orka coffee

Motivate Cafe Rebrand
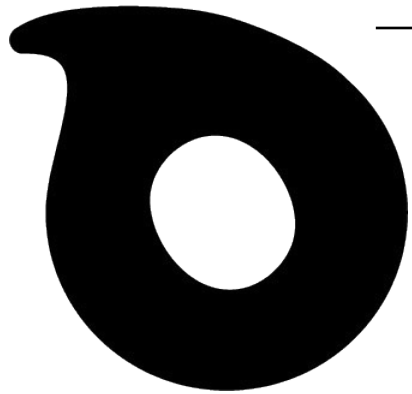
Deliveries

CJ McLeod

Project 3.3

This project had long outgrown the name and ideals of Motivate, so I have decided to rebrand what was 'Motivate (cafe)' into Orka Coffee ('orka.' for short) and create a strong and cohesive brand identity (something that Motivate failed to convey).
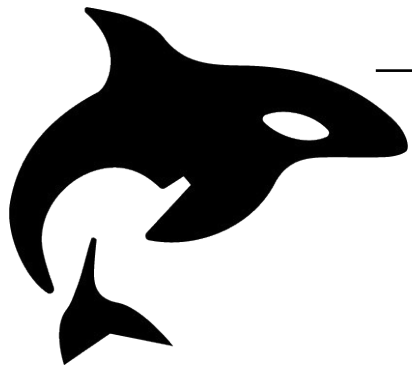
Deliveries

02

orka.

The floppy dorsal fin in the **orka** logo mark is a subtle but powerful design choice as it, humanises the orca. In addition to that, it also acts as a visual metaphor for captivity while evoking fluidity & movement.

This logo is a smart use of the **closure** Gestalt Principle. The arched body and detached tail make it feel like a wave in motion.

orka. //
orka coffee.

Used for coffee cups, typographic advertising & merchandise.

Brand Identity // Deliveries.

Colour Scheme:

#FFFFFF	#6DC6D9	#0094D4	#283583	#000000

This trio of colors tells a story that aligns with **orka** Coffee's brand essence: bold, clean, ocean-inspired, and impactful. The colors complement each other perfectly, blue brings emotion, **black** brings authority, white brings clarity.

Typography (Sora Thin - **Extrabold**):

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Sora's thick, geometric letterforms give instant impact. It's clean, confident, and unapologetically modern — reflecting Orka's voice as bold, progressive, and unafraid to make waves.

Whether printed on a takeaway cup, a coffee bag, or a delivery box, Sora remains legible and punchy. Its visual weight draws attention without feeling aggressive — perfect for a premium, socially conscious product.
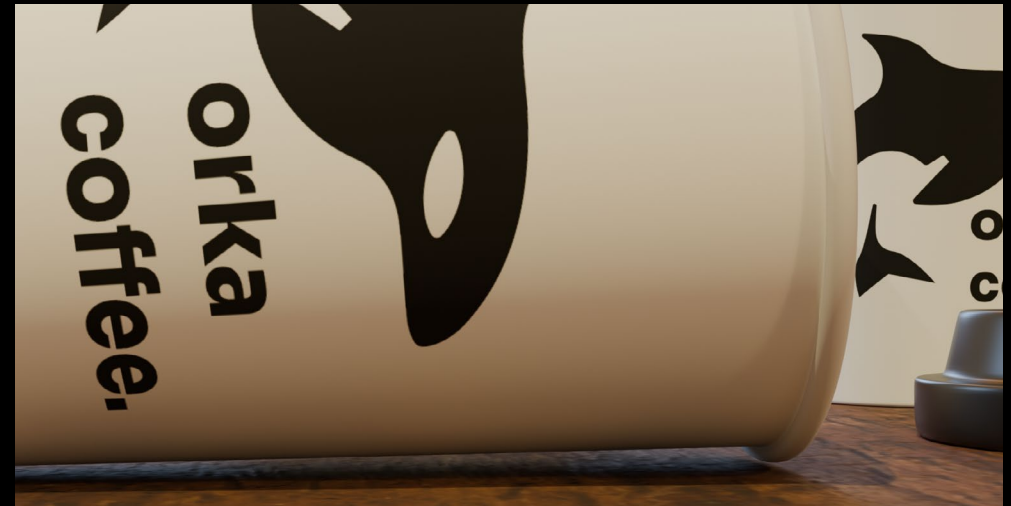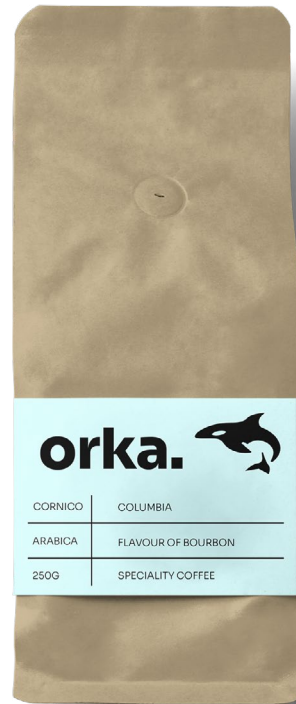
Coffee Cups:

Crafted with care, the **orka** Coffee cup embodies everything the brand stands for: boldness, sustainability, and connection. Designed using Blender to bring orka's vision to life, this concept cup is made from 100% hemp-based paper, offering a compostable and renewable alternative to traditional single-use cups. The design is intentionally minimal and cheeky, featuring our signature orca icon paired with clean, bold type.

orka.

