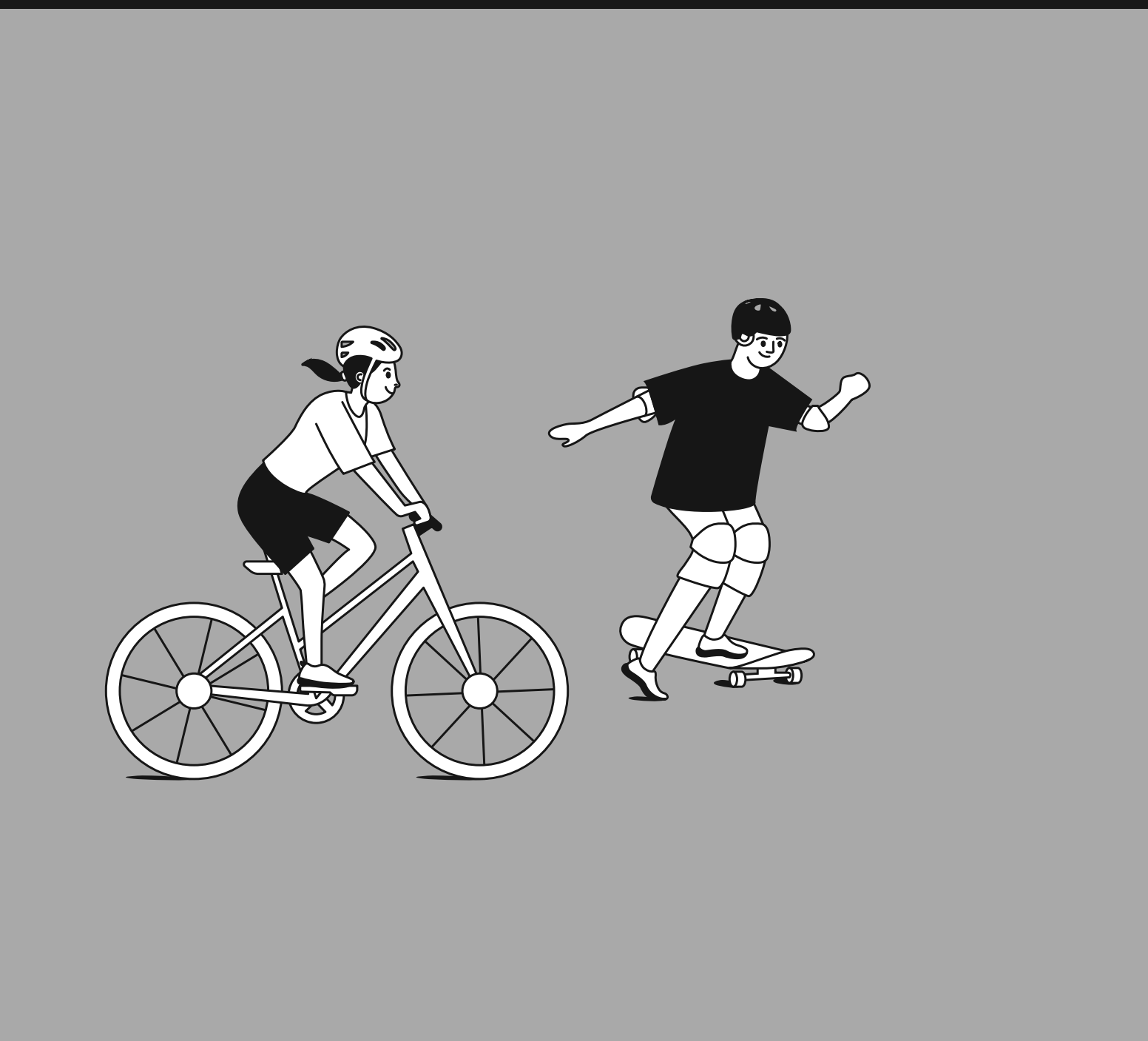
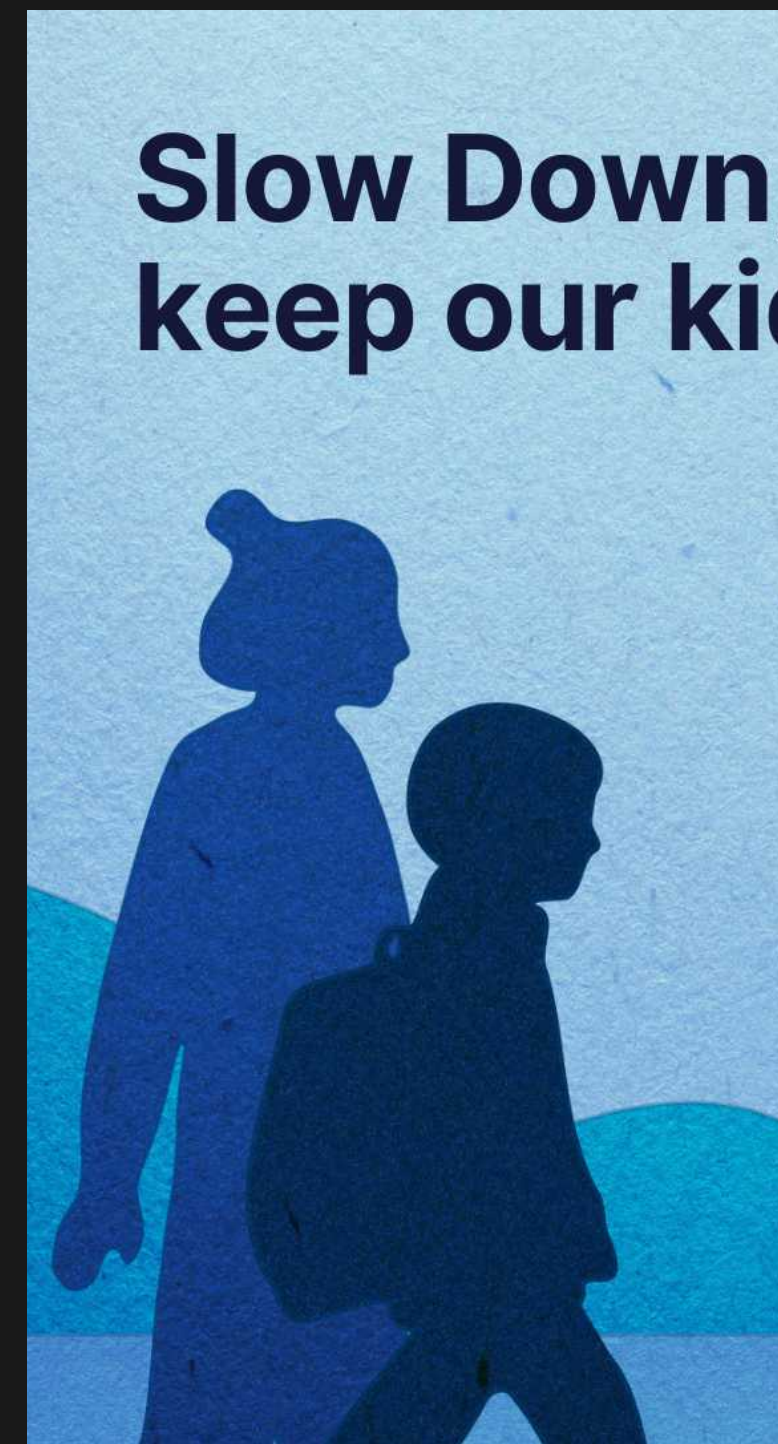
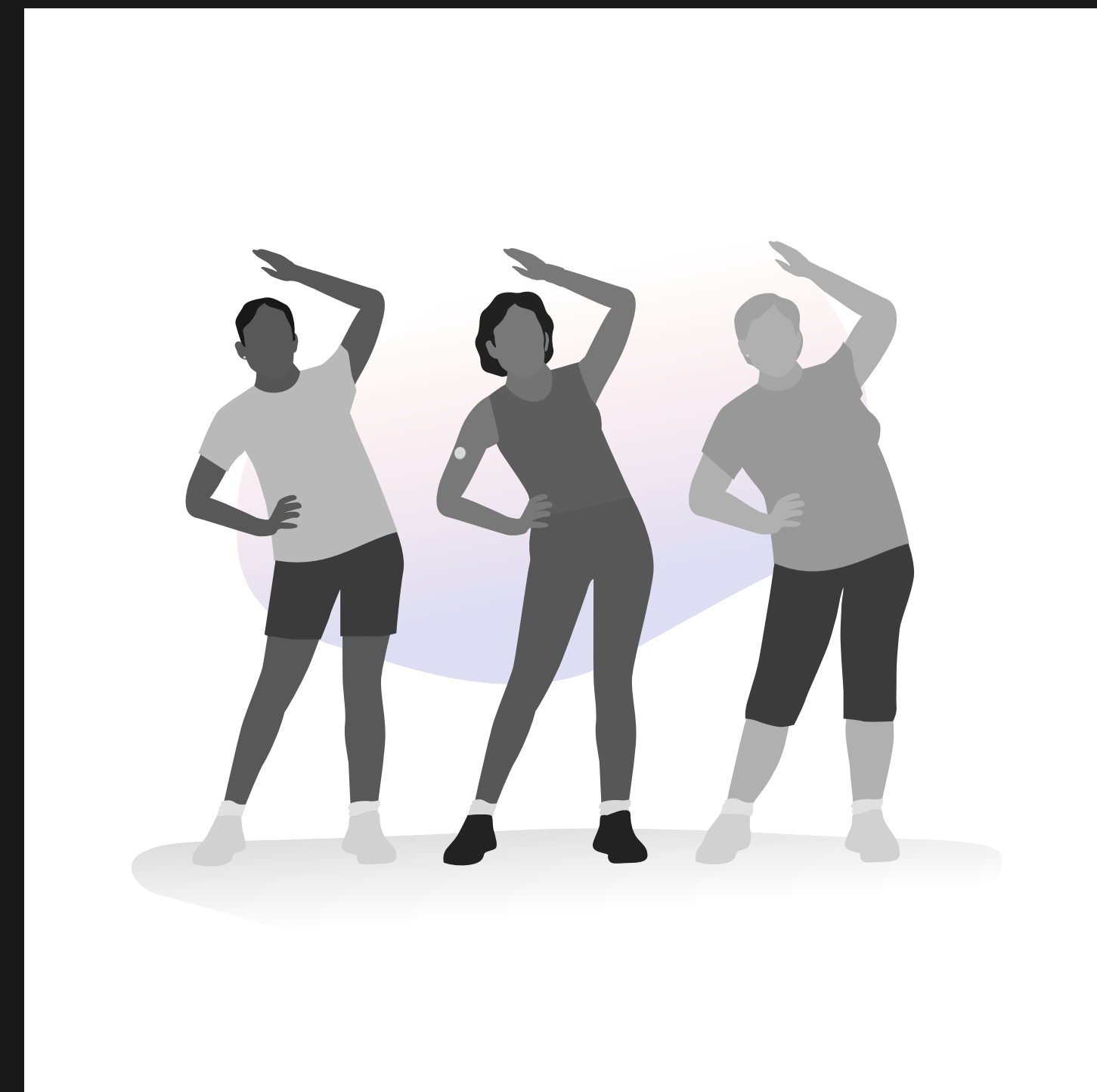
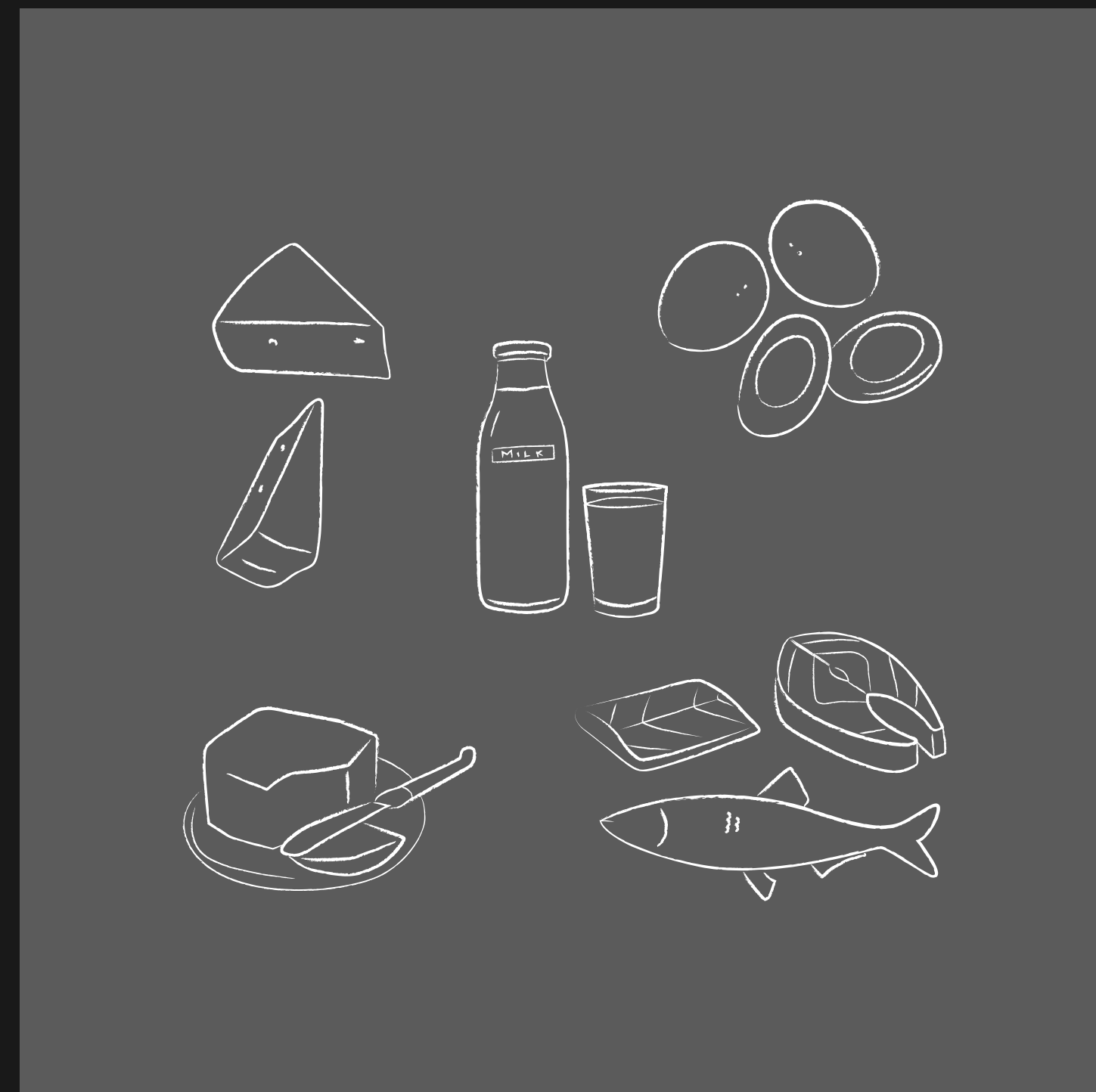
