

# VISION BOARD : LITTLE LAMB.CO

NAME : LITTLE LAMB.CO

## MISSION STATEMENT :

"LittleLamb.co is a faith-driven clothing brand dedicated to sharing the gospel of God's boundless love. Through our thoughtfully designed apparel for all ages—children, teens, youth, and adults—we aim to provide garments that foster comfort, confidence, and a deeper connection to faith. Every piece is created to remind individuals of their importance to God, celebrating the truth that He never leaves anyone astray."

## UNIQUE SELLING PROPOSITION (USP) :

"LittleLamb.co isn't just about clothing—it's a unique tool for sharing the gospel. Our designs spark faith-filled conversations across all ages, allowing individuals to wear and share the message of God's love effortlessly. Through this, we remind every wearer that **JESUS IS COMING SOON**, and they are precious vessels for spreading His light."

## CORE VALUES:

- Faith:

Our foundation rests on an unshakable belief in God's presence and His guidance for every soul.

- Purposeful Service:

We serve as God's hands, creating clothing that inspires spiritual reflection and draws families closer to His word.

- Love & Inclusion:

Our designs reflect God's universal love, embodying kindness, empathy, and the belief that every individual matters deeply to Him.

- Creativity with Meaning:

Inspired by the Creator, we innovate with purpose, ensuring every garment carries a message of hope, faith, and divine connection.

TAGLINE : "CLOTHING EVERY GENERATION IN GOD'S LOVE AND FAITH."

## BRAND MESSAGE :

"LittleLamb.co was born from a divine vision to use clothing as a medium to express God's blessings. We believe that no soul is too young, old, or distant to be embraced by God's love. Every design reflects our journey of being lifted from struggle into grace, serving as a testimony that God values and pursues each one of us with unwavering compassion."

## VISION :

"LittleLamb.co envisions a community where faith is seamlessly integrated into daily life. Our clothing inspires meaningful conversations about God's love, reminding everyone—from children to adults—that they are cherished and called for a purpose. By wearing our garments, individuals become ambassadors of hope and faith, sparking curiosity and sharing God's light wherever they go."

## SUMMARY

With LittleLamb.co, our goal is simple yet profound: to remind every individual that they are deeply valued by God. Through our clothing, we create a unique pathway for sharing the gospel, encouraging faith-filled conversations, and spreading the message of love and inclusion to all. As a brand, we are committed to walking alongside every family, person, and community on this divine journey of faith, ensuring no one is left astray.