Packaging:

This packaging mockup showcases **orka** Coffee's 250g specialty coffee bag — a perfect balance of minimal design, premium detailing, and environmentally conscious thinking.
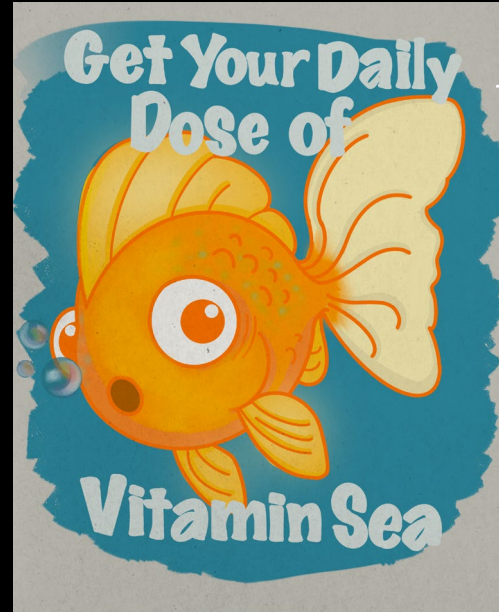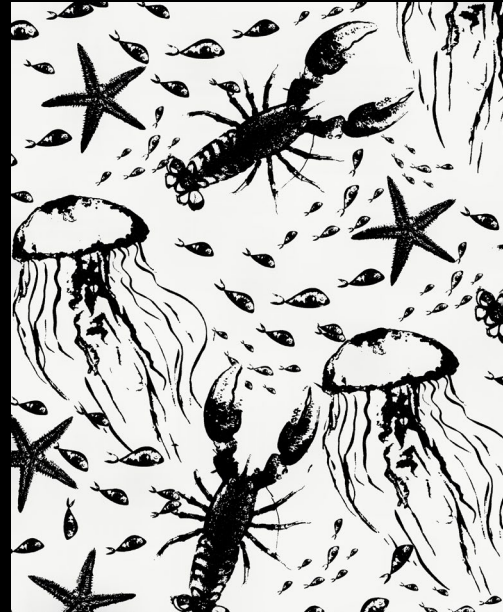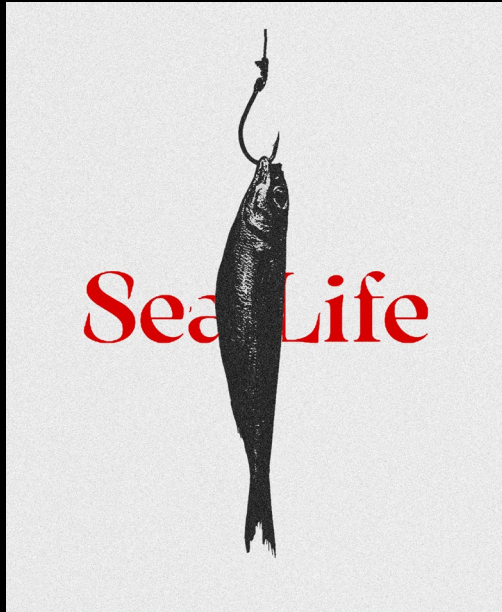
The hemp paper bag is biodegradable and chosen for its natural texture and minimal environmental impact, aligning with **orka's** deep-rooted values in sustainability. The ocean-inspired blue sleeve not only draws the eye but nods subtly to the brand's marine ethos, bringing the "sea" into the everyday coffee ritual.

Bins.

Orca are very sustainably concious and want to show this by their bin design. By stripping down to just the essential "orka." wordmark in white against the black bin, it's created a design that speaks to refined, confident sophistication. It's a physical embodiment of "less is more" that aligns with environmentally conscious values.

Packaging:

This mockup presents **orka** Coffee's custom shipping box, designed with a focus on brand continuity, practicality, and eco-conscious values & shipped from their supplier **Cornico**. Made from recyclable, unbleached kraft cardboard, this packaging reflects Orka's sustainability-first mindset. It's intentionally uncoated to reduce waste, with minimalist black printing to keep ink usage low and environmentally friendly.

orka.

Cafe Posters.

Posters:

To assist with making the cafe design feel more authentic, I have included posters to help give the cafe more personality.

These posters come from an Illustration student (@ daynamic_fineart) who's work I was aware of. I asked if I could use some of their sealife illustrative work and they said it was okay which was great for me!

Here is what they original-ly look like and what they look like in a cafe's interior rendered in blender.

orka.

Upcycled Furniture.

Biophilic Design.

Cafe Design.

Cafe Interior:
This interior concept brings the Orka Coffee brand to life, extending the ocean-inspired mission into a tangible, sensory experience. Designed and rendered in Blender, the space serves as a calming, modern retreat.

Natural Enviorn-ment for mackrel fish (conserva-tion efforts).
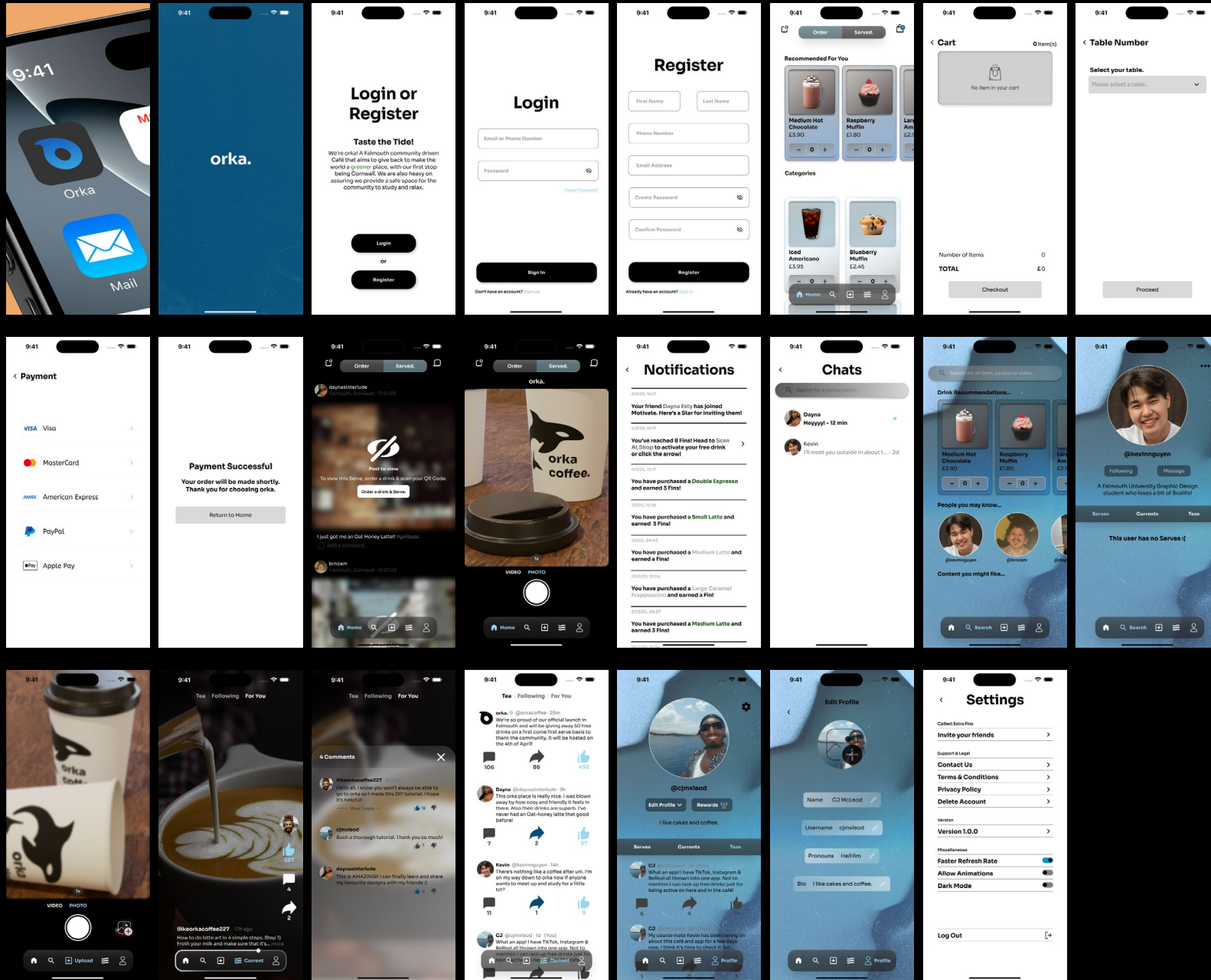
orka.

