

# MoodyBru

Serve your state of mind.

## What is your MoodBru?

(Caffeine Strength)



Moodbru is a personal coffee brand that invites people to choose their brew based on how they feel, not just how it tastes.

Each blend corresponds to a number on the Moodbru Scale (1–5), reflecting different energy and emotional states—from calm and introverted to loud and unfiltered.

Packaging uses a mix of clean structure and hand-drawn detail to reflect emotional duality: soft gradients meet bold typography, expressive doodles meet intentional layout.

It's a playful, introspective brand that turns coffee into a daily emotional check-in.

### COFFEE BEAN PACKAGING



### COFFEE IN A CAN PACKAGING



### PACKAGING AND MERCHANDISE



Serve your state of mind



Serve your state of mind



Serve your state of mind



Serve your state of mind