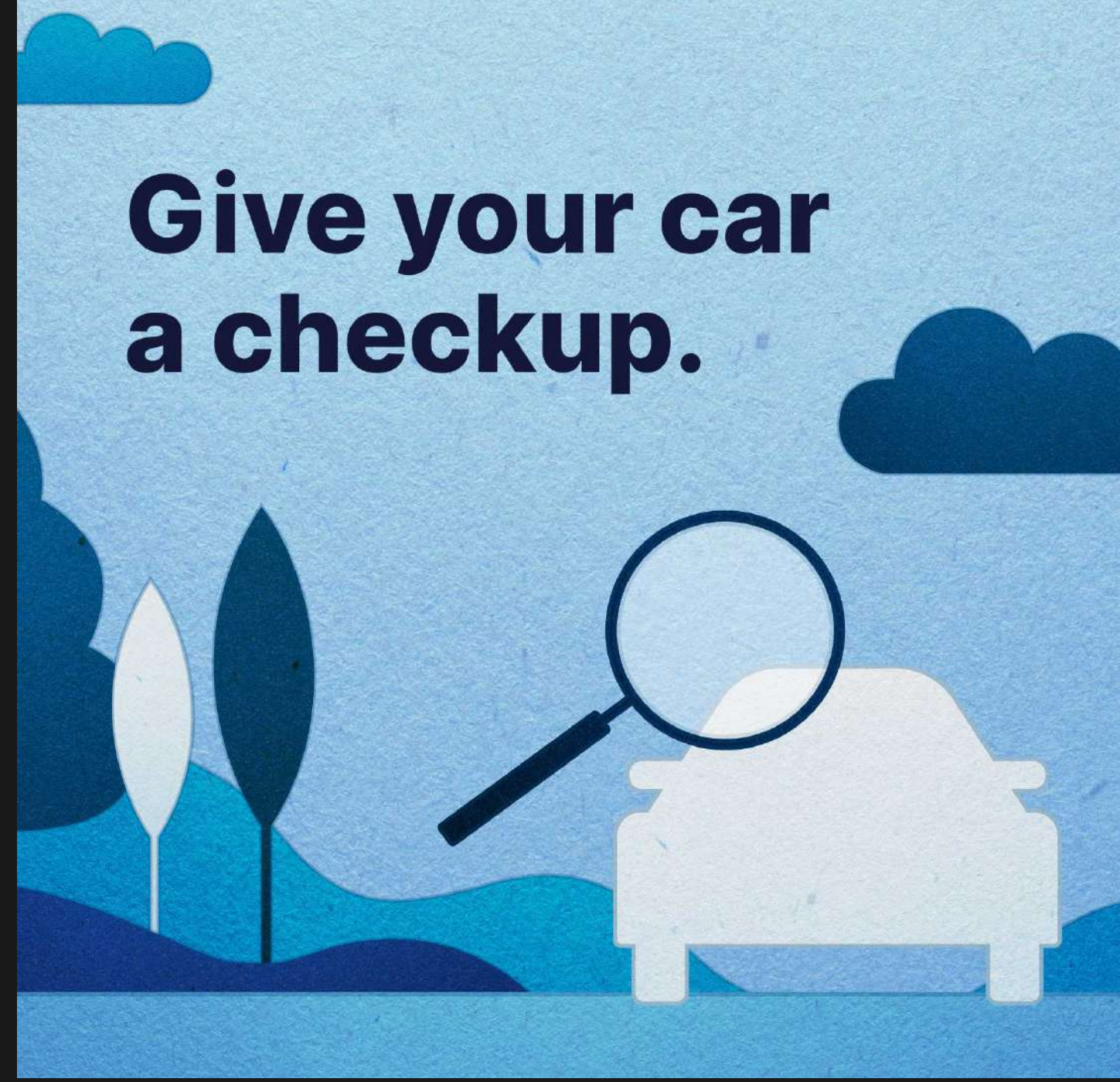
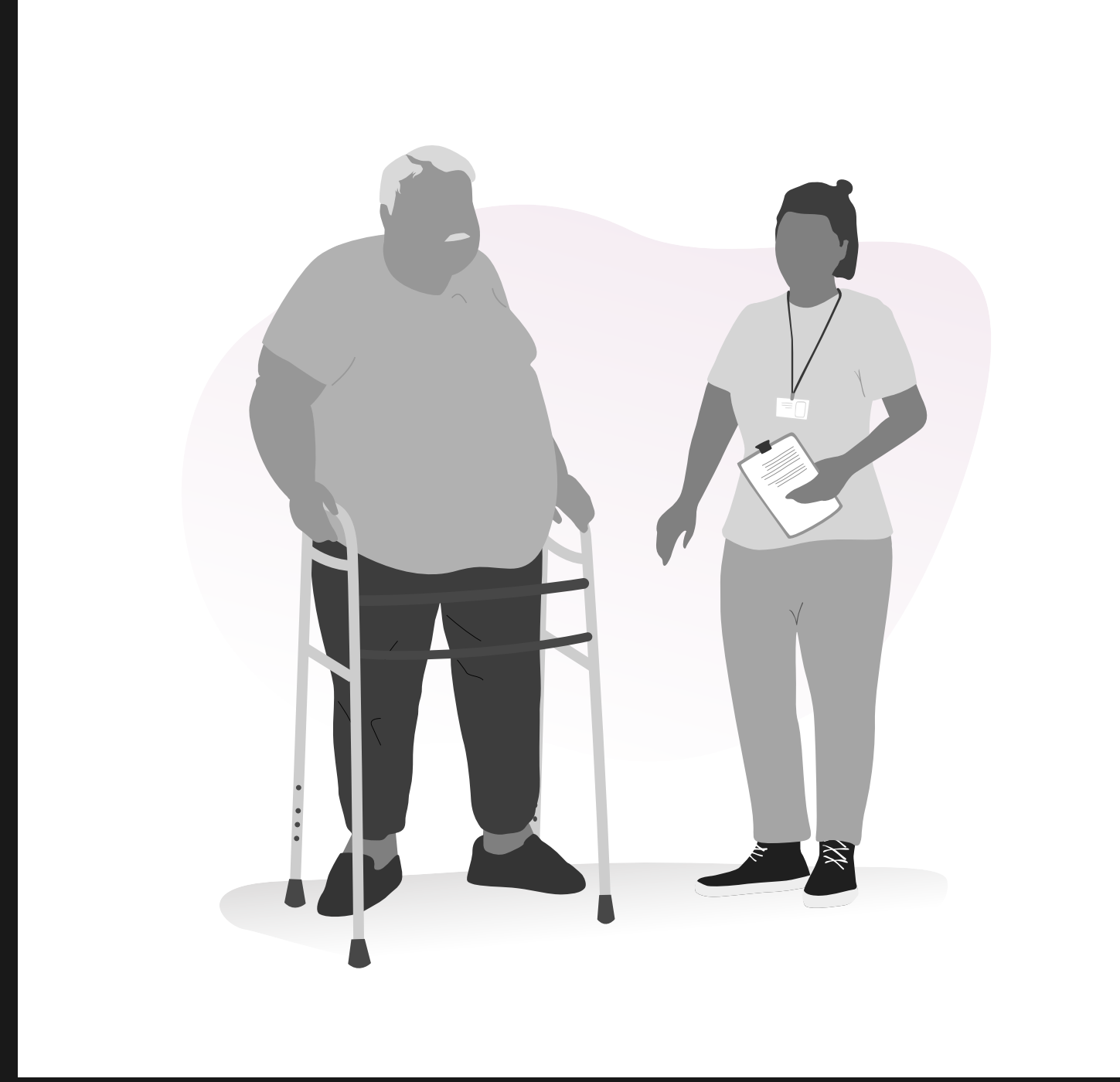
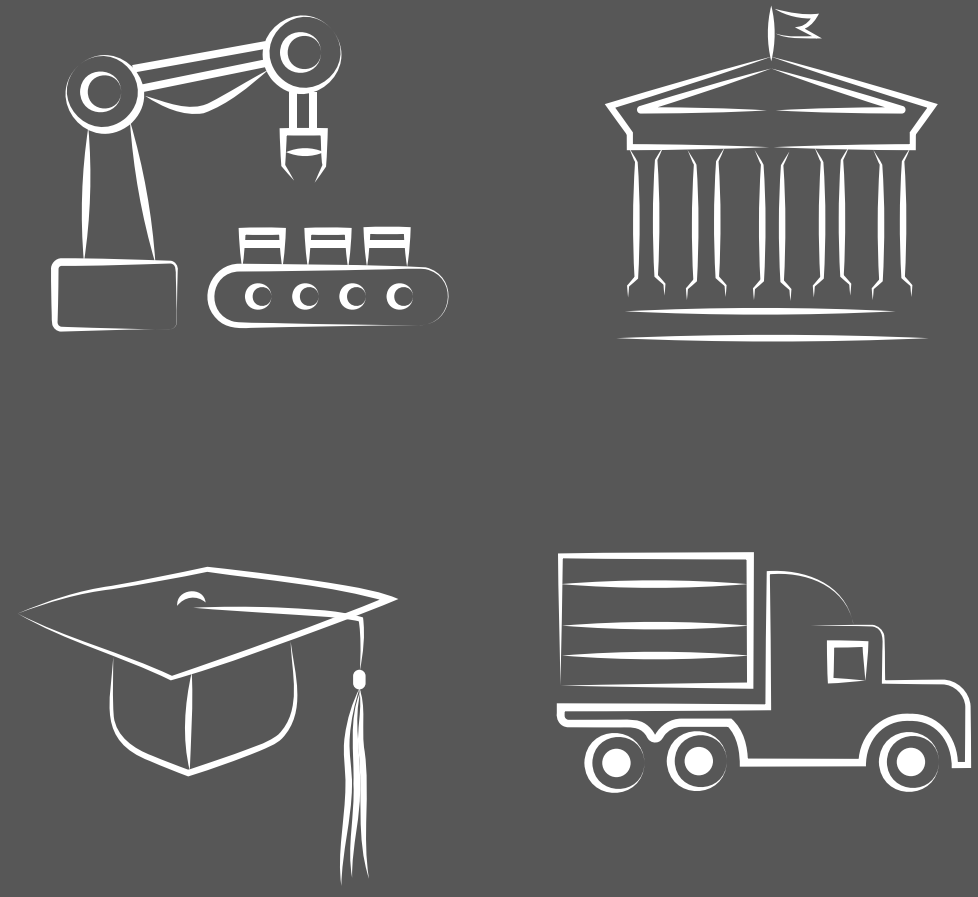