Ordering & Social App.

— **App Design:**

These are the final delivery images of the user interface. When designing I wanted to stick to a minimal design principle so used as little colours as possible. I aimed to include card-stack elements to the UI to stick to the neumorphic design style I researched prior.

The app icon which derives from the orca floppy dorsal fin research I did in the prior PDF. This works as it's minimal and powerful (as well as it being a subtle protest to aquariums that don't follow conservation efforts). It's shape also gives it a unique and memorable feeling which creates deeper brand engagement & loyalty.
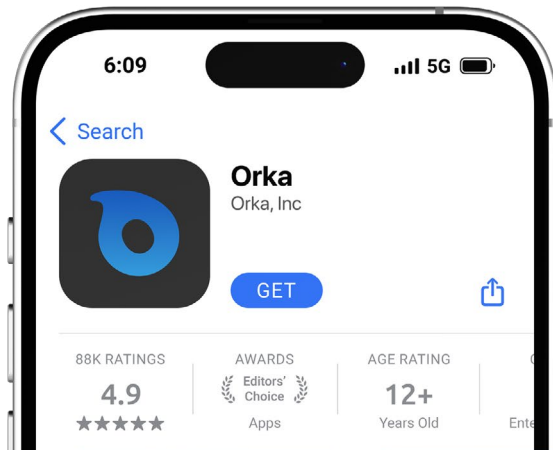
I understand what you are looking at is a lot. The later slides will explain what each section on the navigation bar // app means.

orka.

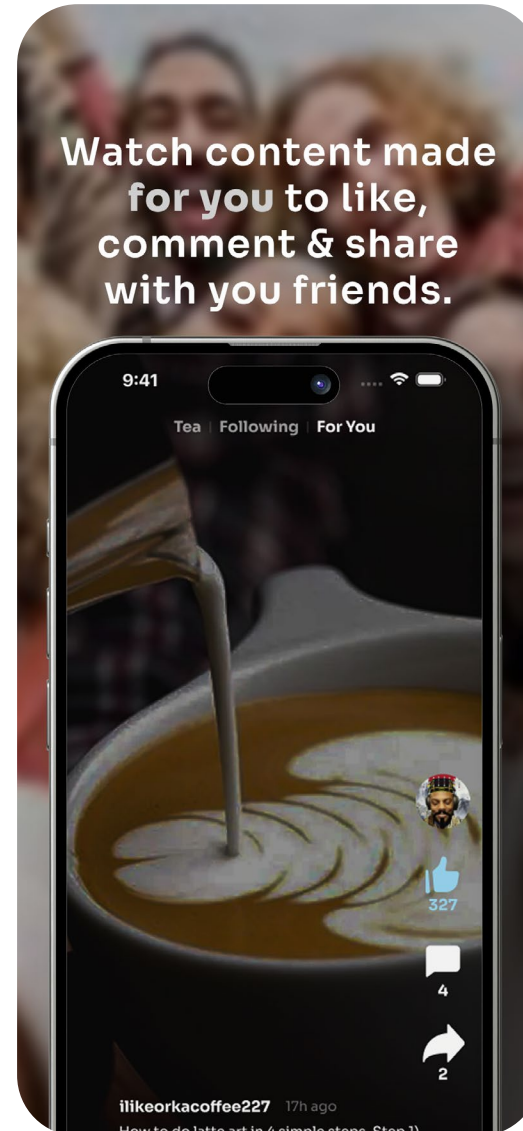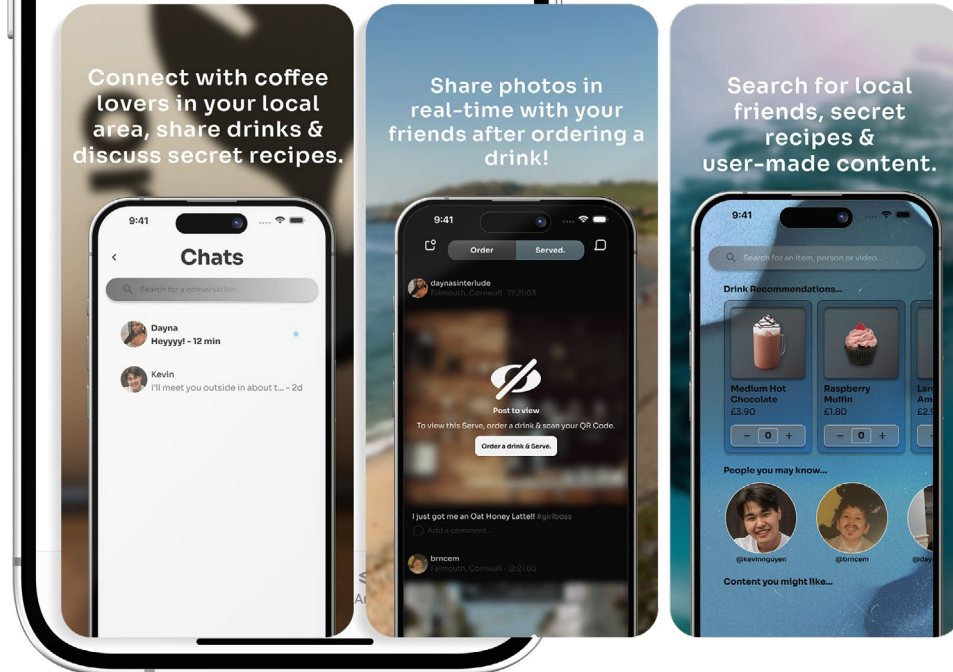# Ordering & Social App.

