

Eureka - Branding & Packaging

Eureka by ThinkLabs is a B2B product which offers science activity kits for students from grade 3 to 8. The company wanted a complete visual facelift of the revamped product, along with its branding and packaging.

Given, classroom learning is often perceived as boring and Eureka was trying to break this stereotype, I wanted the packaging to reflect the same. The idea was to evoke a feeling of excitement and curiosity among students when they receive these boxes.



Colour Palette & Visual Language

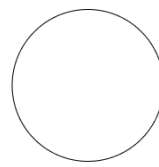
A bright and minimal colour palette was used with just three, primary colours. This made the packaging attractive and playful



ffd44f



75cbca



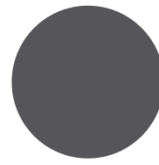
ffffff



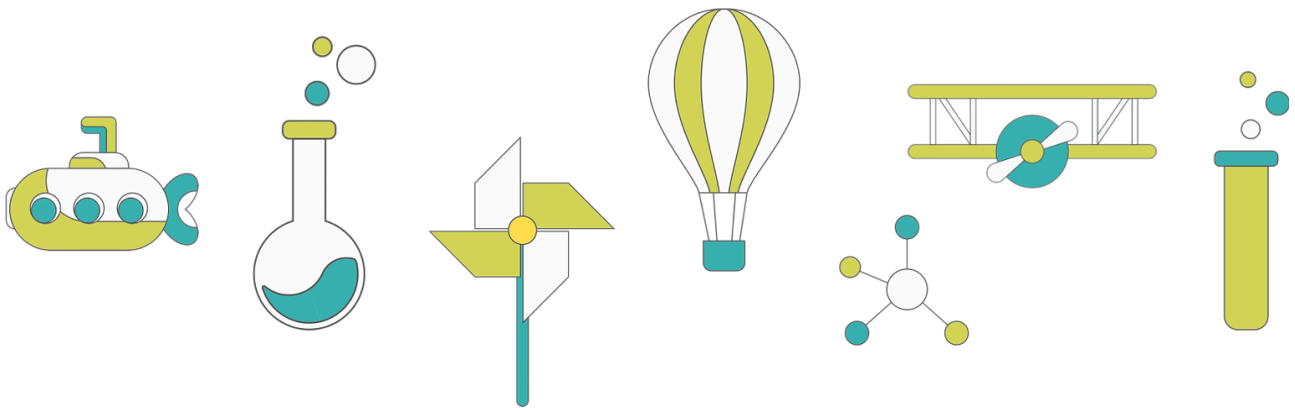
39b4b1



d4d659



58595b



The minimalistic pattern on the box was a compilation of illustrated objects representing cool scientific innovations. These illustration were created by simplifying forms using lines and geometric shapes, just like Eureka simplifies science.