nara

PORTFOLIO

ILLUSTRATIONS





We are an all-in-one digital agency based in Montreal for 9 years.  
Our company is composed of 4 departments:

|  
**DESIGN**

|  
**DEVELOPMENT**

|  
**MARKETING**

|  
**CONTENT  
CREATION**

## PROJECTS SUMMARY

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PAGE 7	TYPEISUPPORT (McGill University) 2024
PAGE 10	TYPEISUPPORT (McGill University) 2020
PAGE 13	KNOWING DIABETES
PAGE 16	CAA
PAGE 17	NUTRIORIA
PAGE 19	SERVICES GROUPE PUR INC.
PAGE 20	SIMPLEX LEGAL
PAGE 21	FONDATION DE LA VISITE

PROJECT

# MUSHUP

Organic coffee producer

## OUR MANDATE

Creation of a set of illustrations in line with the brand's image, atmosphere and values, to bring freshness and originality to the brand's publications on social networks. Illustration of mushroom-headed characters in different contexts and positions, as well as related elements.

## CLIENT'S INTENTIONS

- Create a singular, elegant illustration style.
- Focus on humans.
- Use the ingredients of the brand's products, mushrooms and coffee.
- Adopt a humorous, offbeat tone to reinforce the brand's authenticity.

## Café (Nom commun)

1. Paradis fraîchement moulu.
2. Substance magique fondée qui transforme «laisse-moi tranquille» en «bonjour mon cœur».



## MushUp



**Meilleurs vœux pour 2023 !**

**"Garde la tête haute;  
Conduis-toi en champignon."**

- MushUp






**"Un bon café se savoure toujours, même en solitaire."**

- Tahar Houhou

MushUp

VIGOR ↑ NESCAFÉ CORNCEPS

CAFÉ BIEN AU CHANGEMENT Light roast mushroom COFFEE 250g



+

=

Lion's mane



PROJECT

# TYPE1SUPPORT (McGill University) 2024

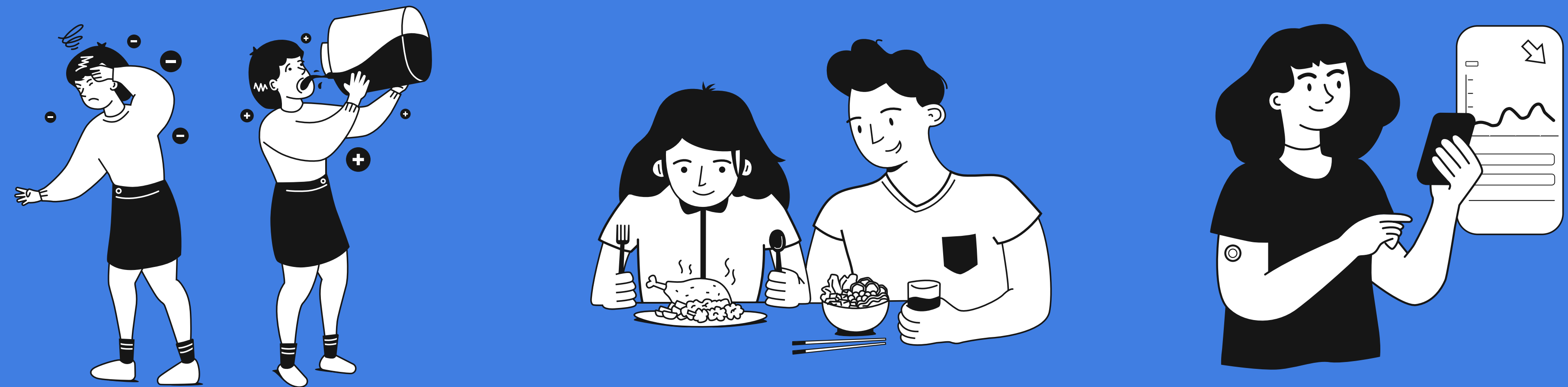
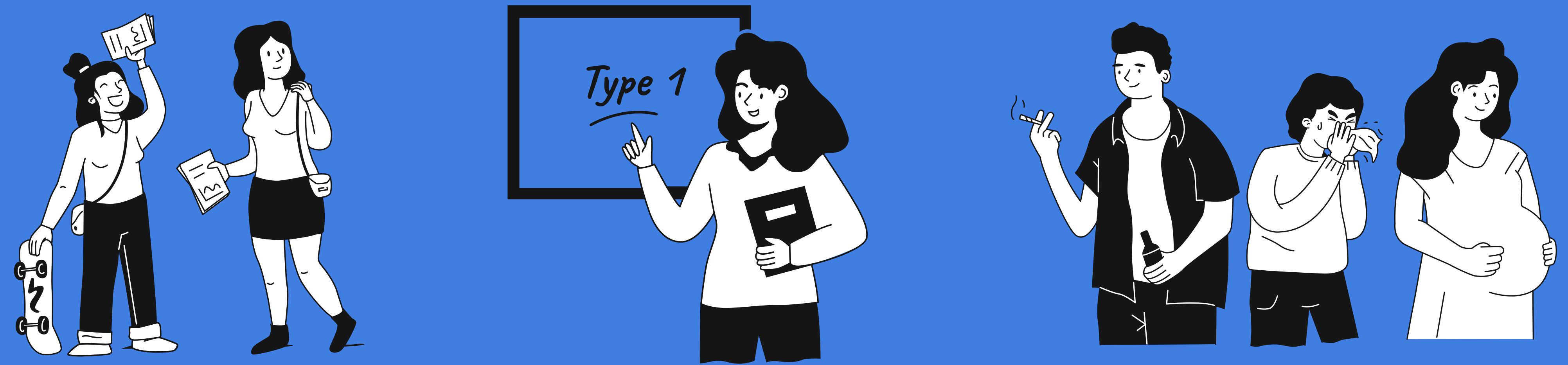
Online educational platform

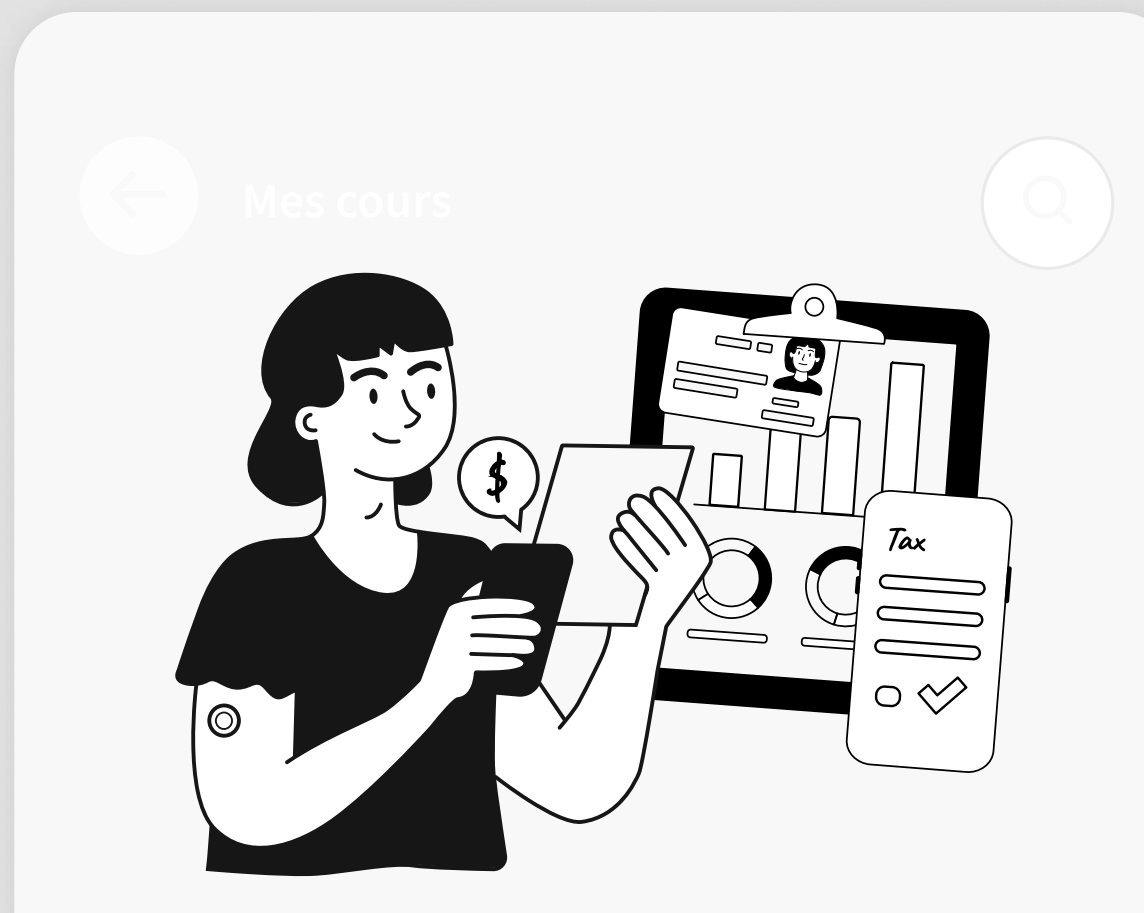
## OUR MANDATE

Creation of a set of custom illustrations for an educational platform. These illustrations visually support the various courses offered by the platform. They make the content easier to understand and digest. Their purpose is to give the educational platform a playful, accessible feel.

## CLIENT'S INTENTIONS

- Develop a set of coherent illustrations, adaptable to a variety of themes related to diabetes of type 2.
- Illustrate complex ideas clearly and explicitly to make educational content easier to understand.
- Enhance the accessibility and playfulness of courses.
- Create vibrant illustrations to energize the platform and capture attention.





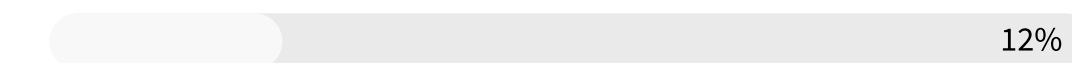
## Finances

9 Cours 153 Questions 25 Medias

### À propos de ce cours

Démystifier l'insuline, connaître les différents moyens qui existent pour injecter l'insuline, les outils disponibles, et comprendre l'ajustement des doses dans le but de favoriser une meilleure gestion de vos glycémies.

### Progression



### Questions populaire concernant



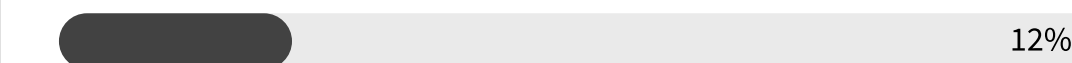
## Transition de soins médicaux adultes

9 Cours 153 Questions 25 Medias

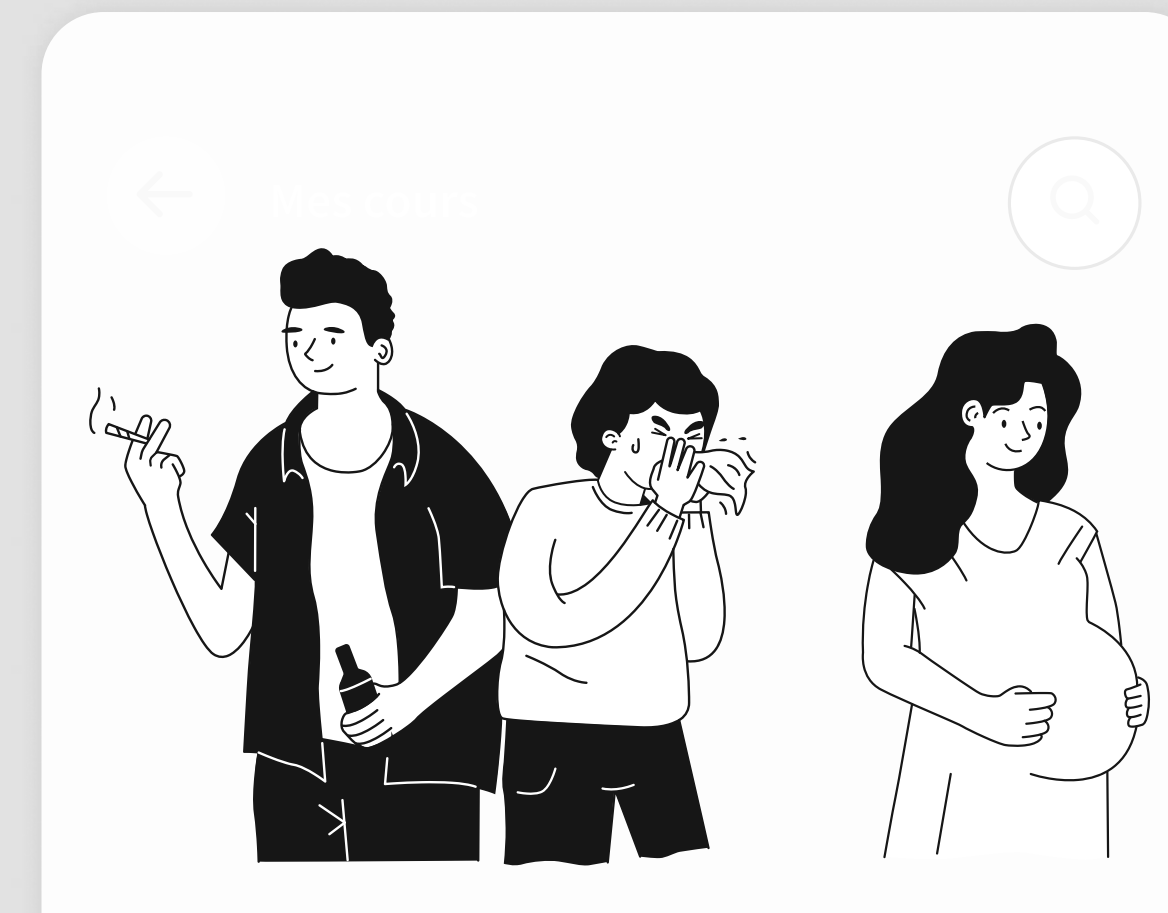
### À propos de ce cours

Démystifier l'insuline, connaître les différents moyens qui existent pour injecter l'insuline, les outils disponibles, et comprendre l'ajustement des doses dans le but de favoriser une meilleure gestion de vos glycémies.

### Progression



### Questions populaire concernant



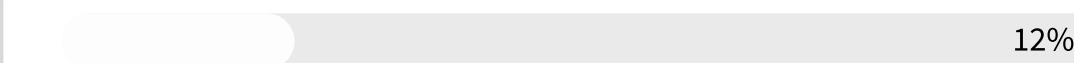
## Autres Situations

9 Cours 153 Questions 25 Medias

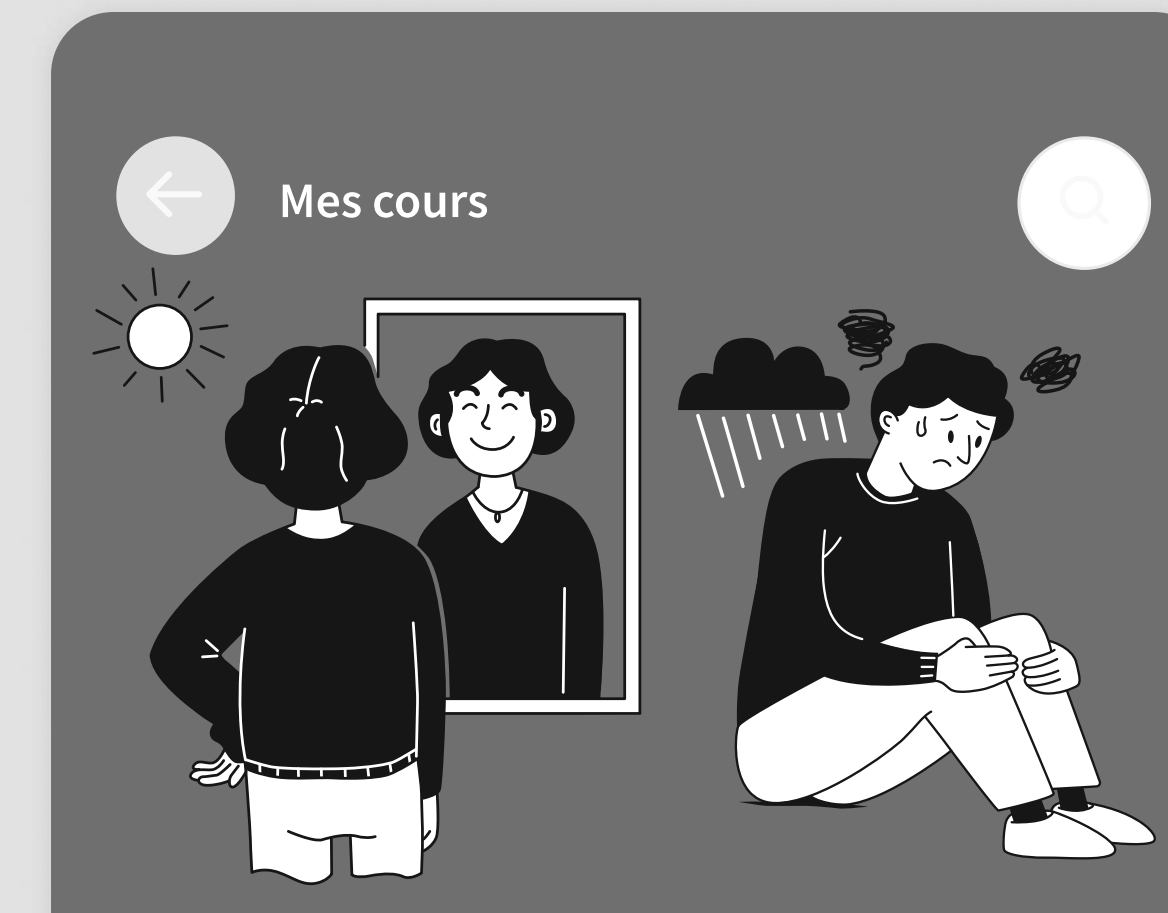
### À propos de ce cours

Démystifier l'insuline, connaître les différents moyens qui existent pour injecter l'insuline, les outils disponibles, et comprendre l'ajustement des doses dans le but de favoriser une meilleure gestion de vos glycémies.