App Store Mockups:

App store mockup designs to be used for the roll-out of the app. The pictures and language have been thoughtfully considered to align with the target audience of **orka.**

6:09 · 5G

< Search

Orka
Orka, Inc

GET

88K RATINGS
4.9
★★★★★

AWARDS
Editors' Choice
Apps

AGE RATING
12+
Years Old

Connect with coffee lovers in your local area, share drinks & discuss secret recipes.

Chats

Dayna
Heyyyy! - 12 min

Kevin
I'll meet you outside in about t... - 2d

Share photos in real-time with your friends after ordering a drink!

Order | Served

Post to view
To view this Serve, order a drink & scan your QR Code.

Order a drink & Serve.

I just got me an Oat Honey Latte!! #girlboss

brncem
Falmouth, Cornwall · 12:21:03

Search for local friends, secret recipes & user-made content.

Drink Recommendations...

Medium Hot Chocolate £3.90

Raspberry Muffin £1.80

People you may know...

@kevinnguyen   @brncem   @day

Content you might like...

Watch content made for you to like, comment & share with you friends.

9:41

Tea | Following | **For You**

327

4

2

ilikeorkacoffee227 · 17h ago
How to do latte art in 4 simple steps. Step 1)

Discuss anything with your friends. From the latest trends to meet-ups!

9:41

Tea | Following | **For You**

orka. ✔ @orkacoffee · 29m
We're so proud of our official launch in Falmouth and will be giving away 50 free drinks on a first come first serve basis to thank the community. It will be hosted on the 4th of April!

106   86   492

Dayna @daynasinterlude · 3h
This orka place is really nice. I was blown away by how cosy and friendly it feels in there. Also their drinks are superb. I've never had an Oat-honey latte that good before!

7   2   27

Kevin @kevinnguyen · 14h
There's nothing like a coffee after uni. I'm on my way down to orka now if anyone wants to meet up and study for a little bit?

11   1   9

CJ @cjmxleod · 1d · (You)

orka.

Ordering & Social App.

Home:
Order.

This is a home page that seamlessly integrates ordering functionality with social engagement - perfectly embodying **orka's** core values of community, quality, and boldness.

The "Recommended For You" section showcases carefully selected items (hot chocolate and raspberry muffin visible here), creating a personalized experience that helps customers discover new favourites while streamlining the ordering process.
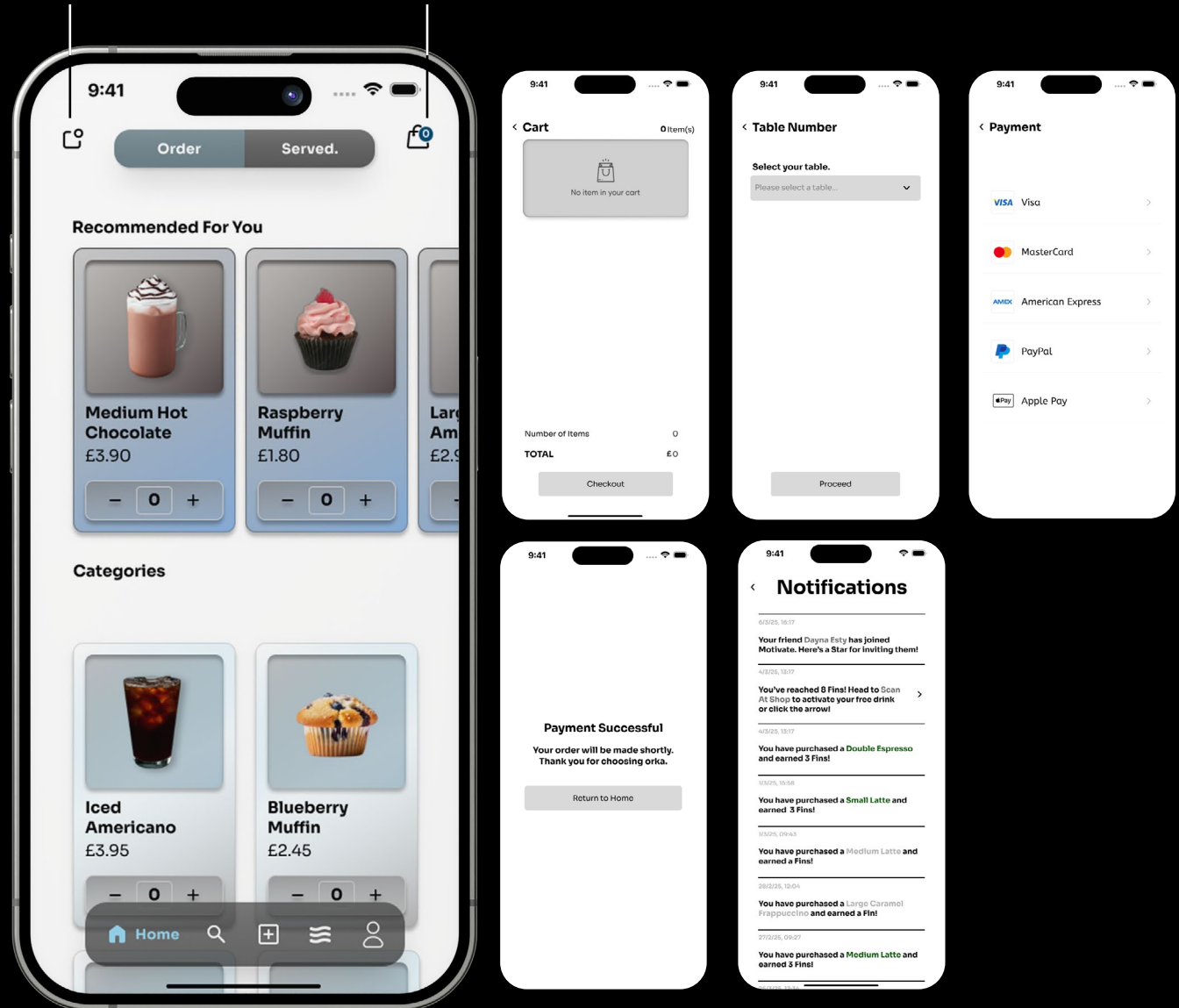
Each product is displayed with:
- High-quality visual representation
- Clear product name
- Transparent pricing
- Intuitive quantity controls

To the right showcases the journey after ordering.

