

Label Brief: Blended Shrooms

Brand Name:

Blended Shrooms

Project Overview:

Blended Shrooms is a trippy blend of psychoactive organic mushrooms, functional mushrooms, vitamins and designer cannabinoids all contained in a delicious gummy supplement that enhances your reality. This brand's identity is trippy, psychedelic, fun and escapism. The Blended Shrooms label will be placed on gummy bottles and gummy bags that will be sold online through an ecommerce webpage, social media campaigns and on shelves in retail stores.

Logo:

We like this logo, or a reimagined version of it. The words in logo have to change to "Blended Shrooms"



Label Request:

The Blended Shrooms products are gummies that will be placed in bottles and/or bags. There will be 6 different products with designated moods and flavors (i.e. Sleep/Lavender Vanilla, Calm/blackberry, Uplift/Pineapple, Focus/peach, Defense/black cherry, Energy/orange).

Dimensions will vary, here are a few:

Bottles:

6" W x 2" H

5" W x 2" H

Pouches:

4 x 6 x 2"

NOTE: The front of bottle details in the first and 4th image below are not the correct info. See the outline below for correct details for each Mood.



RED LINE IS THE CUT LINE
BLUE LINE IS THE SAFELINE
DIMENSIONS = 6"W x 2"H

2021 V.1



RED LINE IS THE CUT LINE
BLUE LINE IS THE SAFELINE
DIMENSIONS = 5"W x 2"H

10mg CBD
5mg CBN
5mg Melatonin

Ingredients: Light Corn Syrup (Corn Syrup, Salt, Vanilla), Cane Sugar, Water, Gelatine, Sorbitol Powder, Citric Acid - ADM, Organic Apple Pectin, Natural & Artificial Flavors, Melatonin, Sweetener (Maltodextrin, Sucralose), Water, Sugar, One Or More Of The Following U.S. Certified Colors: Red #3, Modified Corn Starch, Vegetable Gum, Citric Acid, And Less 1/10 Of One Percent Sodium Benzoate And Potassium Sorbate (As Preservatives), Hemp Extract.



www.yourwebsite.com

The business name and address of the manufacturer, packer, or distributor.

Nutrition Facts	
5 servings per container	
Serving size	1 Piece (4g)
Amount per serving	
Calories	10
% Daily Values*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 2g	1%
Dietary Fiber 0g	0%
Total Sugars 2g	
Includes 2g Added Sugars	4%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Directions: 1 Pieces. Do not exceed 4 pieces every six hours

300 mg total Cannabinoids

Packaged in the same facility as peanuts, tree nuts, wheat, soy, and milk products.

ELDERBERRY SAMPLE

For size reference only, ingredients/strength/directions may change

FULL SPECTRUM
Gelatin Based-Sugar Coated Gummy Squares
Elderberry Flavor
5ct Bag

300MG Full Spectrum CBD

Label must include:

- Logo (constant)
- Product name (varies)
- Mood (varies, up to 50 characters)
- Flavor (varies)
- Ingredients (2 total up total - about 24 characters at most)
- Gummy count (constant)
 - Dosage per gummy (constant)
- Net weight

Label elements we like:

- Label should be fun to look at sober, and trippy (a blast) to look at after you've taken the product
- Label should invoke a mushroom effect. Examples of "the mushroom effect" below:
 - Mostly it's just glowing colors, distortions, details popping out...good vibes
 - an explosion of stimuli, my mind zipped through so many connections
 - Your sense of time and space perception will be warped
 - colors appear to glow
 - You'll notice surfaces glittering and an increased richness in texture of (all) things.
 - You may find yourself smiling uncontrollably, or feeling especially giggly.
 - First feelings are usually those of euphoria and an "opening up" of the world where colors become more vivid and solid objects appear to "breathe."

