

Company name: Limitless H2O

Core products: Single Serving 1 fluid ounce CBD and CBG shot packets. These are served in film packets which you peel the top off of and drink. The liquid is water soluble and made to be dramatically more effective in the human body than a traditional powder or oil delivery. They are essentially lemonade shots with a cannabinoid added.

Product Effects: Both of these products help our consumers to relax and center themselves.

What we're looking for logo concepts: We want a modern feel that gives the appearance of a high end, premium brand. The goal is to appeal directly to young consumers. This would be targeting people who want to relax, but also people who want to "chill and vibe" both socially and in private. We want to look professional and trustworthy, but not fully medical.

Initial Concepts:

1. Feel More
2. Rest, Relax, Recharge
3. Experience
4. Monday Morning & Friday Night

Brands We Like:

1. <https://www.charlottesweb.com>
2. <https://www.drinkcann.com>
3. <https://www.bulletproof.com>
4. <https://purekana.com>
5. <https://bloomfarmscbd.com>
6. <http://www.justins.com>

Packaging Form Factor to give you an idea of how the shots will come-
<https://transcendfoods.com> - We like their branding and the shape of our packet will be very similar.