Notifications.

Basket.

orka.

Home:

Served.

The "Post to view" mechanism with obscured images creates an ingenious engagement loop: to view others' content, users must participate by ordering their own drink and scanning a QR code in-store. This drives both app engagement and physical store visits.

This feature delivers exceptional business value by:

- **Driving Repeat Visits** - The desire to view content creates a strong incentive for customers to return to the café
- **Building Brand Advocates** - By sharing their Orka experiences, customers become ambassadors for your brand.
- **Creating FOMO** - The time-stamped, exclusive content creates urgency and interest in what's happening at Orka right now.
- **Gathering Customer Insights** - Posts reveal which products are trending and what aspects of the experience customers value most.
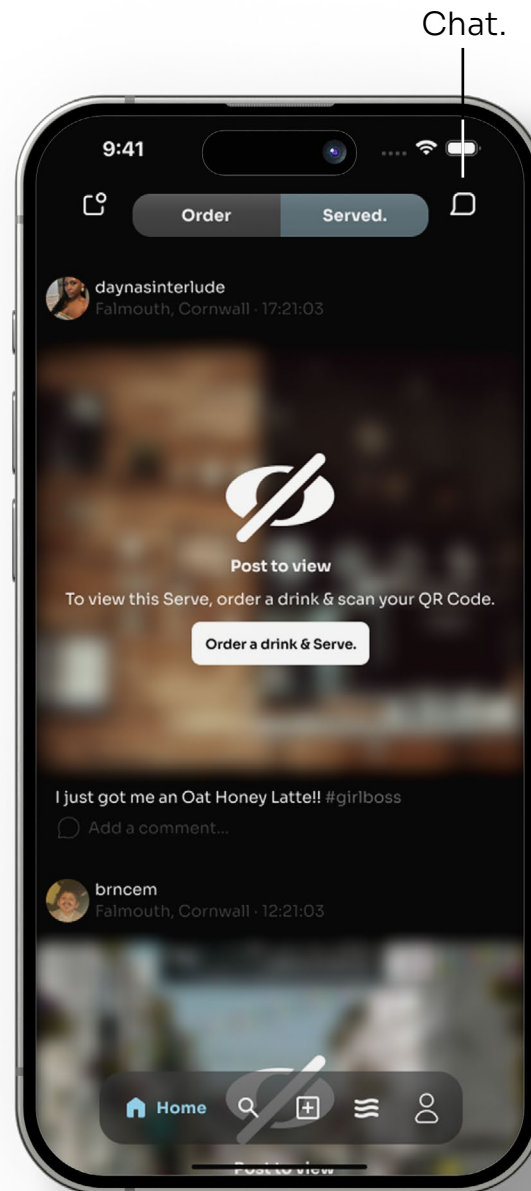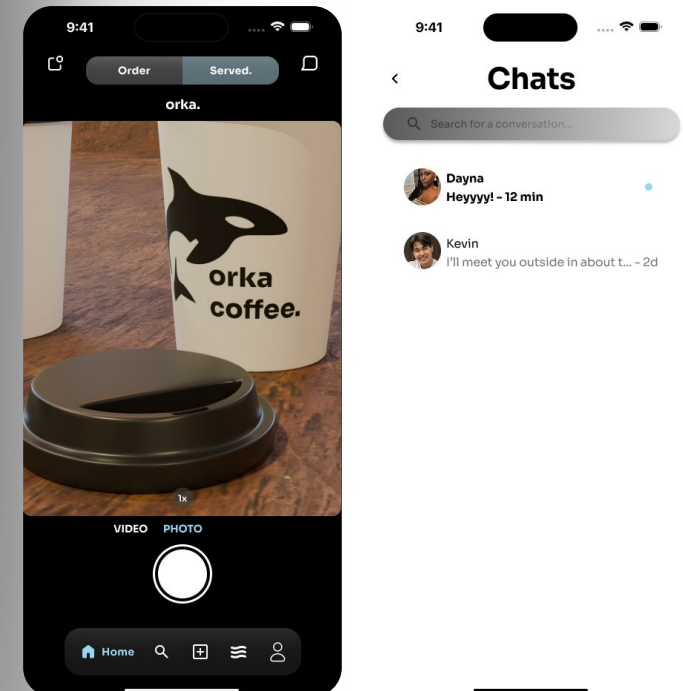
Chat.

Features:

Served allows users to post real-time photos right after they order a drink. It only allows photos from their front camera but the photos can be of whatever they want!
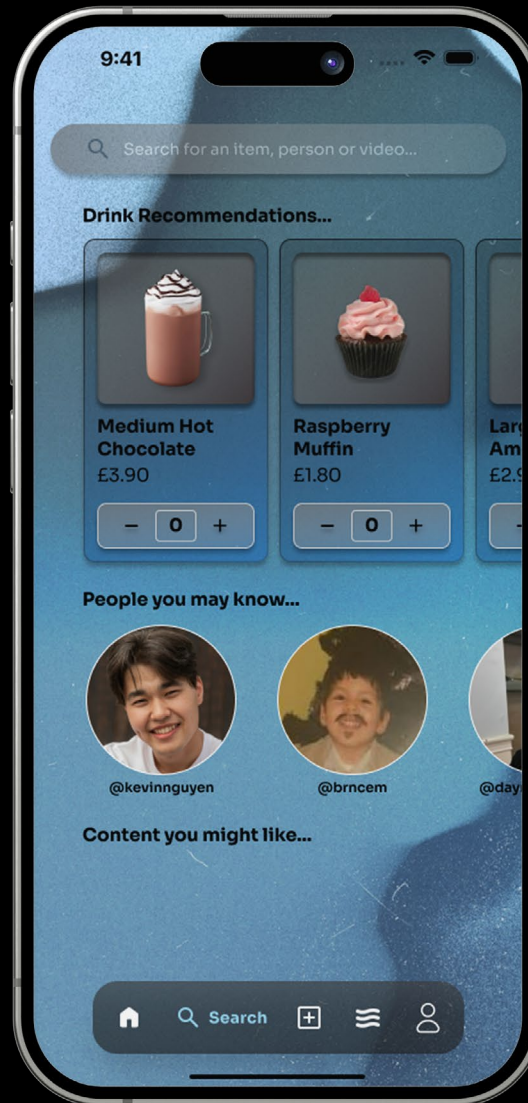
orka.

