

POCKET GUIDE:
KAVA BY MITRA9



BRAND
ESSENCE

- **Who We Are:** A modern take on an ancient root, designed for laid-back moments and meaningful connection.
- **Feel:** Warm, relaxed, inviting, social.



VOICE &
TONE

- **Voice:** Grounded, chill, conversational
- **Tone:** Trustworthy and personal, not academic
- **Avoid:** Over-explaining or overpromising effects



BRAND
LANGUAGE

- ✓ **USE THIS**

 - "Island-inspired calm"
 - "Sip your stress away"
 - "Rooted in connection"
- ✗ **AVOID THIS**

 - "Cure for stress"
 - "Sedative effects"
 - "Powerful anxiety relief"



TAGLINES
& KEY
PHRASES

- Unwind, island-style.
- Feel the calm, not the buzz.
- Crafted to help you chill.



EXAMPLES BY PLATFORM SOCIAL:

- **Post:** "Chill doesn't have to come from a bottle. Kava by Mitra9—sip slow, vibe deep."
- **EMAIL:**
 - **Subject:** "Need a reset?"
 - **Body:** "Whether it's after work or before bed, our Kava drinks help you wind down, island-style."
- **WEB:**
 - **Headline:** "Find your calm."
 - **CTA:** Explore Kava drinks | Sip and relax



VISUAL
DIRECTION

- **Color:** Earthy neutrals + deep blues
- **Imagery:** Nature, community, evening light



AUDIENCE
SNAPSHOT

- **Age:** 18+
- **Mindset:** Mindful, experience-driven, relaxation seekers