

# PACKAGING OF THE WORLD

“THE DESIGN IDEA CAPTURES THE LEVEL OF PRECISION NEEDED TO CREATE THAT PERFECT BEVERAGE CAPSULE.”



Founded in Singapore, Pod Labs is a brand that serves ready-to-drink beverages in pod capsules. Co-founded by two passionate coffee and tea connoisseurs, the business was brewed up as the answer to the endless search for that traditional Singapore kopi (coffee) — perfectly balanced with a flavourful, full-bodied taste.

Echoing the founders' obsession to quality, the design idea captures the attention to detail and the level of precision needed to create that perfect beverage capsule. Extending from this thought of meticulousness, the identity takes inspiration from a research lab, with iconic elements integrated with refreshing gradient tones — forming an expansive series of colourful logotypes.

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FULL ARTICLE –  
[www.packagingoftheworld.com/2018/08/pod-labs.html](http://www.packagingoftheworld.com/2018/08/pod-labs.html)

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