Search:

This search tab transforms what could be a purely functional experience into a dynamic community discovery platform that perfectly aligns with **orka's** vision and values.

The prominent search bar at the top invites users to "Search for an item, person or video…" - immediately communicating that this is more than just a product finder.

This search experience delivers exceptional strategic value by:

- **Building a Multi Dimensional Platform** - It seamlessly integrates product discovery, community building, and content consumption into a single cohesive experience.
- **Creating Network Effects** - As users connect with others, the app becomes more valuable to each individual, dramatically increasing retention.

- **Facilitating Discovery** - By suggesting both products and people, you're constantly introducing customers to new offerings and potential connections they might not have found otherwise.
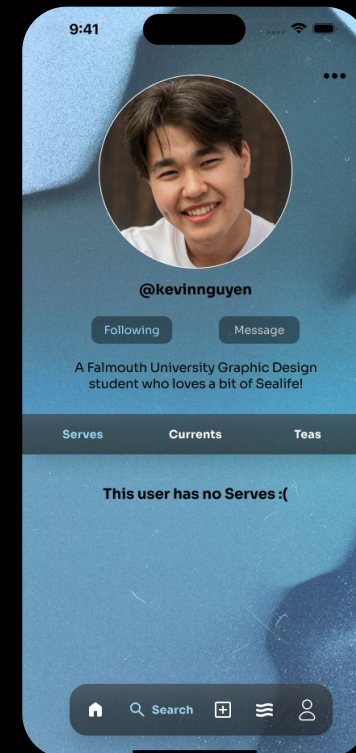
orka.

Upload:

The upload screen displayed here represents a crucial touchpoint in Orka's community-driven app experience, brilliantly designed to capture and share authentic moments that strengthen brand loyalty and customer connections.

The toggle between "VIDEO" and "PHOTO" options provides flexibility for users to share their **orka** experience in their preferred medium. This versatility encourages more frequent sharing while accommodating different user preferences.

Features:

Upload allows users to either upload a **'Current'** (which I will get to) or a picture / video to their **'Tea'** feed/ profile (which I will also get to).

Upload from device.

orka.

Ordering & Social App.

Current: Tea / Following / For You.

This content feed transforms Orka from an aquarium café into a vibrant content ecosystem where coffee culture thrives through community, generated expertise and passion.

This TikTok-style feed delivers strategic advantages:

Knowledge Exchange Platform – By facilitating the sharing of coffee expertise, Orka becomes more than a café, it becomes an educational hub that enhances customers' appreciation for quality beverages.

Extended Brand Engagement - This content keeps customers connected to Orka between visits, maintaining brand presence in their daily digital routines.

Expert Positioning - User-generated tutorials establish Orka customers as knowledgeable enthusiasts, implicitly positioning Orka as the gathering place for coffee connoisseurs.