### Progression



### Questions populaire concernant



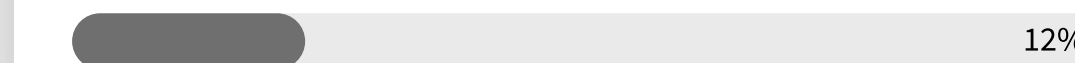
## Santé Mentale

9 Cours 153 Questions 25 Medias

### À propos de ce cours

Démystifier l'insuline, connaître les différents moyens qui existent pour injecter l'insuline, les outils disponibles, et comprendre l'ajustement des doses dans le but de favoriser une meilleure gestion de vos glycémies.

### Progression



### Questions populaire concernant



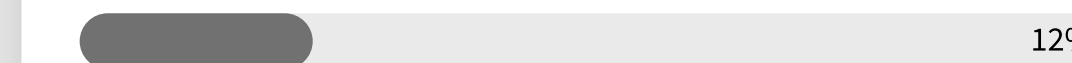
## Hypo et Hyperglycémie

9 Cours 153 Questions 25 Medias

### À propos de ce cours

Démystifier l'insuline, connaître les différents moyens qui existent pour injecter l'insuline, les outils disponibles, et comprendre l'ajustement des doses dans le but de favoriser une meilleure gestion de vos glycémies.

### Progression



### Questions populaire concernant

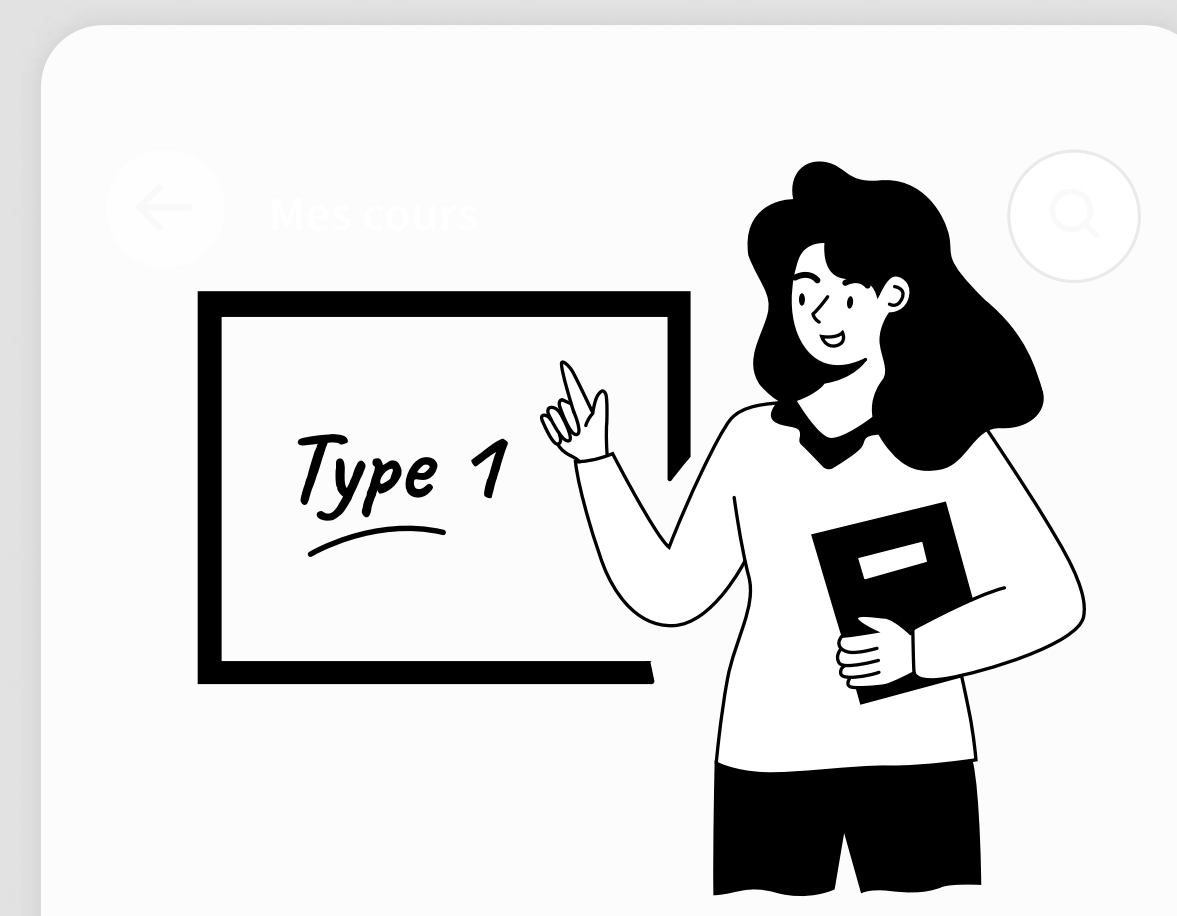


## Alimentation

9 Cours 153 Questions 25 Medias

### À propos de ce cours

Démystifier l'insuline, connaître les différents moyens qui existent pour injecter l'insuline, les outils disponibles, et comprendre l'ajustement des doses dans le but de favoriser une meilleure gestion de vos glycémies.

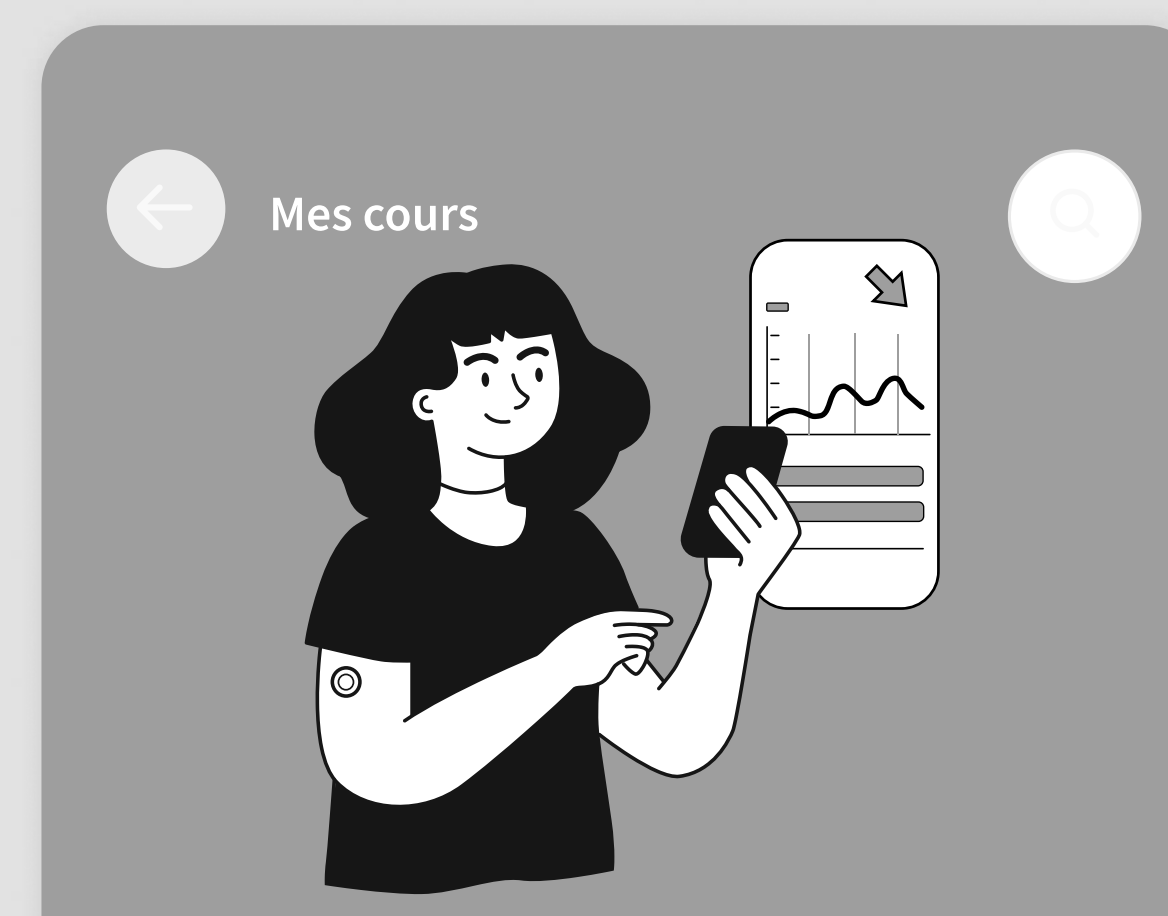


## Le diabète en général

9 Cours 153 Questions 25 Medias

### À propos de ce cours

Démystifier l'insuline, connaître les différents moyens qui existent pour injecter l'insuline, les outils disponibles, et comprendre l'ajustement des doses dans le but de favoriser une meilleure gestion de vos glycémies.

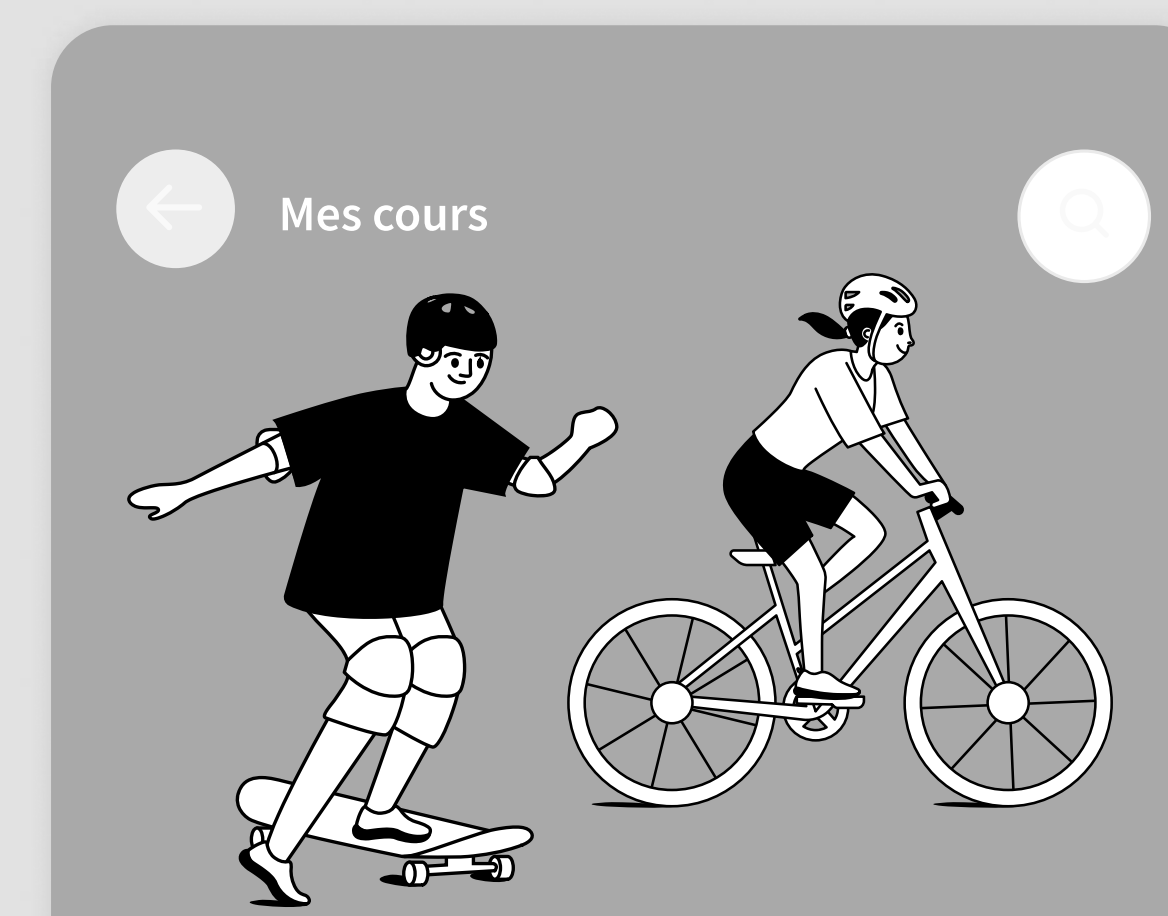


## Surveillance de la glycémie

9 Cours 153 Questions 25 Medias

### À propos de ce cours

Démystifier l'insuline, connaître les différents moyens qui existent pour injecter l'insuline, les outils disponibles, et comprendre l'ajustement des doses dans le but de favoriser une meilleure gestion de vos glycémies.



## Activité Physique

9 Cours 153 Questions 25 Medias

### À propos de ce cours

Démystifier l'insuline, connaître les différents moyens qui existent pour injecter l'insuline, les outils disponibles, et comprendre l'ajustement des doses dans le but de favoriser une meilleure gestion de vos glycémies.



