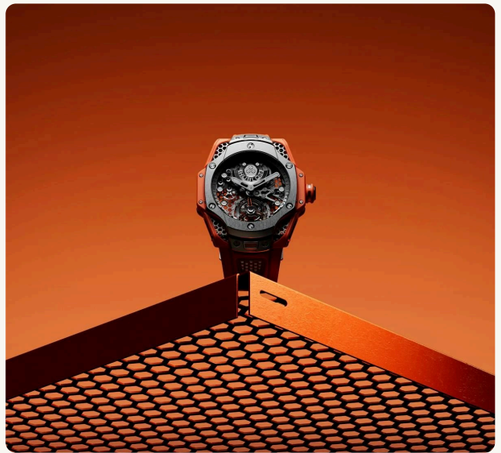





the little agency

Build a brand people remember.



Good businesses get overlooked.

When identity, website and communication tell different stories, your business becomes harder to understand.

01 **Unclear positioning**

What makes you different?



↗ A clear reason to choose you

02 **Inconsistent identity**

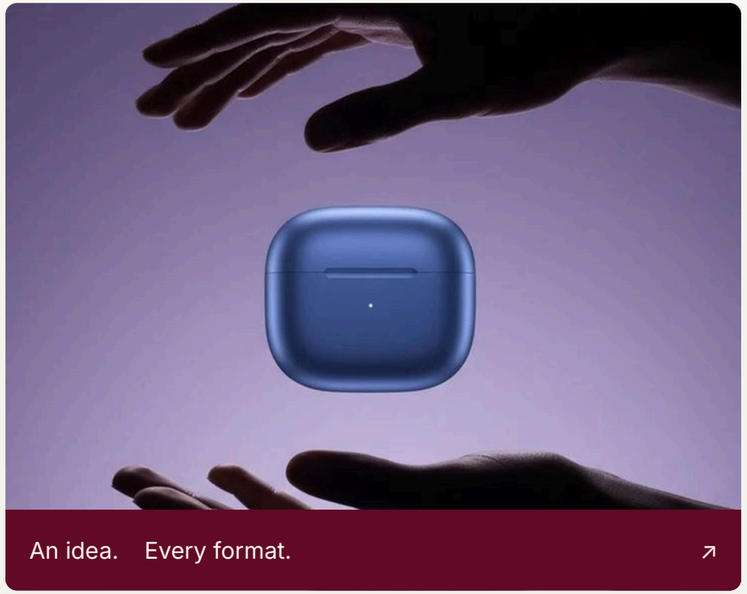
A different look everywhere



↗ One recognisable presence

03 **Disconnected communication**

Each message starts again

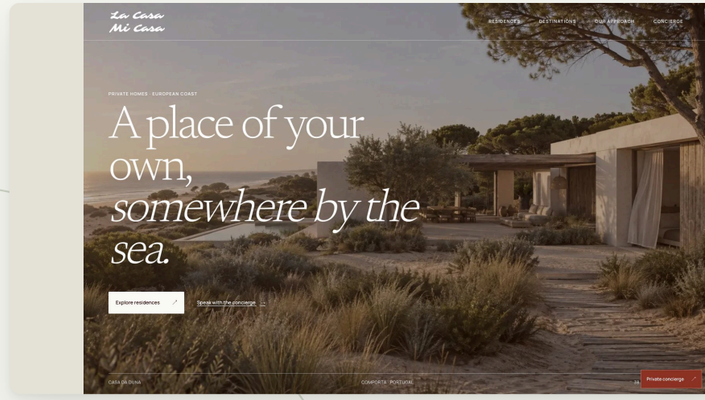


↗ One direction across every channel

Illustrative examples. Creative concepts.







Strategy. Design. Communication. Connected.

One shared direction for how your business looks, speaks and shows up.



morrow

A clearer tomorrow.

Creative concept. Fictional brand

What could we build for you?



Premium visual content creation

Product, portrait, lifestyle. Posts, stories, carousels, motion. Captions and content direction.