Cultural Relevance - The short-form video format aligns with contemporary content consumption habits, establishing Orka as a modern, culturally relevant brand.
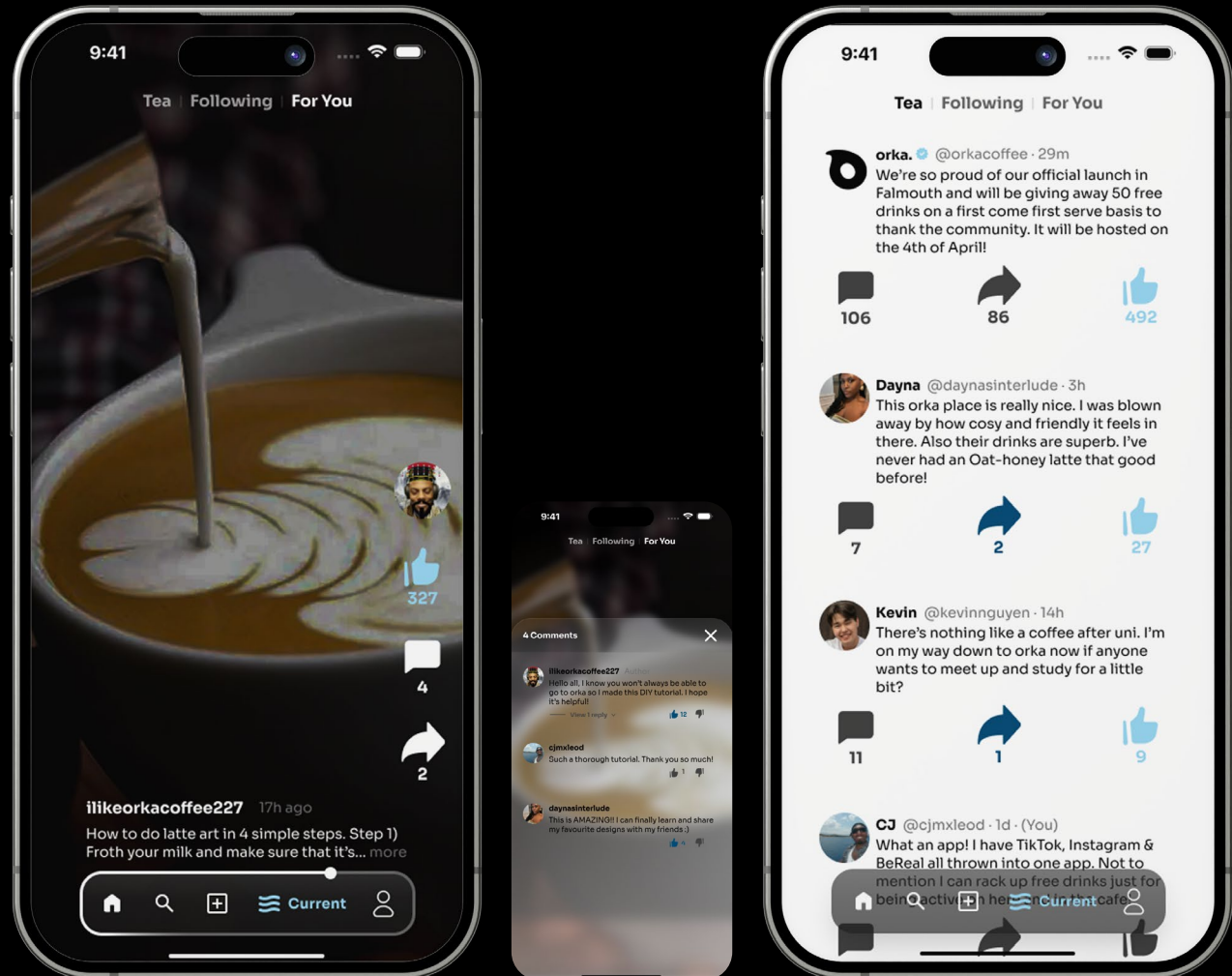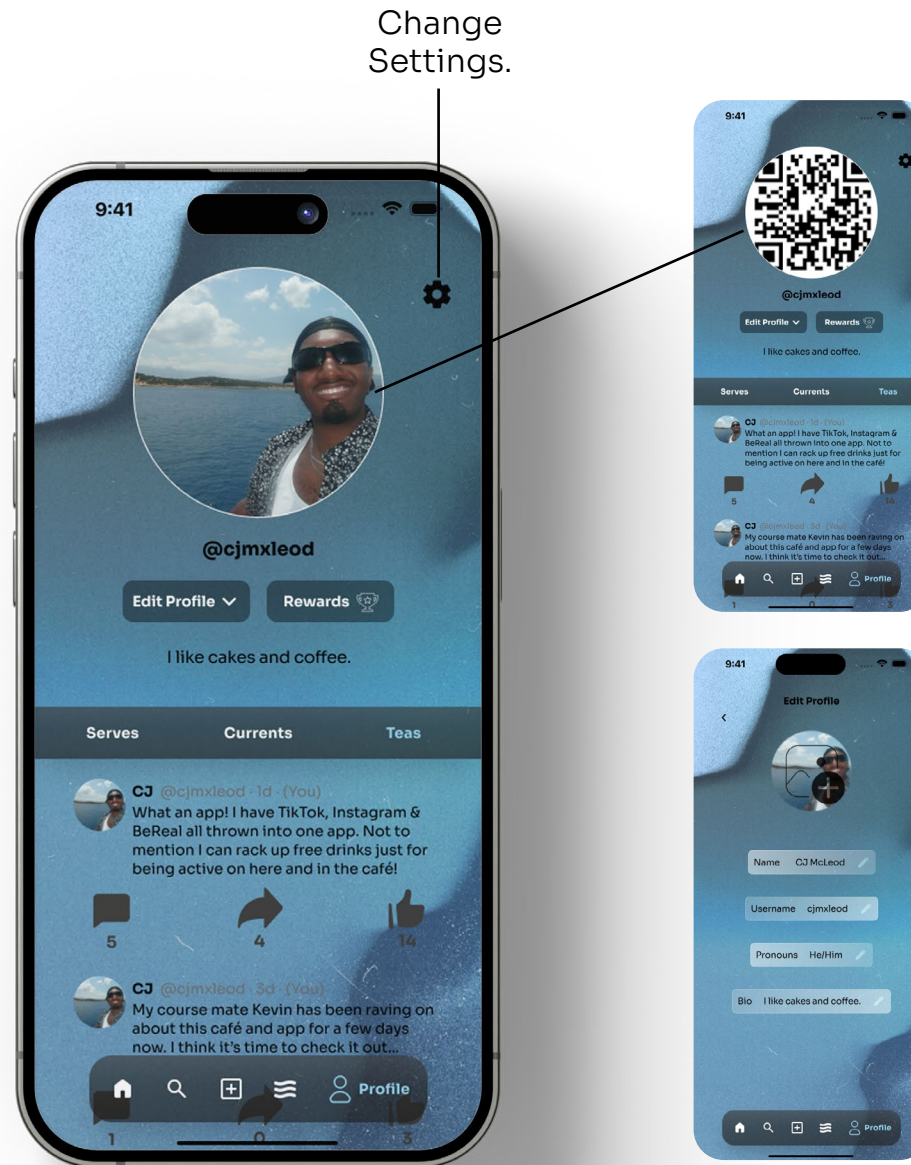
orka.

Profile:

The prominent circular profile photo and unique username (@cjmxleod) create a distinct digital presence within the Orka ecosystem. This personalization transforms users from anonymous customers into recognized community members with unique identities.

This profile interface delivers business value by:

- **Fostering User Investment** – As users build their profile and content history, they become increasingly invested in the platform, driving retention.
- **Creating Community Recognition** – Regular users become recognizable personalities within the community, strengthening belonging and loyalty.
- **Generating Authentic Referrals** – The visible "friend recommendation" post demonstrates how the app facilitates organic word-of-mouth marketing.
- **Gamifying Engagement** – Earning free drinks just for being active brilliantly incentivize both digital and physical participation.

Change Settings.

Features:

Pressing the profile icon will flip the profile to a QRCode which is to be displayed (to scan) when purchasing a drink at the till for free drinks & rewards (if ordered online you automatically get the reward on purchase).
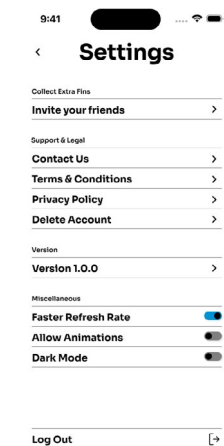
orka.

Ordering & Social App.

App Mockups:

Mockups to help aid and showcase the app in a real-life setting. It helps get a better idea of the app and imagining it in motion.