## Médication

9 Cours 153 Questions 25 Medias

### À propos de ce cours

Démystifier l'insuline, connaître les différents moyens qui existent pour injecter l'insuline, les outils disponibles, et comprendre l'ajustement des doses dans le but de favoriser une meilleure gestion de vos glycémies.





**Activité Physique**

Quels aliments contiennent des glucides?



**Hypo et Hyperglycémie**

Quels aliments contiennent des glucides?




**Autres Situations**

Quels aliments contiennent des glucides?



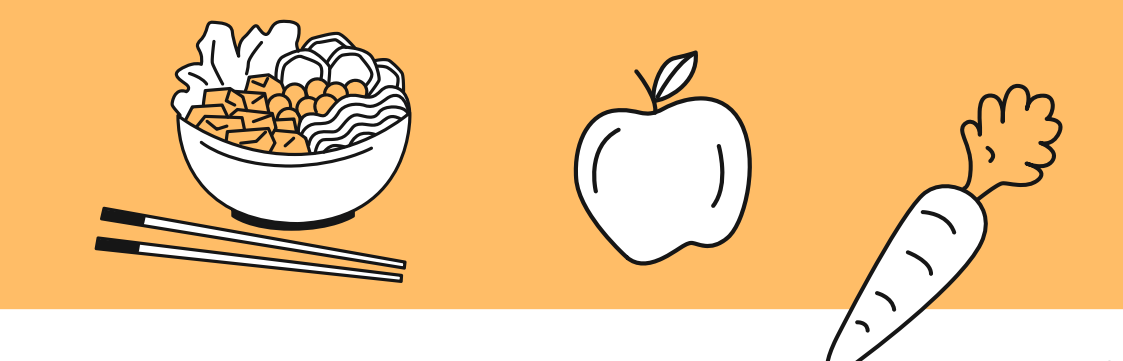
**Santé Mentale**

Quels aliments contiennent des glucides?




**Transition de soins médicaux adultes**

Quels aliments contiennent des glucides?



**Alimentation**

Quels aliments contiennent des glucides?



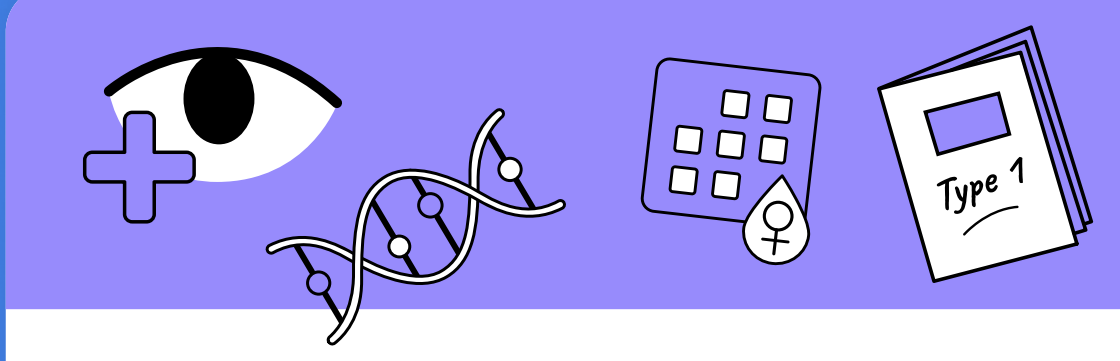
**Surveillance de la glycémie**

Quels aliments contiennent des glucides?




**Médication**

Quels aliments contiennent des glucides?




**Le diabète en général**

Quels aliments contiennent des glucides?



**Finances**

Quels aliments contiennent des glucides?



Toutes    Le diabète en général    Médication    Surveillance de la Glycémie    Alimentation    Hypo & Hyperglycémie    Activité Physique    Santé Mental    Autres Situations    Transition soins adultes    Finances

