

# Courage 2.0 by Edmund Lim and Tony Ng Wins Gold in A' Packaging Design Awards

*Innovative Packaging Design Recognized for Excellence in Minimalism, Color Dynamism, and Dermatological Expertise*

COMO, CO, ITALY, September 30, 2025 /EINPresswire.com/ -- The A' Design Award, a highly respected and well-recognized award in the field of [packaging](#) design, has announced Courage 2.0 by [Edmund Lim and Tony Ng](#) as the recipient of the Golden A' Design Award in the Packaging Design category. This prestigious recognition highlights the exceptional design and innovation demonstrated by Courage 2.0 within the competitive packaging industry.

Courage 2.0's award-winning design showcases the power of minimalism and color dynamism in packaging, making it highly relevant to current trends and needs within the industry. The design's clean lines, ample white space, and subtle typography create a sense of clinical authority while enhancing legibility, aligning with and advancing packaging design standards and practices. This innovative approach offers practical benefits for users, the industry, and stakeholders by fostering trust, clarity, and visual appeal.

The packaging design of Courage 2.0 stands out in the market through its unique fusion of minimalism and vibrant color strategies. The clutter-free layout allows key information, such as active ingredients, scientific benefits, and dermatological endorsements, to take center stage. The use of deep, rich tones like navy or emerald conveys dermatological expertise, while accents of gold, silver, or metallic foiling introduce an element of prestige without compromising clinical authenticity.



Courage 2.0

Winning the Golden A' Design Award serves as a motivation for Edmund Lim and Tony Ng to continue pushing the boundaries of packaging design. This recognition may inspire future projects and directions within their brand, fostering further innovation and exploration in the field. The award also highlights the potential for Courage 2.0's design to influence industry standards and trends, setting a new benchmark for excellence in packaging design.

#### Team Members

Courage 2.0 was designed by a talented duo: Edmund Lim, the Creative Director, and Tony Ng, the Senior Designer. Their combined expertise and vision brought this award-winning packaging design to life.

Interested parties may learn more at:

<https://competition.adesignaward.com/ada-winner-design.php?ID=168255>

#### About Edmund Lim and Tony Ng

At Detail, we help brands stand out by creating logos, key visuals, and packaging that people remember. We're a branding agency that mixes big ideas with smart strategy to build identities that feel fresh, authentic, and right for your audience. Whether it's a bold logo or a full brand look, we're all about designs that leave a lasting impression. We love what we do and care about adding something meaningful to the design world. Every project is a chance to tell your story in a way that's original, purposeful, and visually striking. Let's make something great together.

#### About Detail Pte Ltd

Based in Singapore, we are a branding agency specializing in creating memorable logos, key visuals, and packaging designs. We help brands craft unique identities that resonate with their audience, blending creativity with strategy to deliver impactful and visually compelling designs.

#### About Golden A' Design Award

The Gold A' Design Award recognizes designs that demonstrate a high level of innovation and significant impact within the Packaging Design category. Winners are selected based on rigorous criteria, including innovation in packaging, sustainability, functional efficiency, aesthetic appeal, user convenience, brand identity reflection, and technical excellence. The award serves as a mark of excellence, acknowledging the exceptional skill and visionary approach of the designers. By setting new benchmarks for packaging design, Golden A' Design Award winners inspire further innovation and encourage the creation of solutions that exceed expectations.

#### About A' Design Award

The A' Packaging Design Award is a prestigious international competition that recognizes outstanding achievements in packaging design. Attracting a diverse range of participants, from innovative designers to influential brands, the award provides a platform to showcase creativity and gain global recognition. Entries undergo a rigorous blind peer-review process, evaluated by an expert jury panel based on pre-established criteria. The A' Design Award aims to promote superior products and projects that benefit society, driving the advancement of the packaging

industry through the power of good design. With a philanthropic mission at its core, the award inspires designers and brands to develop pioneering solutions that positively impact the world. Interested parties may learn more about the A' [Design Awards](#), explore jury members, view past laureates, and participate with their projects at <https://worldpackagingawards.com>

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