Brand strategy

Audience · Positioning · Messaging



Branding & visual identity development

Logos · Identity · Guidelines



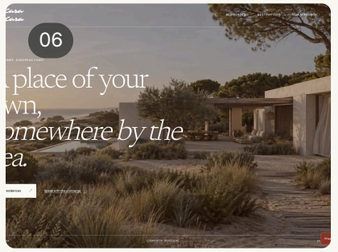
Creative direction & campaign development

Concepts · Art direction · Campaigns



Brand consistency across digital and physical materials

Packaging · Signage · Templates



Website & mobile app design and development

UX/UI · Websites · Applications

Different businesses. Distinctive brands.

Brand worlds designed by our studio.

NOUPRO

Give every order, delivery and invoice one calm place to live.

Business platform

01 NOUPRO

02 LA CASA MI CASA

03 MORROW

04 VESSE

NOUPRO



Photography

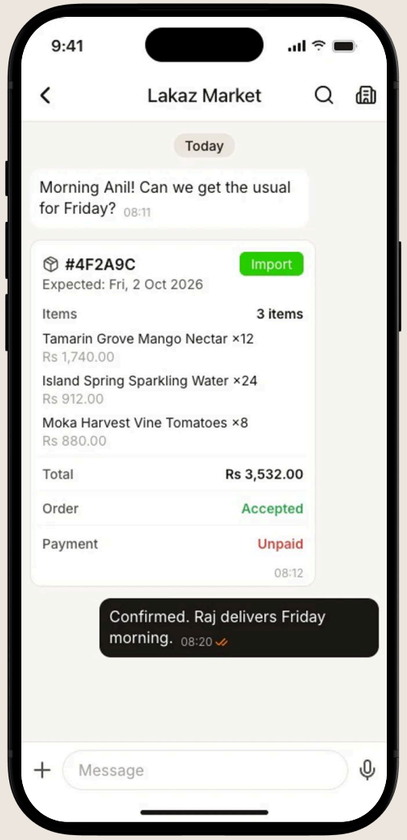
Headlines

Aa

Every order, on time.

Instrument Sans

Black	Ink	Stone	Muted	Surface	Accent
#000000	#1C1917	#57534E	#A8A29E	#FAF8F5	#FF7A00



Mobile app

Different businesses. Distinctive brands.

Brand worlds designed by our studio.

La Casa
Mi Casa

Sell a place to belong, not a list of square metres.

Curated real estate

01 NOUPRO

02 LA CASA MI CASA

03 MORROW

04 VESSE



Art direction

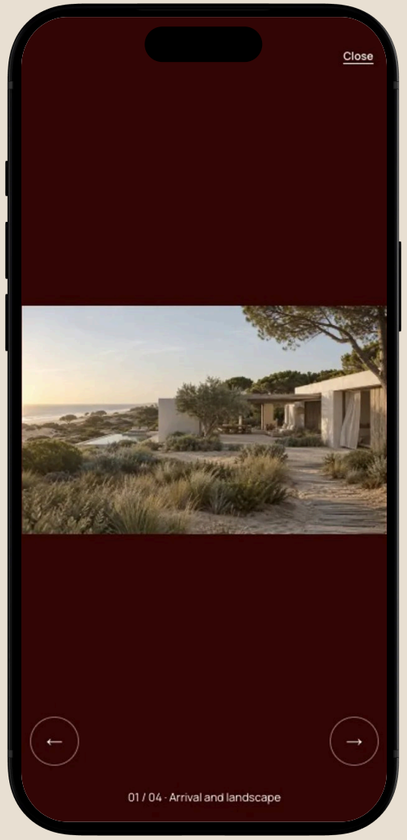
La Casa
Mi Casa

Logo

Mi casa

Sarina

Linen	Terracotta	Coffee	Chocolate	Surface
#E8DFD2	#AF4330	#471D1A	#330505	#FDFBF7



Mobile website

Different businesses. Distinctive brands.

Brand worlds designed by our studio.

morrow

Give an established business the confidence of its next chapter.

Strategy and advisory

01 NOUPRO

02 LA CASA MI CASA

03 MORROW

04 VESSE



Communication



Stationery 01 / 03

Cobalt	Graphite	Chalk	Steel
#224DFF	#1F242B	#F0F0E8	#C0C7D1

morrow

Headlines

Aa

Make the next move count.