PROJECT

# TYPE1SUPPORT (McGill University) 2020

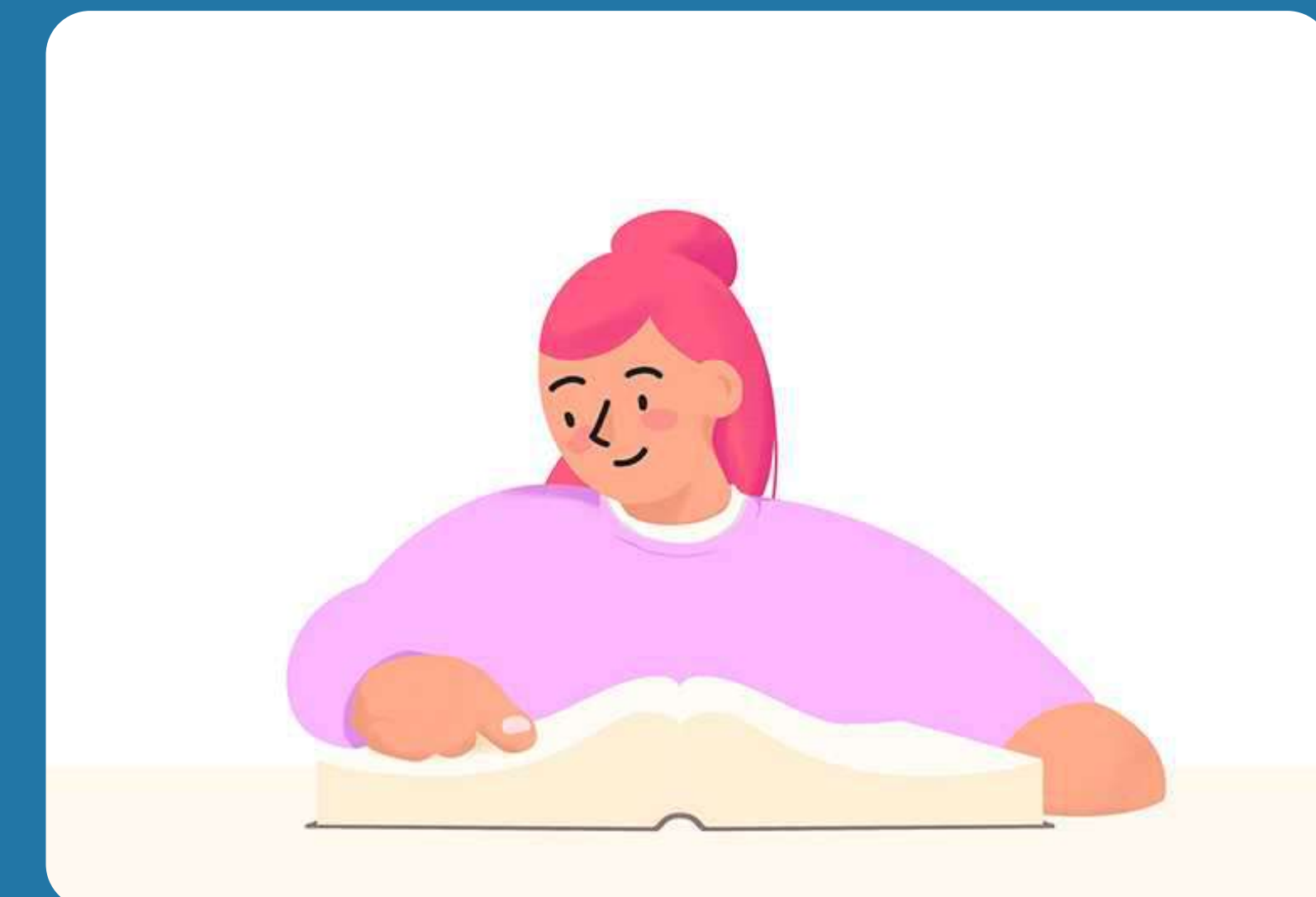
Online educational platform

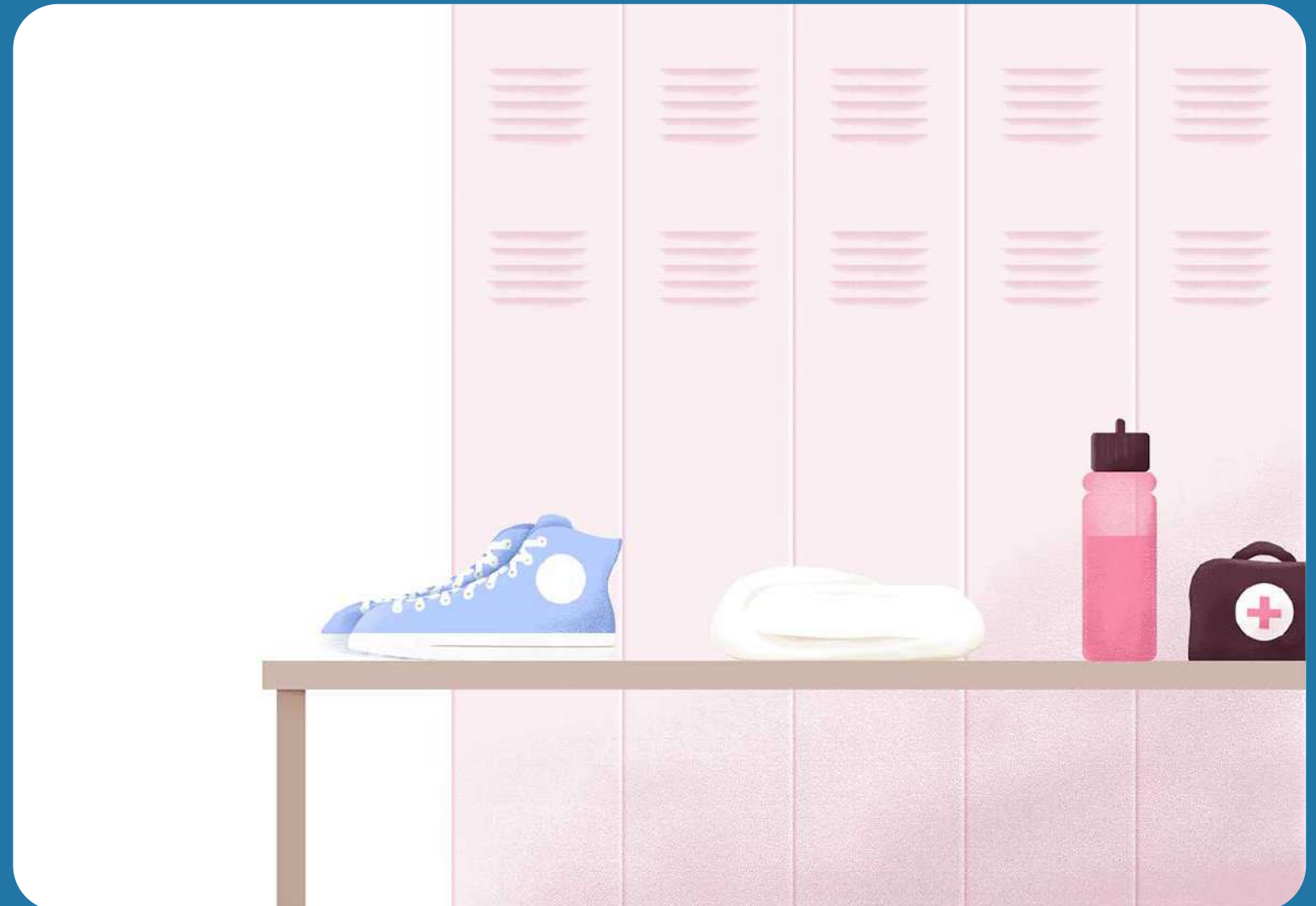
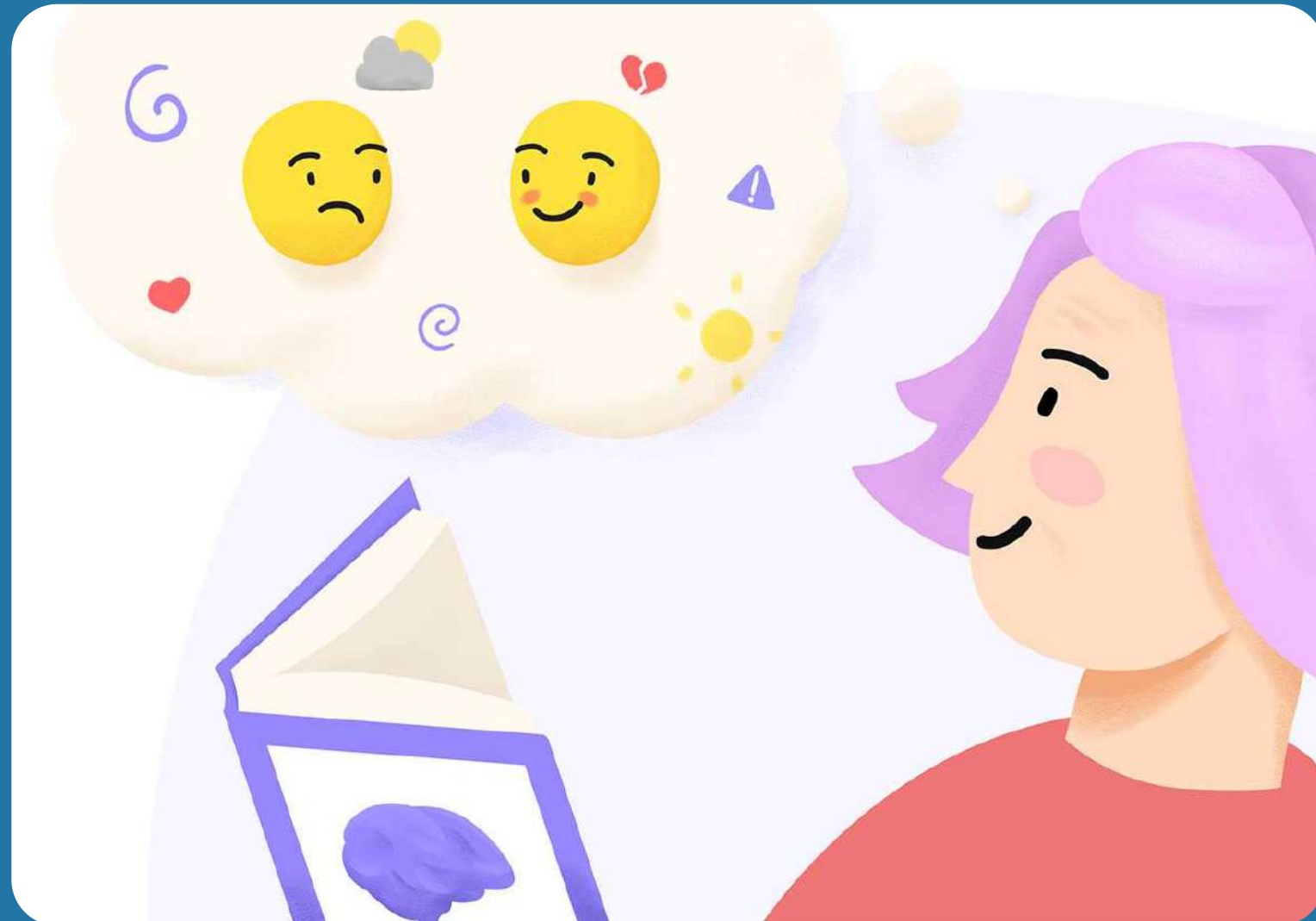
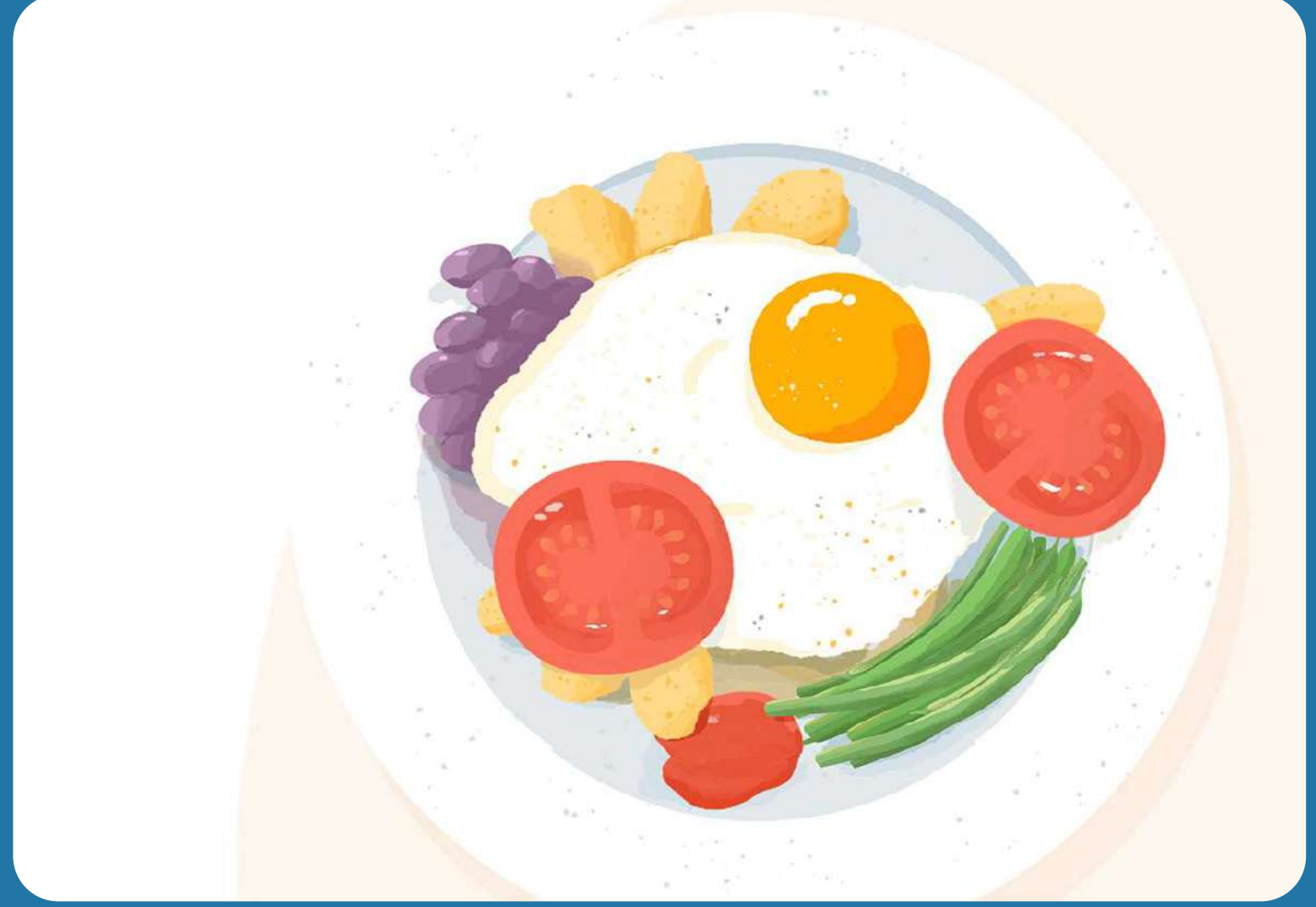
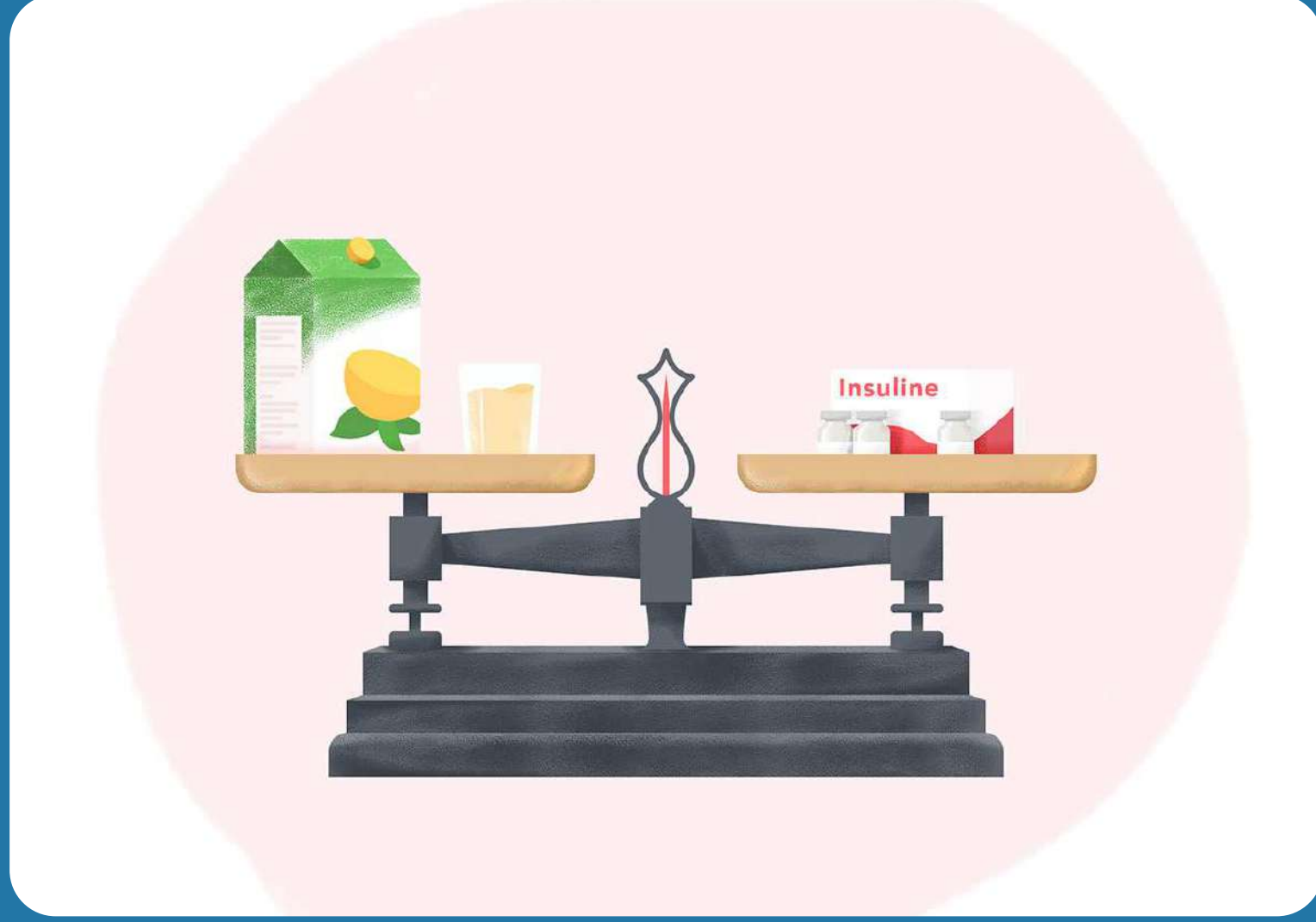
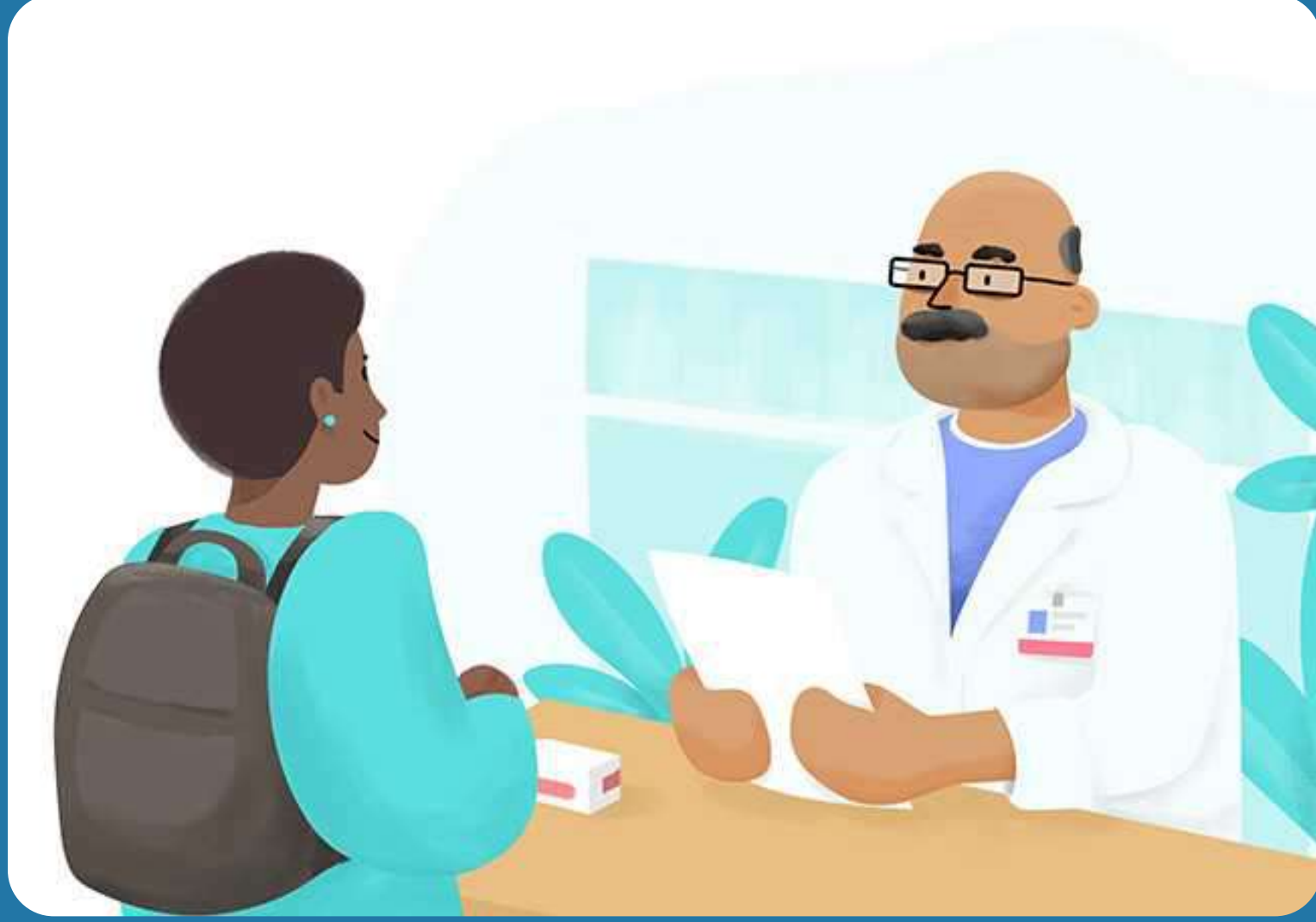
## OUR MANDATE

Creation of a set of custom illustrations for an educational platform. These illustrations visually support the various courses offered by the platform. They make the content easier to understand and digest. Their purpose is to give the educational platform a playful, accessible feel.

## CLIENT'S INTENTIONS

- Develop a set of coherent illustrations, adaptable to a variety of themes related to diabetes of type 2.
- Illustrate complex ideas clearly and explicitly to make educational content easier to understand.
- Enhance the accessibility and playfulness of courses.
- Create vibrant illustrations to energize the platform and capture attention.







## PROJECT

# KNOWING DIABETES

Diabetes information platform

## OUR MANDATE

Creation of an illustration toolbox for a platform dedicated to diabetes information. These illustrations will accompany users through the site, and will reflect the organization's key values: accessibility, inclusiveness, caring, sharing and learning. Designed to be entirely modular, they will enable the organization to produce an infinite number of new characters and situations, adapting to the platform's future needs.

## CLIENT'S INTENTIONS

- Promote inclusivity and accessibility, so that every user feels represented.
- Create a modular illustration toolbox, allowing for an infinite number of new characters and situations.
- Adopt a clean, modern visual style, consistent with the brand's image.