Commercial (click to view):

A short commercial / advert created for the website landing page. It uses the chaos from the beans behind to create stress in the viewer. Then relief once they are blasted away before zooming in on the cup.
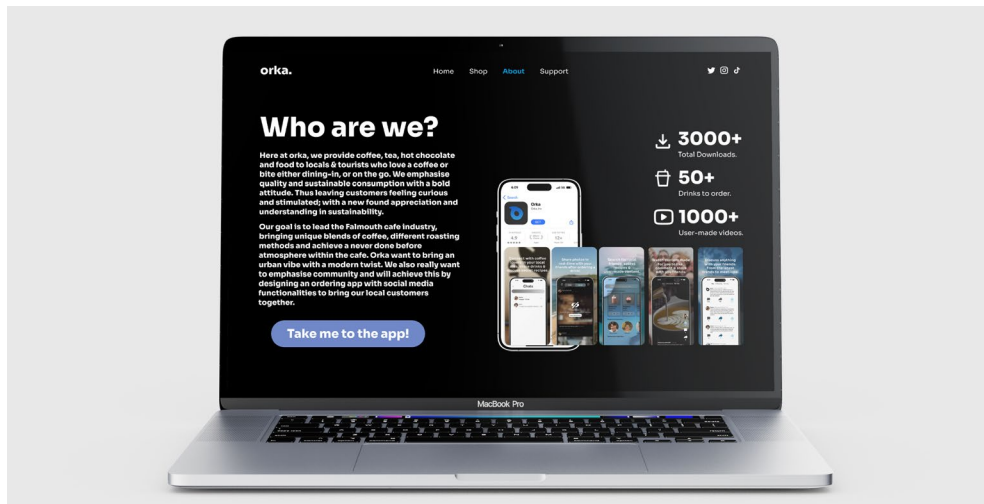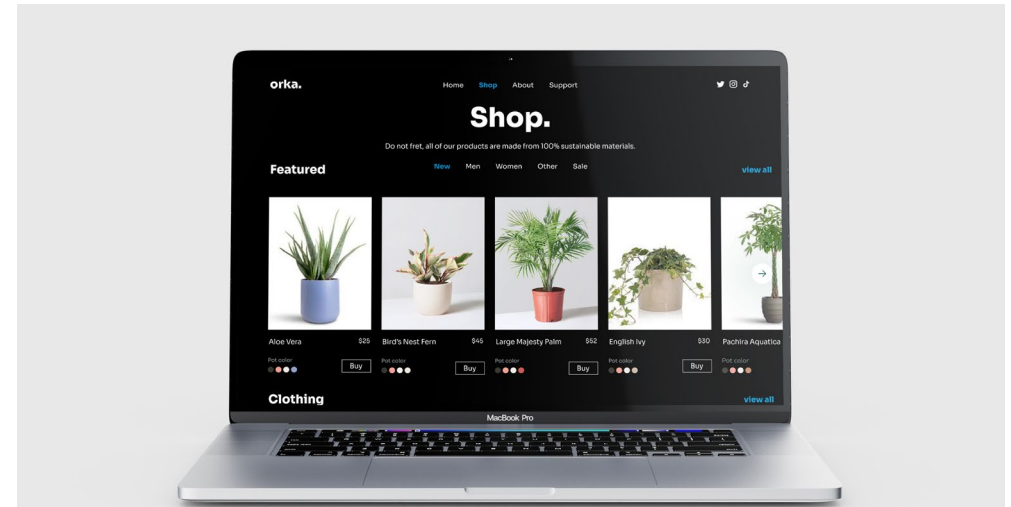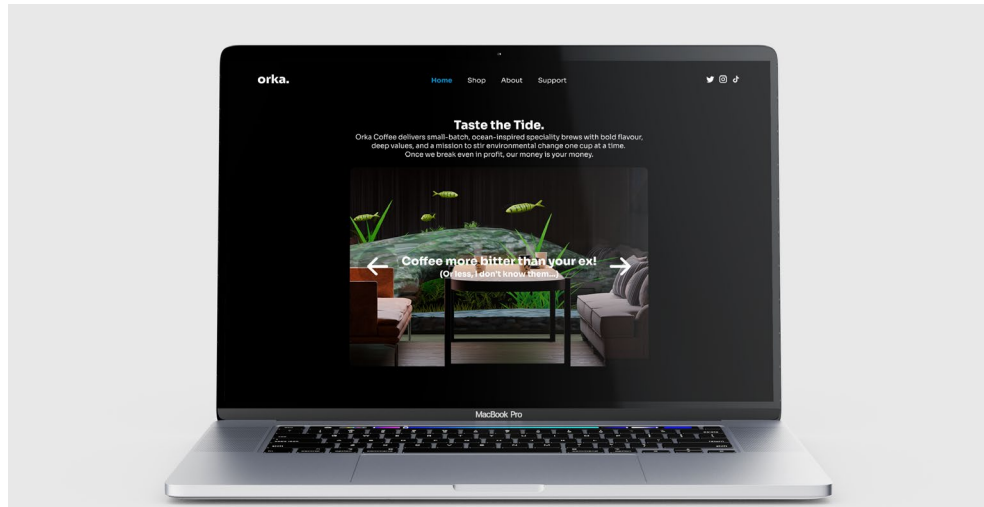
orka.

Poster:

The poster effectively serves multiple purposes: informing potential customers about **orka's** location, driving app downloads, incentivising first visits with a free drink offer, and subtly communicating **orka's** brand personality through design and language choices.

The mockups were to help simulate them in a real-world setting as Falmouth doesn't have billboards to use. Also orka are a small and growing brand so probably wouldn't have billboard money either.

orka.

Website (click to view prototype):

A website landing page to help give information about the brand as well as sell additional things such as selling plants & sustainable clothing.

orka.

Reflections.

Put shortly, I liked, then hated and now love and adore this project. It really pushed and refined my strategy when branding as well as test my skills on an array of different software.

I'm very grateful for my tutor Steve House for helping me change the direction of this project (from 'Motivate') to orka as I feel it helped me create something very strong and appealing.

I feel this project achieves **outstanding Communication** & **Industry** & **excellent** against the other 3 criteria in question.

Future Development.

This project has helped bolster my branding skills to a different realm. Before I sucked at branding and didn't really want to touch it again. However, after learning Blender and Figma over the summer of 2024, I thought I would give a branding project one last go with 'Motivate'.

Motivate eventually evolved into **orka** and now you've seen **orka** in all it's glory.

I am now also learning how to code and will be going at it hard during the summer of 2025. I'm still at the begining of my coding journey but I will attempt to design the orka website using HTML & CSS as a further challenge.

In terms of opportunites this project has created for me, I feel it will allow me to venture into the world of design with a better knowledge & understanding on what to expect and the standard I will be expected to carry out real-client projects as a junior designer in a studio.