Inter

Different businesses. Distinctive brands.

Brand worlds designed by our studio.

VESSE

Turn a daily ritual into a world people want to be part of.

Beauty and skincare

01 NOUPRO

02 LA CASA MI CASA

03 MORROW

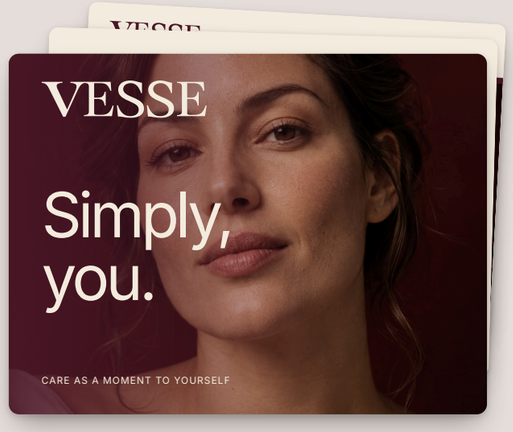
04 VESSE

VESSE



Campaign portrait

Communication



Editorial 01 / 03



Packaging

Less rush.
More ritual.

Oxblood
#4B1728

Plum
#7A3B4C

Rose
#CB9E9B

Porcelain
#F3EBDD

Our latest major project.

THE KULFIDREAM COMPANY

Give a familiar Mauritian name a distinctive, connected brand world.

- Identity
- Campaign direction
- Brand applications
- Website







Deep Maroon	#500000
Kulfidream Red	#A00000
Highlight Red	#FF2400
Soft Rose	#FFB8B8
Warm Cream	#FFFBF3
Gold	#F3B954





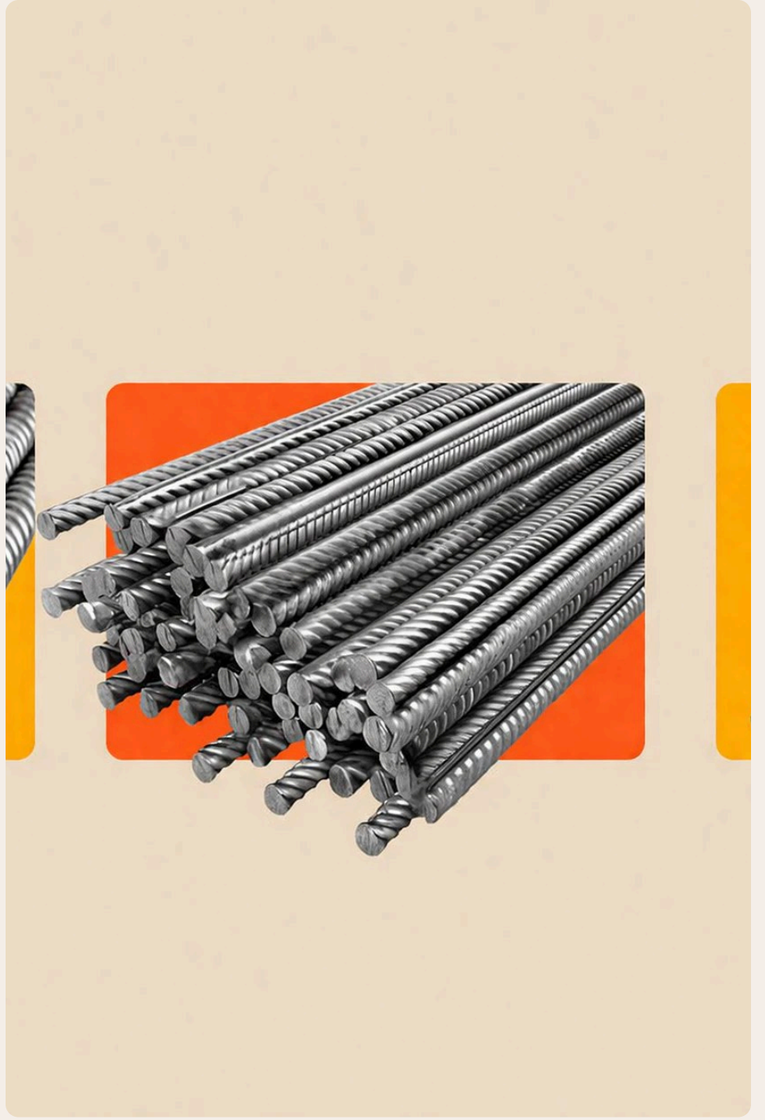
Completed client project. Brand applications and campaign art direction.