Product Information:

1. Uplifting
 - a. Flavor: Pineapple
 - b. Product Name: Uplift
 - c. Effects: Mood Enhancement, Mental Health Helper
 - d. Front Label Ingredients: Amanita & Cordyceps
 - e. Back Label Ingredients: Magnesium, Vit B2 Riboflavin, Vitamin B6 Pyridoxine, Ginkgo, Theacrine, Rhodiola Rosea, Shiitake, Cordyceps, Myrcene, Pinene, Amanita, D10, THCV,
2. Focus
 - a. Flavor: Peachy Keen
 - b. Product Name: Focus
 - c. Effects: Focused, Creative, Productive
 - d. Label Ingredients: Lions Mane & Cordyceps
 - e. Back Label Ingredients: Rhodiola Rosea, L-theanine, Luteolin, Forskolin, Ginkgo, Lions Mane, Cordyceps, Pinene, Caryophyllene, Amanita, D10
3. Defense
 - a. Flavor: Black Cherry
 - b. Product Name: Defend
 - c. Effects: Immunity & Gut Health
 - d. Label Ingredients: Turkey Tail & Ashwagandha
 - e. Back Label Ingredients: Ashwagandha, Resveratrol, Vit A, Vit C, Ginger, Magnesium Glycinate, Lemon Balm, Maitake, Turkey Tail, Lions Mane, Caryophyllene, Limonene, Humulene, Amanita, CBG, CBC.
4. Energy
 - a. Flavor: Orange Outrage
 - b. Product Name: Energy
 - c. Effects: Awake, Stamina, Active
 - d. Label Ingredients: Lions Mane & Cordyceps
 - e. Back Label Ingredients: Choline, Coluracetam, Caffeine, Vitamin B1 Thiamin, B3 Niacin, L-theanine, Creatine, Rhodiola Rosea, Ginkgo, Cordyceps, Lions Mane, Limonene, Valencene, Amanita, D10
5. Sleep
 - a. Flavor: Vanilla Lavender

- b. Product Name: Sleep
 - c. Effects: Bedtime, Naptime, Relax Time
 - d. Label Ingredients: Melatonin & Reishi
 - e. Back Label Ingredients: Melatonin, Ashwagandha, Reishi, Bobinsana, Passion Flower, Linalool.
6. Calm
- a. Flavor: Blackberry Bliss
 - b. Product Name: Calm
 - c. Effects: Chill, Relaxed, Good Vibes
 - d. Label Ingredients: Amanita & Reishi
 - e. Back Label Ingredients: Ashwagandha, Lemon Balm, Reishi, Chamomile, Velvet Bean, Caryophyllene, Amanita, D8, HHC

Label Examples we like:

- <https://spacetea.com/>
 - Love how the design remains consistent, just the color palette changes
 - Love how the label image is art, but still just in the background with white space for the logo words and star in middle.
 - User's eye starts at the star, then reads the label, then as they keep staring at the image, they see there is more in the background and they look deeper to look at the background art.



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- <https://odysseyelixir.com/>
 - We love how each can has a color assigned to it, and there is the same psychedelic pattern on all cans. Then the logo and design is all white



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- <https://greenherbalcare.com/magic-mushroom-infused-gummies.html>
 - Love the vibrant colors and cartoony mushrooms that take up so much space along the sides of the label.
 - The mix of colors brings users eye into the label. Like the wavy lines in the background, it would be nice if those appeared to move more, like using a metallic label material.



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- <https://www.sunstatehemp.com/wholesale/magic-mushroom-infused-gummies-10pcs-3500mg>
 - Love the use of metallic so the color changes when you turn the bottle around in your hand
 - Like the squiggly lines in the background



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- Cactus



Pics for inspiration:

