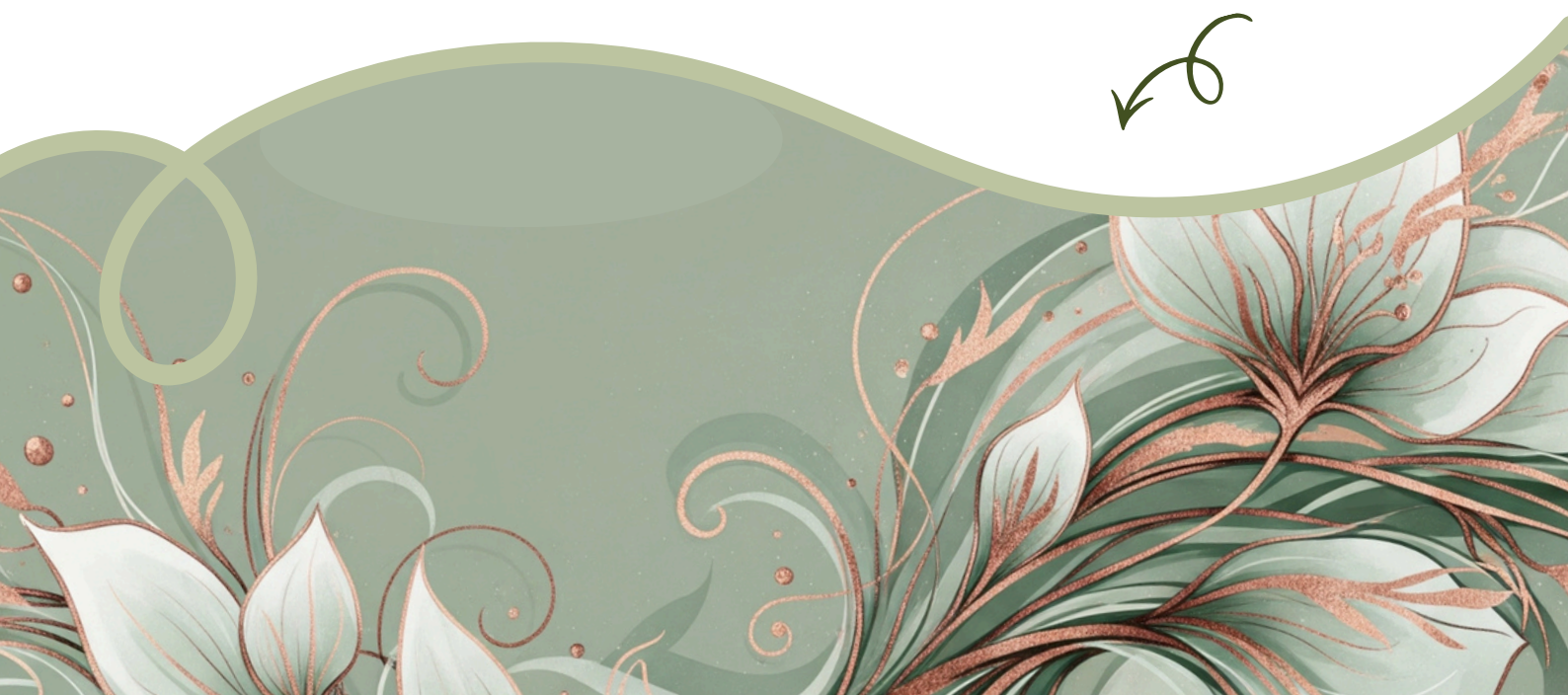
“Sophie nailed it on the first try.”

When Elizabeth Crump launched Sorelle Hair & Beauty, she knew she wanted to do things properly from day one. No temporary logo. No “that’ll do for now.” The business carried too much meaning.

Sorelle (the Italian word for sisters) reflects Elizabeth’s journey starting out in the United States alongside her sister, a makeup artist and continuing in the UK with her sister-in-law (also a makeup artist). The brand isn’t just about styling hair for weddings and events. It’s about trust, support and the feeling of being looked after by women who feel like family. That deserved a visual identity that felt established, elegant and timeless from the start.

The challenge wasn’t vision, Elizabeth had that in abundance. The challenge was translating it. As she put it, “I don’t feel competent to express myself in words and all I had to say was ‘flowy and floral’ so I created a picture to show Sophie and she completely understood me.”

Below is the image Elizabeth created to depict her preferred aesthetic.



We began with three mood boards to explore direction and refine the aesthetic before any design work began; landing on a blend of boards 1 & 2. That clarity upfront meant we weren't guessing, we were building with purpose.

“Sophie seemed more than able to pick up the vibe I was trying to convey (at one point even what seemed like telepathically!).”

