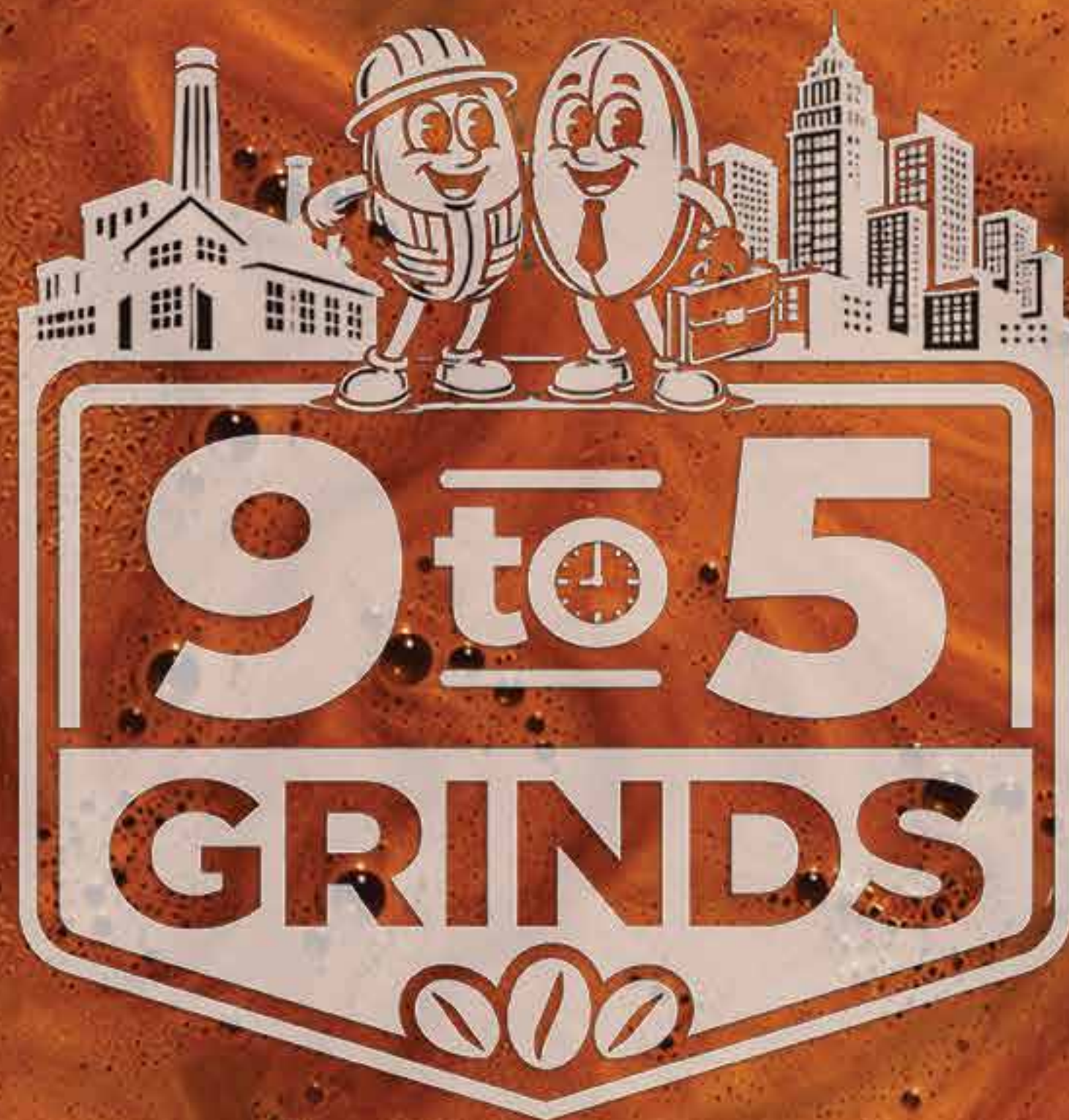




INDUSTRY

Coffee & Lifestyle Brand

YEAR

2026

PROJECT TYPE

Brand Identity & Packaging Design



*Same Beans
Different Stories*

9 to 5 Grinds is a coffee lifestyle brand built around the everyday moments, ambitions, and stories of people who keep moving forward.

PURPOSE

9 to 5 Grinds was created to transform coffee from a daily beverage into a symbol of progress, connection, and ambition. The brand celebrates hardworking individuals who find motivation in every cup.