## PROJECT

# CAA

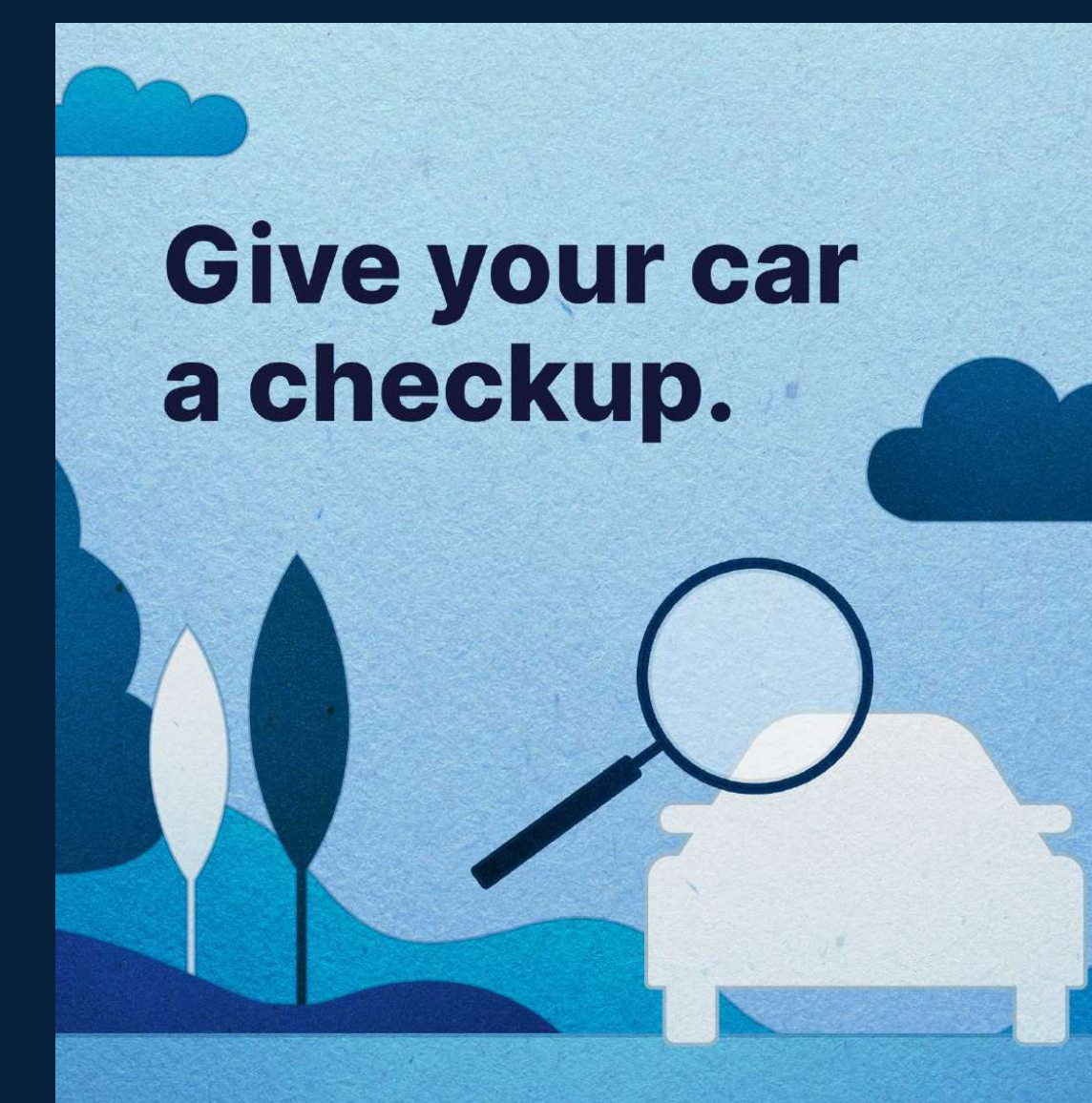
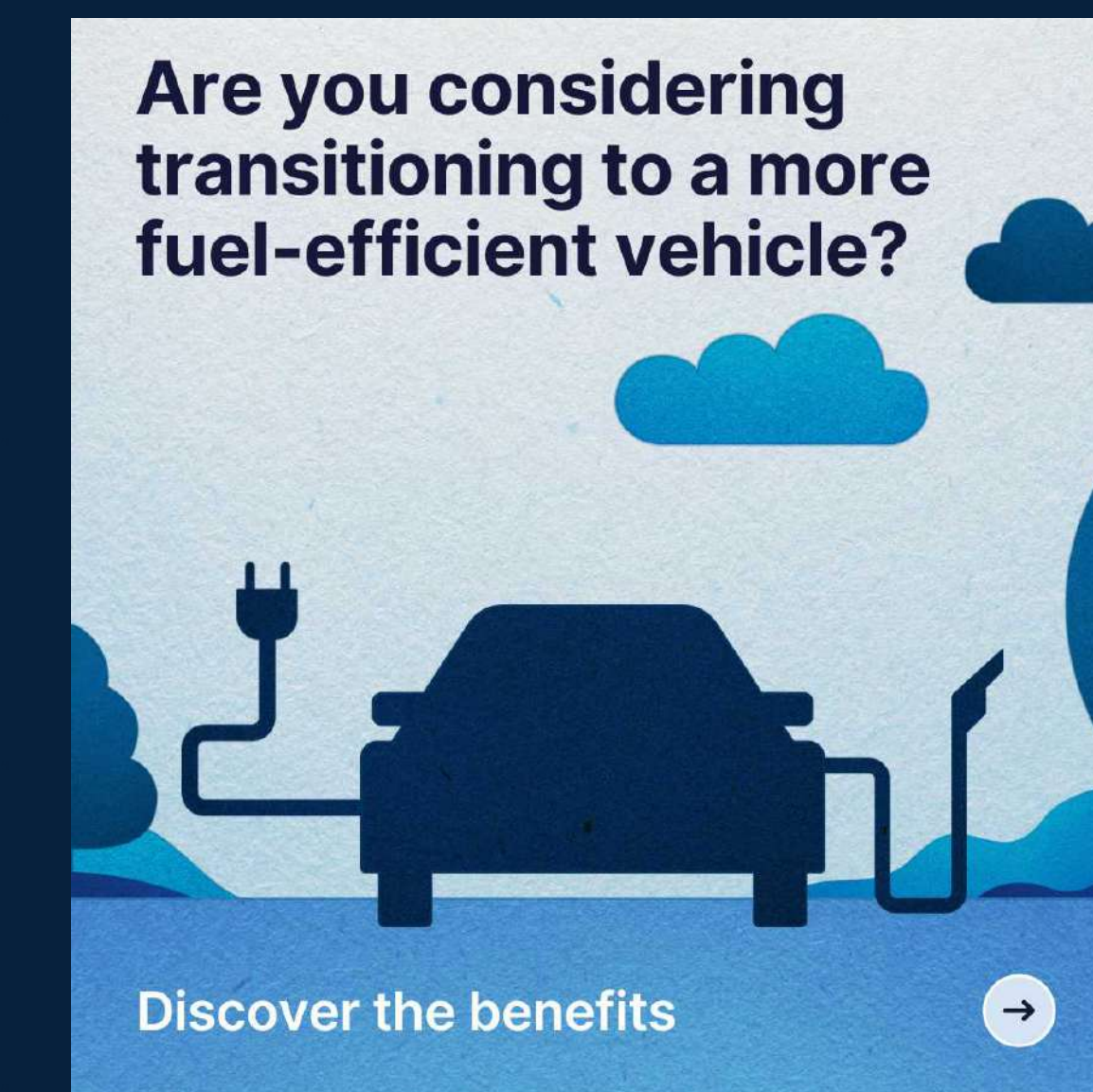
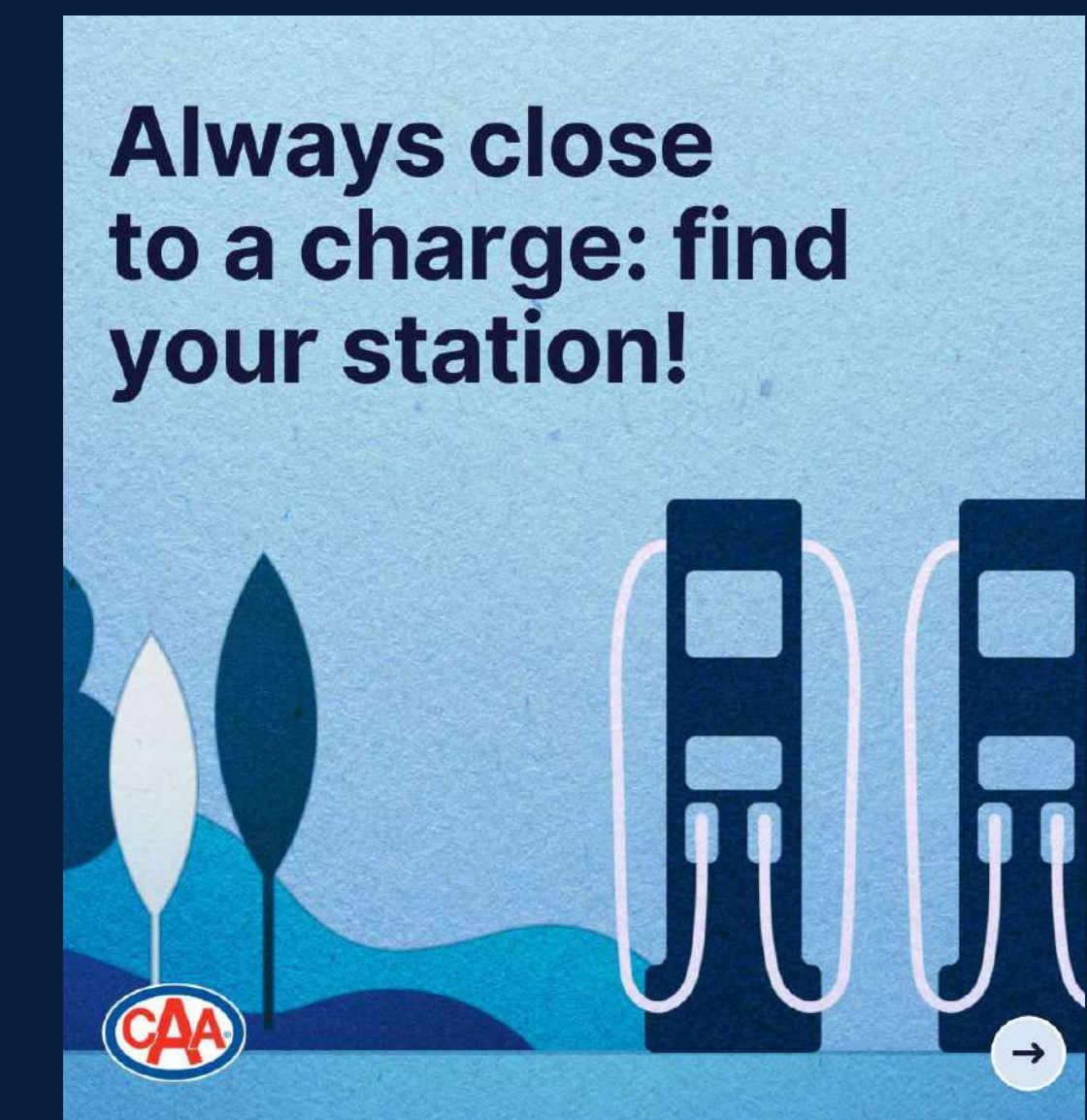
Canadian Travel Protection  
Federation

## OUR MANDATE

Creation of a set of informative and educational visuals for social media. The choice of an illustrative style offers great flexibility in representing specific situations clearly. Accessible and easy to understand whatever people's origin or language, it reaches a wide and diverse audience. Moreover, it adds a playful dimension to messages, reinforcing their impact and audience engagement.

## CLIENT'S INTENTIONS

- Create accessible and understandable visuals for both French and English-speaking audiences.
- Simplify complex situations with clear, intuitive illustrations.
- Reinforce the educational aspect of messages with attractive and relevant visual representations.
- Maintain a playful tone to encourage audience engagement.
- Convey an atmosphere of safety and trust, in line with the brand's mission.