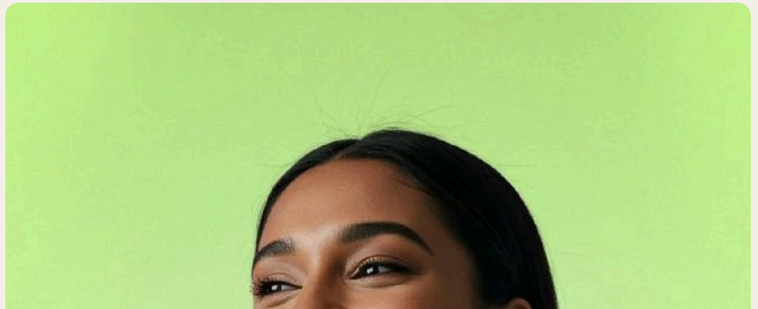
Make people stop. Then look closer.

Products. Places. People. Posts, stories, carousels and motion, with captions and content direction.

A clear idea. Many ways to express it.

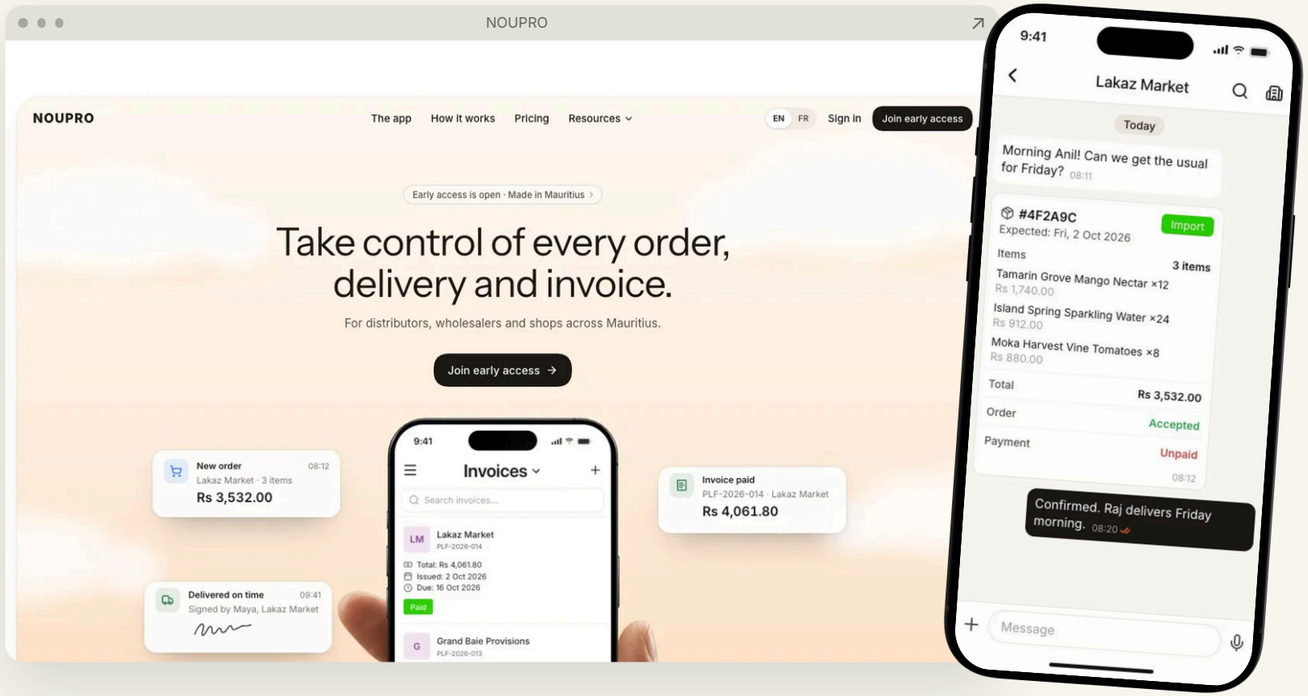








Your brand, made interactive.