CHALLENGE

The challenge was to build a coffee identity that feels premium yet relatable, balancing traditional café warmth with a modern lifestyle brand experience.

STRATEGY

The strategy focused on a heritage-inspired visual system with rich coffee tones, storytelling photography, memorable characters, and packaging experiences that connect people with the brand journey.

GOOD COFFEE
BRIGHTER DAYS



FUELING
HARD
WORK

GOOD
COFFEE
BRIGHTER
DAYS

Espresso
Brown

#3E2723

Roasted
Brown

#8B5E3C

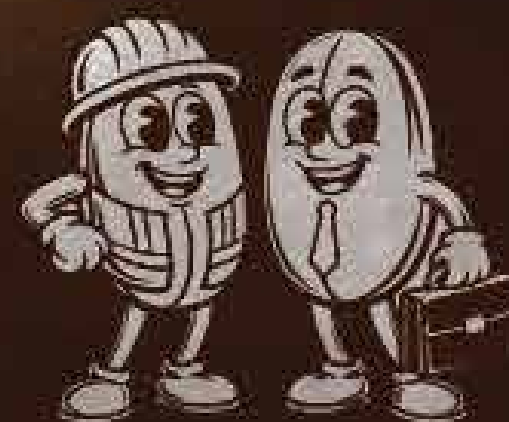
Coffee
Tan

#D7B895

Cream

#F6E9D7

SAME
GRIND
BIGGER
FLAVOR



DIFFERENT
JOBS
SAME
GRIND

PEOPLE
POWERED
BY
COFFEE



COFFEE
FOR
EVERYONE
WHO
BUILDS
TOMORROW





GOOD
COFFEE
BRIGHTER
DAYS

Evening Sea

BOLD ENERGY
FOR WHAT'S NEXT

#3E2723

Sensational Orange

FUELING THE
DAILY GRIND

#8B5E3C

Sweet Cream

SMOOTH MOMENTS
GREATER DAYS

#D7BB95

*Same Beans
Different Stories*

PEOPLE
COFFEE
PROGRESS

*More
Than
Coffee*

PEOPLE
COFFEE
PROGRESS



Good Coffee
Brighter Days

Same Beans
Different Stoejies



FUELING
HARD WORK



Crafted Coffee.
Curated Moments.

SAME
BEANS
DIFFERENT
STORIES

9to5
GRINDS



COFFEE
PEOPLE
IDEAS
PROGRESS

*Same
Beans
Different
Stories*

PEOPLE
COFFEE
PROGRESS



*Same Beans
Different Stories*



CURATED
MOMENTS



BOLDER
DAYS



BRIGHTER
TOGETHER



GOOD COFFEE
BRIGHTER DAYS

Every Cup Tells Our Story.



Carefully
sourced



Expertly
routed



Thoughtfully
served

*Same Beans
Different Stories*



GOOD
COFFEE
BETTER
DAYS





1/3

Better Beans, Better Moments.

9 to 5 Grinds – crafted for those who turn coffee into progress.

-  Quality Beans
-  Rich Aroma
-  Perfect Taste

*Same Beans
Different Stories*



2/3

Why 9 to 5 Grinds?

Because every cup should be exceptional.

-  **Premium Quality**
Sourced from the finest coffee beans.
-  **Rich & Aromatic**
Aroma that awakens, taste that stays.
-  **Made with Care**
Blended & roasted to perfection.

People Coffee Progress.



3/3

Good Coffee, Good Life.

Take a sip and make it yours.

*Same Beans
Different Stories*



Tag your coffee partner!

GOOD IDEAS
BETTER DAYS



Same Beans Different Stories.

PEOPLE
COFFEE
PROGRESS

Better Beans, Brighter Moments.

9 to 5 Grinds – crafted for
those who turn coffee
into progress.



Quality
Beans



Rich
Aroma



Perfect
Taste

*Fueling
Progress
Together*



Why 9 to 5 Grinds?

Because every cup
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Premium Quality
Sourced from the
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Rich & Aromatic
Aroma that awakens,
taste that stays.



Made with Care
Blended & roasted
to perfection.

Good People
Great Coffee
Brighter Days

Good Coffee, Good Life.

Take a sip and
make it yours.

*More
Than
Coffee*



PEOPLE
COFFEE
PROGRESS

