

POCKET GUIDE:
VYBE9 BY MITRA9



**BRAND
ESSENCE**

- **Who We Are:** A bold, mood-forward drink for those who live out loud and vibe harder.
- **Feel:** Colorful, expressive, unapologetic.



**VOICE &
TONE**

- **Voice:** Playful, Gen-Z-aware, smart-casual
- **Tone:** Real, confident, creative
- **Avoid:** Ingredient-heavy, generic health claims



**BRAND
LANGUAGE**

✓ **USE THIS**

- "Boost your vibe"
- "No blah, all boom"
- "Mood-lifting sips"

✗ **AVOID THIS**

- "Natural energy drink"
- "Stimulates your body"
- "Kratom-focused beverage"



**TAGLINES
& KEY
PHRASES**

- Vibes ON. Stress OFF.
- Mood-first refreshment.
- Crack open your vibe.



EXAMPLES BY PLATFORM SOCIAL:

- **Post:** "When your day goes from 😊 to 🔥 in one sip. #Vybe9"

EMAIL:

- **Subject:** "This drink hits different."
- **Body:** "You bring the vibe, we bring the sips. Discover our mood-forward sparkling shots."

WEB:

- **Headline:** "Mood meets movement."
- **CTA:** Shop your Vybe | Pick your favorite flavor



**VISUAL
DIRECTION**

- **Color:** Bright neons, gradients
- **Imagery:** Candid party scenes, movement, expressive fashion



**AUDIENCE
SNAPSHOT**

- **Age:** 21+
- **Mindset:** Creative, trend-aware, socially expressive