MOOD BOARD

Mood board 4: A feminine, botanical brand identity that pairs a soft palette with confident, classy typography to create an elegant and empowering look.

Direction:

This moodboard captures a delicate yet confident brand aesthetic, grounded in a green and blush colour palette drawn from Elizabeth's original inspiration. The overall look is soft and botanical, creating a fresh, feminine atmosphere with natural elegance at its core.

Visuals lean into the organic, featuring gentle tones and floral influences, while assertive, standout typography adds a layer of strength and sophistication.

Typography features modern, elegant fonts with a subtle script element; adding personality while remaining clean and easy to read.

The balance between elegant type and soft, botanical elements creates a distinctive identity that feels both graceful and classy; perfectly suited to a modern, feminine brand.



With the direction set, the brand identity took shape. A soft sage palette created a calm, refined foundation, intentionally chosen to pair beautifully with rose gold foiling in print. Multiple logo variations were developed to ensure flexibility across every touchpoint, from business cards to future brochures and digital platforms. Layered floral illustrations inspired by Elizabeth's references were refined and woven into the logo itself, giving Sorelle distinctive, ownable details that can carry consistently across the brand as it grows.

Typography was carefully selected and customised with subtle spherical terminals, echoing the filament of a flower. Small details, thoughtfully executed, elevated the entire identity from “pretty” to polished and enduring.







The reaction says it all:

“I was actually surprised how much I loved the logo *immediately*. I’m picky so I thought there would be a lot of back and forth and tweaking, but Sophie nailed it on the first try.

I got my business cards printed with the logo foiled on the front and it just looks perfect. I can’t wait to get my website built and brochures made so I can show it off some more!”

– Elizabeth Crump, Co-founder & Stylist

Instead of launching with hesitation, Elizabeth launched with confidence, armed with a brand that feels aligned, professional and **built to last**.

“I would definitely recommend Sophie, she understands you, she knows what she’s doing, she communicates clearly and promptly (in the case of emails), and she is very professional without being overly technical. On top of all that, she is a nice, fun and friendly person who makes ‘meetings’ feel like a chat with a friend.”

Sorelle Hair & Beauty had the heart, the experience and the vision. Serrano Media brought clarity, cohesion and craftsmanship; turning “flowy and floral” into a brand identity ready to grow with them for years to come.

Feel like you might need a hand with your branding? **Get in touch!**
Want to read more? Head to the next page for Elizabeth’s full Q&A...



Who are Sorelle and what do you do?

"Sorelle Hair & Beauty is a professional hair styling company specializing in on-location styling and updos for weddings, special occasions, and events. I chose the company's name, "Sorelle," because it is the Italian word for sisters, and reflects the deeply personal and collaborative spirit of my business.

I first started my career 10 years ago in the United States, working alongside my sister, a makeup artist. That family tradition continues here in the UK, where I now collaborate with my sister-in-law, who is also a makeup artist. The name Sorelle is a tribute to both of these supportive women on both sides of the ocean. And after all, who better to have supporting you and making you feel beautiful on your wedding day than your "sisters"?"

Talk us through the process/journey you took for this project.

"I really wanted to start off my company with all the visuals I needed from the start. I didn't want to try to make do with something I created and then 'rebrand' later when I had made a bit more money. This is why I went straight to Sophie. As for the process itself, I don't feel competent to express myself in words and all I had to say was 'flowy and floral' so I created a picture to show Sophie and she completely understood me."

How did you find working with Sophie at Serrano Media?

"Working with Sophie was really easy. I was actually concerned going into it that I wouldn't be able to adequately express my thoughts and feelings about what I wanted in my logo and branding. But Sophie seemed more than able to pick up the vibe I was trying to convey (at one point even what seemed like telepathically!!). Sophie made three mood boards for me but she could have stopped after the first one as it was already the right direction. I don't know how, but somehow Sophie took my feedback of "I like the swoop in the 'e' in the word 'blend' in this photo" and turned it into a perfectly styled "Sorelle.""

Did Sophie take the time to get to know you and your needs?

"Yes, although it didn't take long, we clicked from our first meeting."

Are you happy with the final product?

"I was actually surprised how much I loved the logo immediately. I'm picky so I thought there would be a lot of back and forth and tweaking, but Sophie nailed it on the first try. I got my business cards printed with the logo foiled on the front and it just looks perfect. I can't wait to get my website built and brochures made so I can show it off some more!"

Would you recommend Sophie at Serrano Media?

"I would definitely recommend Sophie, she understands you, she knows what she's doing, she communicates clearly and promptly (in the case of emails), and she is very professional without being overly technical. On top of all that, she is a nice, fun and friendly person who makes 'meetings' feel like a chat with a friend."