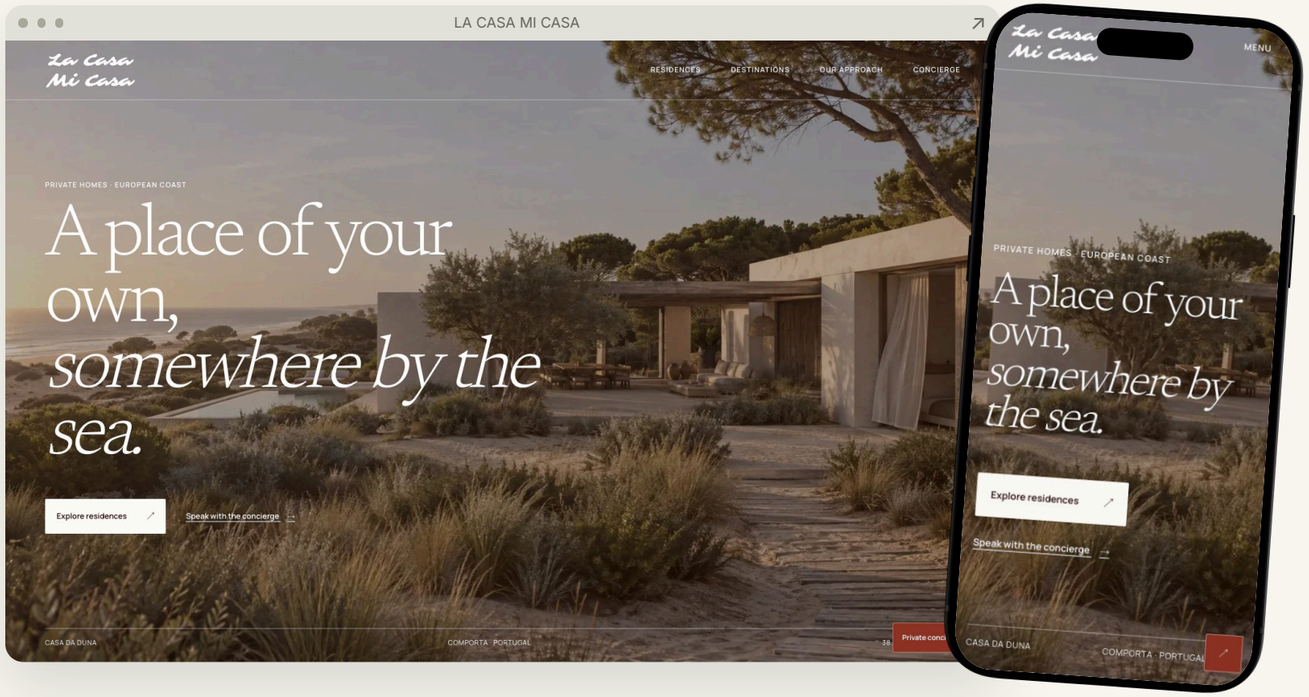


NOUPRO

Business platform

Orders, deliveries and invoices in one app, with the website that introduces it.

Your brand, made interactive.

