mitra9™

Visual Branding Guidelines

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BRAND POSITIONING

Mitra9 is our flagship brand, offering a premium range of Kratom-based beverages designed to enhance focus, energy, and relaxation without alcohol. As the core product line under the Mitra9 company, our mission is to introduce innovative, high-quality functional drinks that seamlessly integrate into an active lifestyle.

While Mitra9 has evolved with various formats—seltzers, shots, and drink mixes—the brand remains unified in delivering a clean, refreshing, and modern drinking experience. Every touchpoint should communicate clarity, sophistication, and credibility.



CONCEPT

Built from the shape of the yin and yang, we shape this logo to transmit the strength of nature by eating it with the drink.

We will show you how the elements of the logo are used so that it always has consistency in any graphic piece that is going to be shown

The illustration of a leaf should always be this green color regardless of the flavor of the product



The color in this area of the logo will always be the color of the flavor of the drink, for example here the "Dragon Fruit" flavor is shown.

The logo should always have the word mitra9 highlighted as the title of the logo

mitra9™

When the logo is on a white background, the color of the number 9 may change with the color of the product flavor.

PRODUCT HIERARCHY & BRANDING STRUCTURE

Mitra9 consists of three distinct product formats, each catering to different consumer preferences while maintaining a cohesive brand identity:

SELTZERS

Lightly carbonated, naturally flavored, and refreshing functional beverages.

SHOTS

Small but potent, offering a fast-acting boost in a convenient format.

DRINK MIXES

On-the-go powdered sachets designed for ultimate portability and customization.

When designing packaging or marketing materials, ensure that each format remains distinct but visually linked through typography, color usage, and brand elements.



LOGO VERSIONS

The two types of logo used are shown: the complete one, which is accompanied by its name; and the isotype, where it is only the figure, which is generally used in small spaces where the brand is to be positioned.

These versions help ensure that the logo can be used effectively in a variety of contexts, maintaining the coherence and integrity of the brand's visual identity.

FULL LOGO	ISOTYPE	
		This version of the logo should be used when applying for white backgrounds.
		This logo version should be used when applying for flavor-colored backgrounds

GEOMETRIC REINFORCEMENT

The geometrization of the logo is based on the yin and yang grid, adding elements that complement the logo and accompanying it with the word mitra9



LOGO SCALING

Mark scaling is essential for brand guidelines as it ensures the logo maintains its integrity and legibility across various sizes and platforms. It guaranting that the logo's elements are proportionally adjusted, preserving its visual impact.

Effective mark scalling helps maintaing consitency and recognizability, reinforcing the brand's presence in different contexts.

Bold Scaling		84 PX
Mediam Scaling		60 PX
Small Scaling		48 PX
Additioonal Usage		32 px
Minimum Scaling		16 PX

SAFE LOGO AREA

The free space of the logo must be respected when the logo is to be accompanied by text, an image or co-branding. This space is used to give the logo a visual air and order, to generate harmony to eliminate any element that affects the visualization.

To define the free space, a square the size of the logo is created, adding the accompanying text.



LOGO ORIENTATIONS

The logo can be used in two ways, vertically or horizontally, depending on the graphic composition where it will be used.

VERTICAL



HORIZONTAL



LOGO VERSIONS FLAVORS

The versions of the logo on the KRATOM line vary in number 9 with the different colors of the flavors of the kratom products, this helps to ensure that the logo can be used effectively on a variety of products.

TANGERINE

DOWNLOAD VECTOR FILE

RASPBERRY LIME

DOWNLOAD VECTOR FILE

DRAGON FRUIT

DOWNLOAD VECTOR FILE

BLACK CHERRY

DOWNLOAD VECTOR FILE

WATERMELON

DOWNLOAD VECTOR FILE

BERRY

DOWNLOAD VECTOR FILE

TROPICAL

DOWNLOAD VECTOR FILE

ROOT BEER

DOWNLOAD VECTOR FILE

CREAM SODA

DOWNLOAD VECTOR FILE

COLOR PALETTE

Mitra9's color system is flavor-driven, meaning each SKU will have a unique colorway. However, the following guidelines ensure brand consistency across all platforms:

BACKGROUND & CONTRAST CONSIDERATIONS
Avoid using colors that clash or dilute the brand's premium feel. Marketing assets should use high-contrast designs to maintain legibility and impact.*

PRIMARY BRAND COLORS
These should be consistent across all product formats and marketing assets to reinforce brand recognition.

FLAVOR COLORS
Each flavor has a dedicated color, but must always be paired with the primary Mitra9 color elements to maintain cohesion.

