

# POCKET GUIDE: MITRA9 (PRODUCT LINE)



## BRAND ESSENCE

- **Who We Are:** A clean, plant-based beverage line for those who want focus and clarity without caffeine.
- **Feel:** Direct, sharp, modern



## VOICE & TONE

- **Voice:** Direct, motivating, clear
- **Tone:** Cool but grounded, never clinical or exaggerated
- **Avoid:** Mentioning "energy" or "kratom" as the lead



## BRAND LANGUAGE

### ✓ USE THIS

- "Plant-powered boost"
- "Functional clarity"
- "Performance-ready refreshment"

### ✗ AVOID THIS

- "Kratom shot"
- "Caffeine-free energy"
- "All-natural stimulant"



## TAGLINES & KEY PHRASES

- Designed to move with you.
- Stay sharp. Stay present.
- Push past ordinary.



## EXAMPLES BY PLATFORM SOCIAL:

- **Post:** "More clarity. Less chaos. Discover your new daily boost."

### EMAIL:

- **Subject:** "Not your average drink."
- **Body:** "You're built different. Your beverage should be too."

### WEB:

- **Headline:** "Fuel focus. Feel good."
- **CTA:** Try it today | Shop now



## VISUAL DIRECTION

- **Color:** High contrast, black/white with bold accents
- **Imagery:** Gym, desk, lifestyle-in-motion



## AUDIENCE SNAPSHOT

- **Age:** 21+
- **Mindset:** Driven, productive, wellness-informed