



**CBD Tincture**  
Brand and Package Design



# PACKAGE DESIGN - CONTINUOUS LABEL





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Lavender  
**repose**  
CBD  
TINCTURE  
**500mg**

**ZERO THC**

Manufactured for Repose CBD LLC, Annville, PA 17003

**Supplement Facts:**  
Serving size: 1 dropper (1ml)  
Servings per container: ~120

---

**Amount per serving:**  
99% pure CBD (Cannabidiol)  
Isolate (16mg)  
Daily value not established

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99% pure CBD (Cannabidiol)  
Isolate (16mg)  
Daily value not established

4 fl. oz (120 ml)      4 fl. oz (120 ml)

*Relax with Repose*      *Relax with Repose*

**DIRECTIONS:** Each morning or evening, place one dropper full under your tongue, hold for 2 minutes. Adjust amount as needed.

Sweet Orange  
**repose**  
CBD  
TINCTURE  
**500mg**

**ZERO THC**

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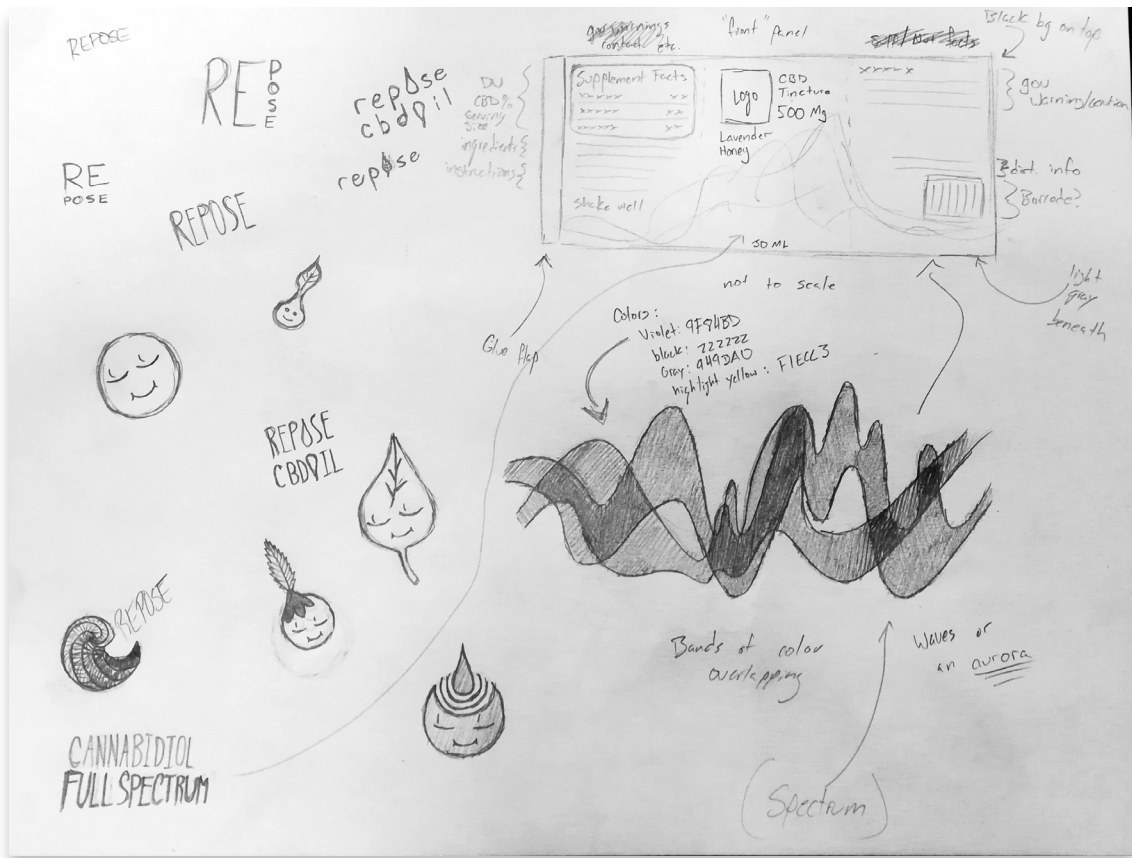
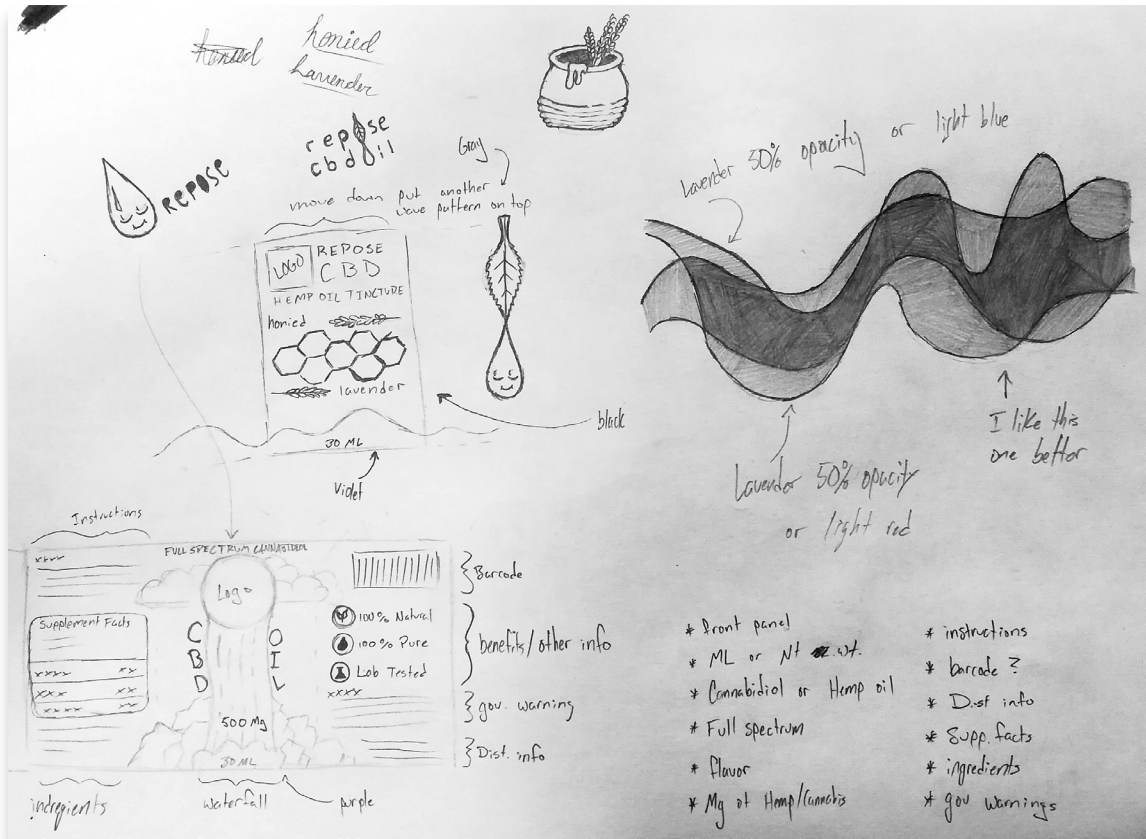
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DAN BENNETT