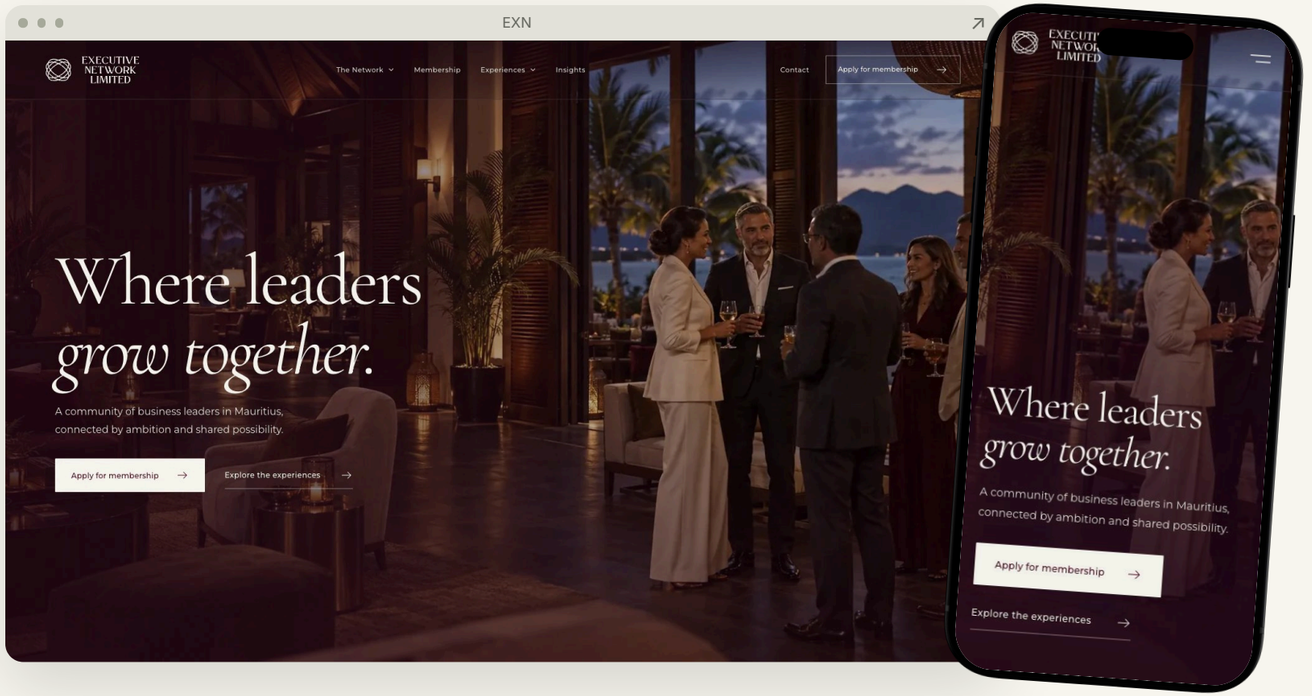


LA CASA MI CASA

Curated real estate

An editorial property site built on atmosphere, place and private guidance.

Your brand, made interactive.



EXN

Executive network

A membership platform for events, learning and business relationships.

Your brand, made interactive.



KULFIDREAM

Client · Consumer brand

A colourful, product-led site for a Mauritian family brand.