## PROJECT

# NUTRIORIA

Nutrition services for  
businesses

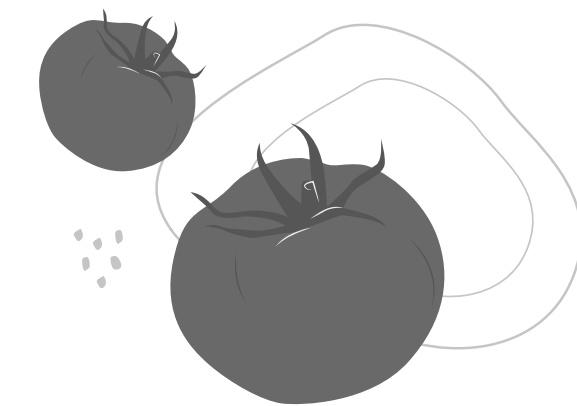
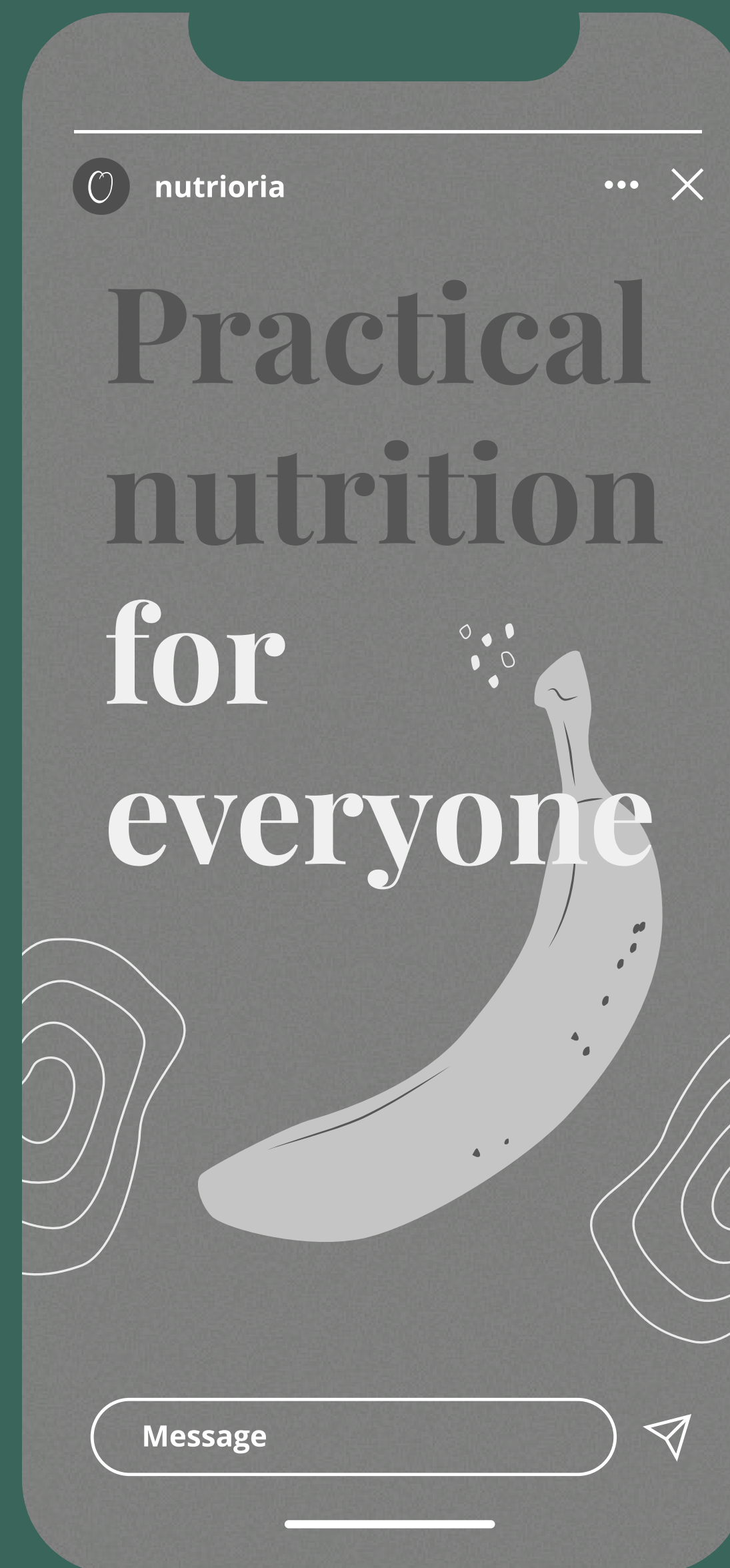
## OUR MANDATE

Creation of a series of ingredient and food illustrations for the brand's website and print and digital communications.

## CLIENT'S INTENTIONS

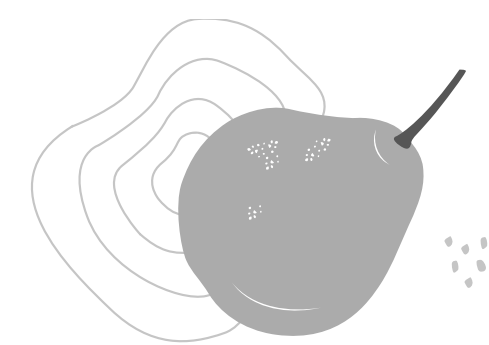
- Use a clean, modern illustrative style that reflects the brand's authenticity.
- Highlight the quality and naturalness of the products via the illustrative style.
- Illustrate foods in an easily recognizable way to facilitate product identification.
- Use a harmonious, organic color palette.





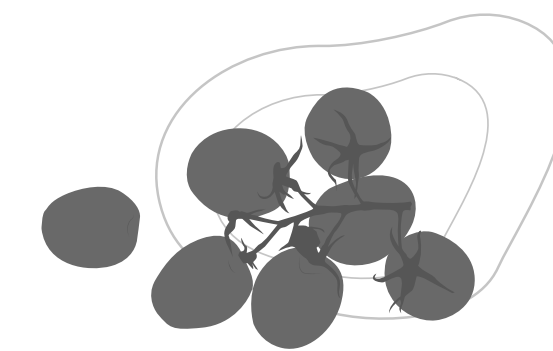
**Joy of living**

We don't limit the possibilities to seek for the greatness in life, however small - we just smile and try.



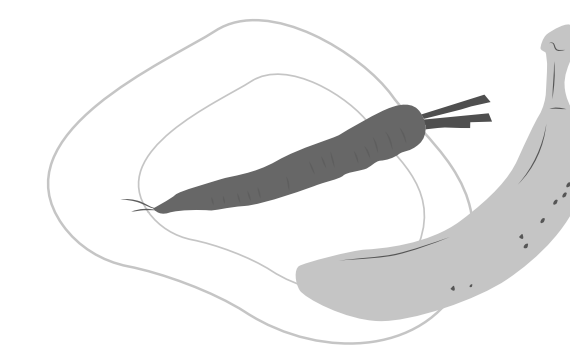
**Perseverance**

We take pride in what we do, trust the impact we can make, and just keep going.



**Collaboration**

We believe communication, execution, and commitment are keys to joint achievement.



**Relationship**

We support everyone's unique needs with thoughtfulness.

PROJECT

# SERVICES GROUPE PUR INC.

Accounting and financial  
expertise firm

## OUR MANDATE

Creation of iconographic illustrations for the brand's website, to visually accompany paragraphs of text related to the service offering, benefits, and general information.

## CLIENT'S INTENTIONS

- Use a clean, modern illustrative style that emphasizes the brand's professionalism and the quality of its services.
- Design illustrations that are easily recognizable, even when used on a reduced scale on the website.
- Ensure visual consistency between the illustrations and the brand's serene, up-to-date image.



PROJECT

# SIMPLEX LEGAL

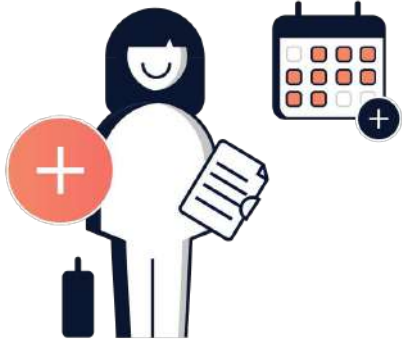
Legal services firm

## OUR MANDATE

Creation of illustrations for the brand's website, to accompany various sections (location of offices, range of services, rates, etc.).

## CLIENT'S INTENTIONS


- Choose a modern, vibrant illustrative style that highlights the brand's professionalism and the quality of its services.
- Ensure visual consistency between illustrations and brand image.



### Simplex Secondment

For clients looking to augment their in-house capacity with a dedicated, experienced lawyer on a short- or long-term basis.

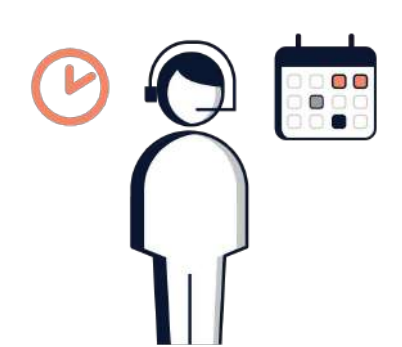
- Engagements can be either on a **part-time or full-time basis**.
- **Minimum commitment is 2 days per week** for a period of three months.
- **For complex or varied mandates** with significant scale, we offer flexibility to combine several secondments into a team solution.



### Simplex Subscription

For clients that have reoccurring, varied legal needs, and want flexible support.

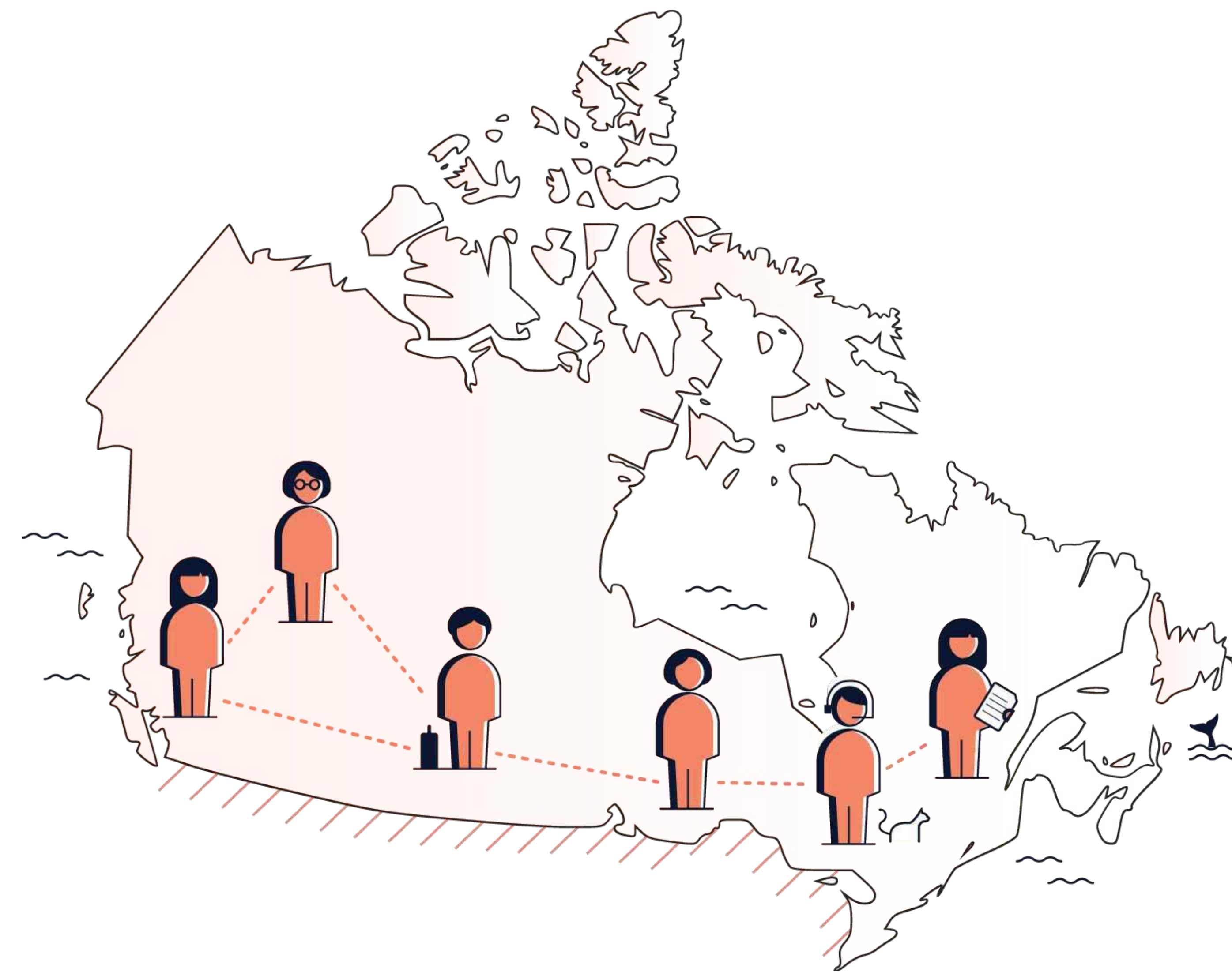
- Access the **capabilities of the entire firm** on a flexible basis.
- **Online intake process** to submit requests quickly and easily.
- **Weekly reporting** provides an overview of staffing, assists with planning, and allows scalability as needs evolve.
- **Minimum commitment is 5 hours per week**.
- **Terminate at any time**, with 90 days to use accumulated hours.



### Simplex Hourly

For clients that have sporadic needs for ad-hoc legal support.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Lorem ipsum dolor sit amet, consectetur adipiscing elit



PROJECT

# FONDATION DE LA VISITE

Charity association supporting families

## OUR MANDATE

Creation of a series of high-impact illustrations for an advertising and information campaign on the actions of the Fondation de la Visite to help Montreal families in need.

## CLIENT'S INTENTIONS

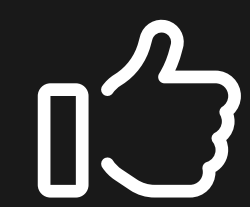
- Illustrate real-life situations of need that are easily recognizable.
- Propose high-impact illustrations, to generate engagement and create strong emotions in the audience.
- Ensure visual consistency between the illustrations and the brand image, using light tones.



## THERE'S MORE. IF YOU'RE LOOKING TO:



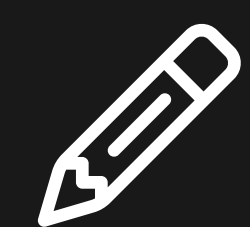
find a brand name that sets you  
apart from the competition



promote your brand on social  
networks



boost your visibility on search  
engines



feed your platforms with original and  
referenced content

GET IN TOUCH  
WITH US,  
**WE'LL TAKE CARE  
OF THAT TOO!**

[CONTACT US](#)

# CUSTOMER TESTIMONIALS

66

Working with Nara Creative was a great experience! They were very responsive and professional in creating our website, and their grasp of social media and graphic design was outstanding! They walked us through every step of the process, providing effective solutions tailored to our business needs. I recommend them without hesitation! I look forward to renewing the experience!

99

**MUSHUP**  
Organic coffee producer

66

Working with Nara is a very pleasant and inspiring experience. They have great aesthetics and creativity. They took their time to understand our core values and created the most fitting digital representation for us (NUTRIORIA)! Also have to mention that Nara really is a company that always thinks what is best for their clients, they do not hold back information and they do not hesitate to share their insights on whatever issue clients face. In short, an honest, reliable, creative and inspiring company! Great experience working with Nara!

99

**NUTRIORIA**  
Nutrition services for businesses

66

Robin and Nara Creative are a superb partner as we develop a new online platform for people with diabetes called Knowing Diabetes. The enthusiasm, sincerity, professionalism, quality, and integrity that Nara is investing in this project is truly exceptional, and Robin and his team are a real pleasure to work with.

99

**KNOWING DIABETES**  
Diabetes information platform

nara

# A QUESTION, A PROJECT OR EVEN A DAD JOKE?

We'd love to have a chat. Send us a message and let's start the conversation!

CONTACT US

Follow us on social networks:

 @NaraCreativeMtl

 @nara\_creative

 nara-creative