TANGERINE
Hex: #F6A135
RGB: 246, 161, 53
CMYK: 0, 45, 85, 0
Pantone: 157C

RASPBERRY LIME
Hex: #6ABF4B
RGB: 106, 191, 75
CMYK: 62, 0, 85, 0
Pantone: 360C

DRAGON FRUIT
Hex: #6ABF4B
RGB: 106, 191, 75
CMYK: 62, 0, 85, 0
Pantone: 360C

BLACK CHERRY
Hex: #A8123E
RGB: 168, 18, 62
CMYK: 23, 100, 58, 18
Pantone: 187C

WATERMELON
Hex: #D7282F
RGB: 215, 40, 47
CMYK: 8, 95, 82, 1
Pantone: 1795C

BERRY
Hex: #773DBD
RGB: 120, 60, 190
CMYK: 73, 80, 0, 0
Pantone: 266C

TROPICAL
Hex: #45C2B1
RGB: 233, 69, 82
CMYK: 0, 84, 59, 0
Pantone: 3258C

ROOT BEER
Hex: #B68150
RGB: 182, 129, 80
CMYK: 24, 48, 70, 14
Pantone: 465C

ROOT BEER
Hex: #00A0DF
RGB: 0, 160, 223
CMYK: 80, 15, 0, 0
Pantone: 299C

PACKAGING GUIDELINES

Mitra9's packaging should always be clean, modern, and instantly recognizable. To achieve this, follow these key principles:

LOGO PLACEMENT

THE MITRA9 LOGO SHOULD ALWAYS BE PROMINENTLY FEATURED ON THE FRONT PANEL, ENSURING IMMEDIATE BRAND RECOGNITION.

FLAVOR DIFFERENTIATION

EACH SKU SHOULD HIGHLIGHT ITS UNIQUE FLAVOR WHILE MAINTAINING OVERALL BRAND UNITY THROUGH A CONSISTENT DESIGN FRAMEWORK.

TYPOGRAPHY & LABELING

PRODUCT BENEFITS, ACTIVE INGREDIENTS, AND SERVING SIZES SHOULD BE CLEARLY LEGIBLE, FOLLOWING THE APPROVED FONT HIERARCHY.

MOCKUPS & REAL-WORLD APPLICATIONS

ALL PACKAGING DESIGNS SHOULD BE TESTED ACROSS DIFFERENT PRINTING METHODS TO ENSURE QUALITY AND CONSISTENCY ACROSS CANS, BOTTLES, AND BOXES.



BRAND VOICE & MESSAGING

Mitra9's tone is confident, energetic, and modern. Messaging should always be direct, engaging, and informative. To ensure consistency, follow these guidelines:

DO

USE CLEAR, ACTIVE LANGUAGE THAT HIGHLIGHTS THE PRODUCT'S BENEFITS. EXAMPLE: "ELEVATE YOUR ENERGY AND FOCUS WITH MITRA9."

DON'T

USE OVERLY COMPLEX OR UNVERIFIED HEALTH CLAIMS. EXAMPLE: "MITRA9 CURES FATIGUE INSTANTLY!"



← AD HEADLINE

← PRODUCT DESCRIPTION

← SOCIAL MEDIA CAPTION

FONT

The brand's typography is Montserrat in all its weights, and it must be used on all media and documents, whether internal or external.

MONTSERRAT

ABDEFGHIJKLMNOPQRSTUVWXYZ
abdefghijklmnopqrstuvwxyz
1234567890

Medium / *Medium Italic* / **Semibold / Bold / Extrabold / Black**

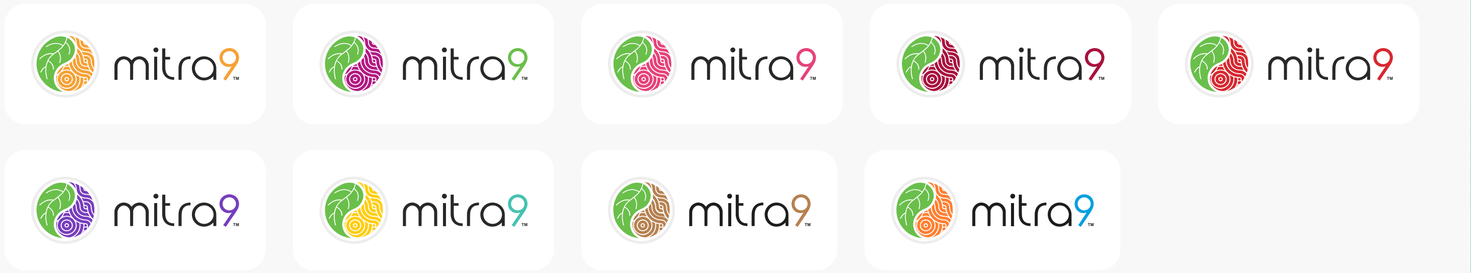
DOWNLOAD FONT

CORRECT USES OF THE LOGO

It is recommended to use these color combinations to apply the brand to any type of piece.

This is used to differentiate and prevent the logo from being difficult to understand.

LOGO ON WHITE BACKGROUND



LOGO ON COLOR BACKGROUND



PLEASE DON'T

To maintain consistency in logo variations across all platforms, avoid the following

Use alt brand colors

Distort the logo and elements

Use the logo in outline

Do not use shadows or other effects



Place on backgrounds that make elements hard to read

Do not rotate the logo

THE CORE MESSAGE

ENERGETIC, EMPOWERING, FOCUSED ON VIBE ELEVATION.



THE CONSCIOUS SOCIALITE

Max, an event manager exploring quality non-alcoholic beverages.











mitra9™

“ELEVATE YOUR VIBE” FOR LIFESTYLE ENJOYMENT AND SOCIAL SETTINGS

MITRA9 BRAND GUIDELINES