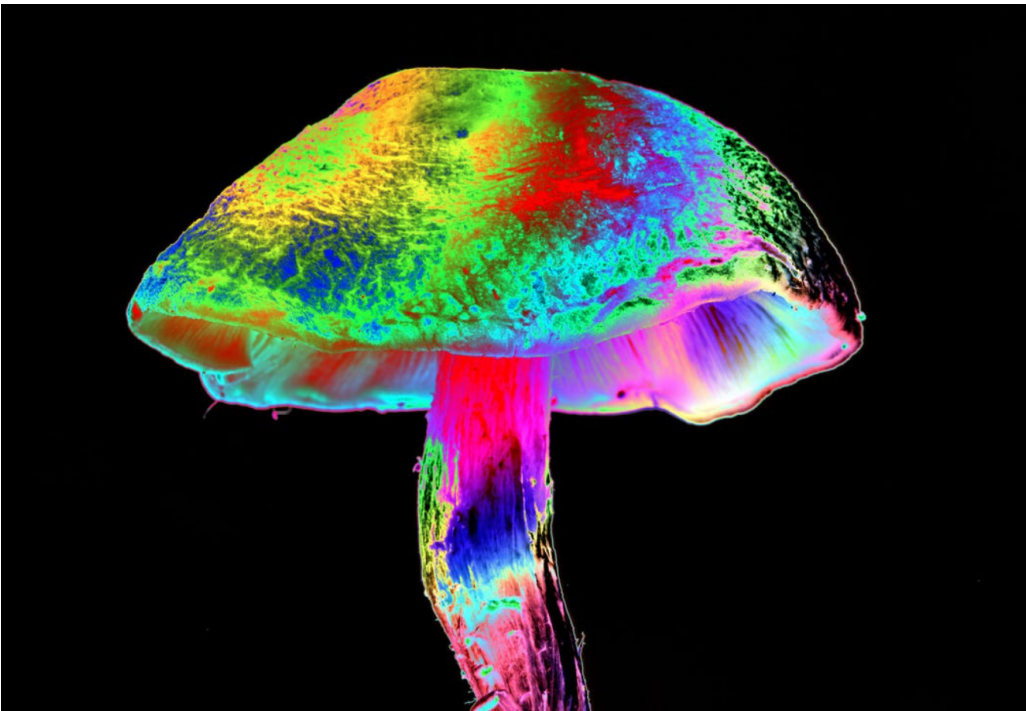
- We love how at first you can tell these are mushrooms, but if you were tripping it would warp into other elements



- We love how the elements glow:



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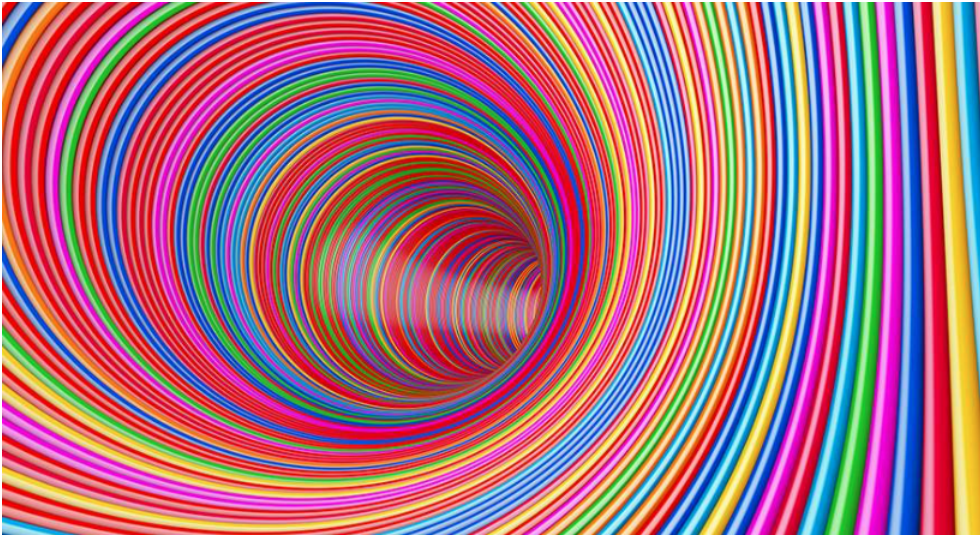


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- We like the movement - worm hole / tunnel effect:



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