INITIAL SKETCHES

# PACKAGE DESIGN - CONTINUOUS LABEL

**Annotations:**

- glue flap
- make longer
- directions
- UPC
- Black
- might go with another logo
- purple
- gray
- ingredients
- Supplement facts
- for warning (needed?)
- I'm going to cut it
- 1.5/8" or 1.625
- 4/16 or 4.0625
- add another \$ 0.125 for a glue flap
- is not on the label Benjamin provided me
- logo + "front panel"
- Supp facts, ingredients, directions
- oil wt.
- Net wt.
- the level
- UPC
- manufacturer?

**Design Elements List:**

- Logo
- Net vol
- Oil wt.
- identifier (CBD oil structure)
- the level
- Supp. facts
- ingredients
- directions
- UPC
- Made in country

**Product Label Text:**

REPOSE 500 Mg  
CBD OIL FULL SPECTRUM CANNABIDIOL  
honeyed Lavender  
30 ML

REPOSE 500 Mg  
CBD OIL FULL SPECTRUM CANNABIDIOL  
honeyed Lavender  
30 ML

30 ML reposit CBD oil 500Mg  
DIRECTIONS

Supplement Facts:  
ingredients

30 ML reposit CBD oil 500Mg  
DIRECTIONS

Supplement Facts:  
ingredients

30 ML reposit CBD oil 500Mg  
DIRECTIONS

Supplement Facts:  
ingredients



DAN BENNETT

REFINED SKETCHES



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DAN BENNETT

INITIAL PROTOTYPE