

This assessment tasked us with creating a coffee company named 'Pod.' We were asked to decide on its brand and branding identity, creating logos, mock ups and a website for the company.

The first step was research, understanding the market and possible competitors. This step was essential, as it provided context of coffee pods effect on our environment. This inspired me to create an eco friendly coffee pod. This stance guided the rest of my work, and eventually, Plant a Pod was decided as my slogan. My company, POD, prides itself on sustainability and personability. Upon further research, I decided the coffee pods would be constructed from corn starch.



Corn starch packaging is fully biodegradable and compostable, a great alternative to plastic

coffee pods. Many forms of PLA are only compostable industrially, but corn starch can be composted at home. After using the pods, customers can place them in their garden or compost bin. The nutrients from the coffee beans (leftover in the pod) add nutrients to soil. Lewis Spencer, a coffee expert and a part of Coffee Direct shares, 'Used coffee grounds - left over from using a coffee maker - contain a substantial amount of nitrogen, as well as potassium and phosphorus, these properties make them perfect for garden activities, such as composting. It's an innovative way to make use of something that would otherwise have ended up in landfill' (Doherty, 2022).

The floral designs, logo and colours portray POD's green initiative. The organic, circular shapes expressing a tone of community and support. The logo is distinguished and literal, connecting directly to the 'Plant a Pod' slogan. The logo utilises both symmetrical and asymmetrical balance and the shadows provide depth.

POD offers four coffee strengths including one decaffeinated, all of which have their own packaging. The colours on the packaging correspond with intensity to efficiently communicate to customers.

Plant a POD was my favourite project to date, and I can't wait to continue exploring Graphic Design in the future

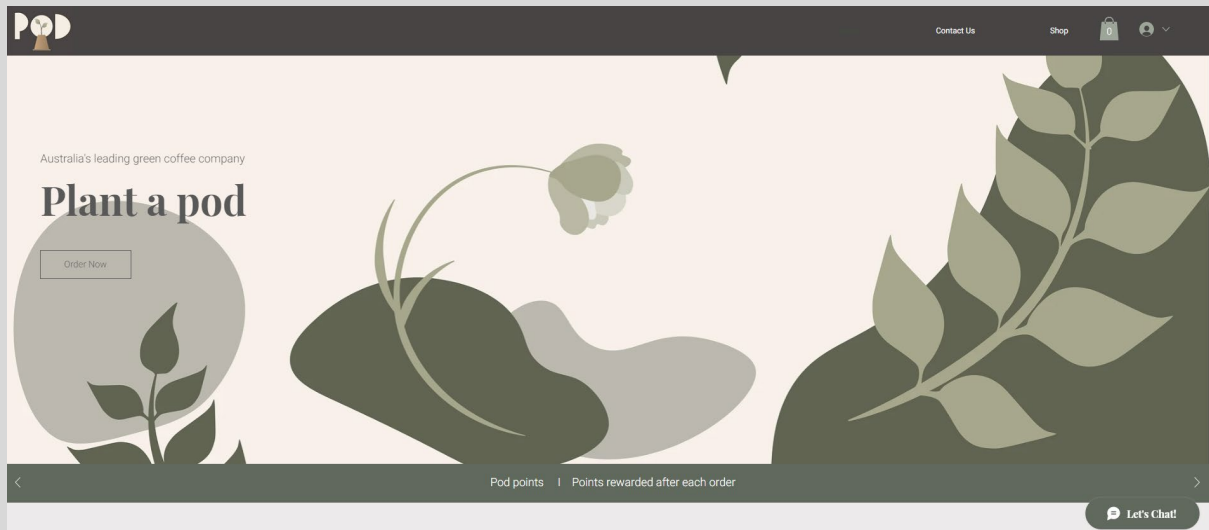
Logo:



Plant a **POD**



Website Screenshots:



Get to Know Pod

"POD is a green alternative to regular coffee pods. Compostable and great for your garden, pod is enjoyed by fellow Australian's and the world"

Pod's cofounder


Plant



Our mission

Ordering and enjoying our coffee is just the first step of the journey. After using your pods, place them in your garden or compost bin (POD offers specialist indoor and outdoor compost bins).

Plants will thrive coffee remnants from the pod and granted with extra nutrients from the pod itself.





Pod's Mild Roast

SKU: 364215376135191

\$10.00

Intensity: Mild

Type: Coffee

Quantity

Add to Cart

PRODUCT INFO -

8 pods per box.
Mild roast, mild intensity.
Your first order includes a free seed pocket!


RETURN & REFUND POLICY +

SHIPPING INFO +

Expertly blended, eco friendly coffee delivered right to your door. Our mild roast, mild intensity pods are our best seller. Perfectly infused and sure to bring a smile to yourself and the world, mild roast is the way to go.

After your done, don't forget to Plant a Pod.


Most Popular



Best Seller


Pod's Mild Roast
\$10.00

Add to Cart



Coffee Machine
\$100.00


Add to Cart



Best Seller


Compost bin
\$40.00

Add to Cart



Pod's Dark Roast
\$10.00

Add to Cart



New

Pod Ceramic Mug
\$12.00

Add to Cart

Please note, website contains images in the 'product' section (above) that are not my own (sources below). They are there to increase authenticity of the mock up. Other images are sourced from Wix.

Coffee machine - (Swan, 2023) Ceramic mugs - (Boissieux, 2023)

Compost bin - (FOOD52, 2023) Architecture - (Avramenko, 2020)

Packaging:









The interior of the packaging. The dark green circles will be cut out and the Pods will rest, face up (logo up) in the holes.

Packaging lid



Packaging base



Works Cited

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