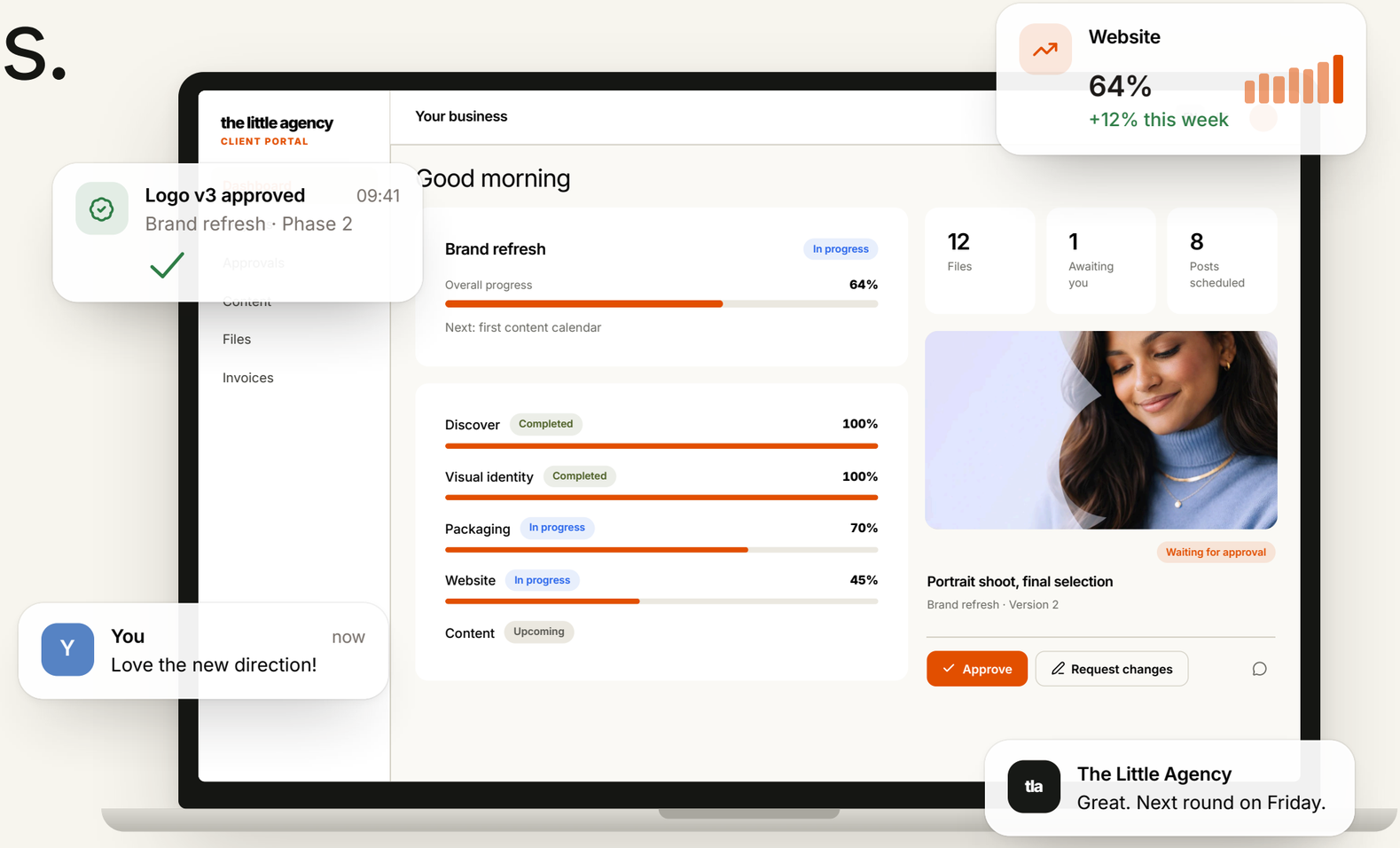
Always know where your project stands.

01 Live progress

02 Approve in one click

03 Every file in one place

04 Content calendar



Demo account. Every client gets a private portal.

From first conversation to launch.



01

Discover

A shared brief



02

Define

A clear direction



03

Create

The first concepts



04

Refine

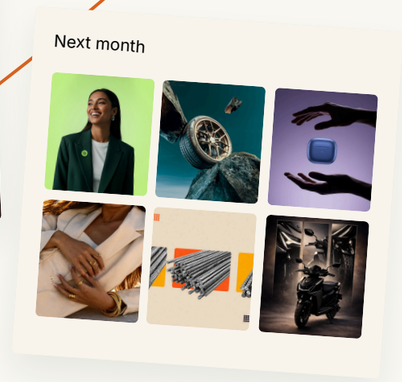
The right details



05

Deploy

Ready to launch



06

Grow

Keep moving forward

One project. Or your creative partner.



01 **Project**
One focused ambition.

Identity, campaign or website.

02 **Ongoing partnership**
A regular creative rhythm.

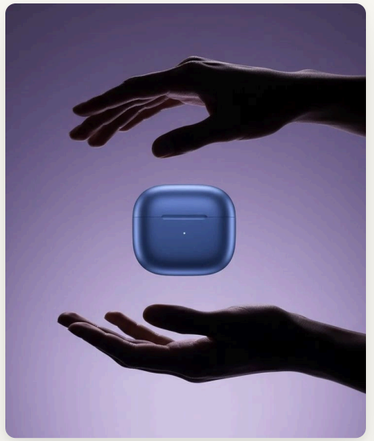
Content and creative direction.

03 **Brand partner**
One team across your brand.

A shared direction across every touchpoint.







the little agency

Let’s build your next chapter.

arnaud@thelittleagency.mu ↗

+230 5843 4315 thelittleagency.mu ↗



