

orka coffee

Motivate Cafe Rebrand

Strategy

CJ McLeod

Project 3.2

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).

Who are we?

Orka provide coffee, tea, hot chocolate and food to locals & tourists who love a coffee or bite either dining-in, or on the go, emphasising quality and sustainable consumption with a bold attitude. Thus leaving customers feeling curious and stimulated; with a new found appreciation and understanding in sustainability.

Brief.

Goal

The goal is to lead the Falmouth cafe industry, bringing unique blends of coffee, different roasting methods and achieve a never done before atmosphere within the cafe. Orka want to bring an urban vibe with a modern twist. They (we) also really want to emphasise community. They will achieve this by designing an ordering app with social media functionalities to bring their consumers together.

A new identity.

Coming off of my prior research for the Motivate Cafe, I already have knowledge about beans being used in the industry, and all the other things I looked into. This will help me when it comes to customising the cafe menus and other things involving the designing process of the cafe.

Here I just jotted down different avenues I could take the name of 'Motivate'. I landed with 'orka.' as I found it short, sweet, relevant (being in Falmouth) and punchy.

A New & clear Identity

Cafe name change from:

Motivate. → Now

↳ Artisan. - pro - realisable
- quality

↳ Velvet - soft - material
- welcoming

↳ Roasted - Roast D x → Orka

↳ Artisan Cafe

- explicit - realisable.
- ~~professional~~ Professional

↳ Orka Cafe

- Short - clean - modern
- orka = communal animal

Touch points

↳ App BE DIFFERENT

↳ Ordering

↳ Social aspect.

↳ Art Art?

↳ Compost cups

Values - Sustainability,
Quality & Boldness.

Why 'orka.'?

I chose the name Orka from a quick brainstorm of ideas when I felt the project needed to shift in a different direction.

Orka is Inspired by the killer whale aka the 'Orca'.

I feel 'Orka' works as the name is short, punchy and easy to remember. It's also named after the 'Orca', the apex whale/dolphin known for it's intelligence, strength and social bonds. Which leads me to the brand values. The Orca's traits (as mentioned) mirror that of the cafes brand values, with those being: Sustainability (intelligence), Quality (apex predator) & Boldness (strength).

Marine Connection.

Orka is inspired by the killer whale aka the orca. Orcas are iconic marine animals that instantly evoke images of sealife, marine life & ocean vibes.

Short and Stylish.

Orka (with the 'k') is a short and punchy name and has a modern, minimalist aesthetic to it. Especially with the period on the end. It feels cheeky, trendy and like a modern brand.

Emotive Tone.

In some languages (like Swedish), "orka" can also mean "to have energy for something" — which adds a cute double meaning if your café is meant to be energizing or uplifting.

orka.

Playful & Exotic.

Using a slightly foreign spelling ("orka" instead of "orca") adds an exotic flair. It's familiar enough to get the idea across, but unique enough to stand out.

Personality and Ambiguity.

It doesn't box the café in. While it clearly nods to marine life, it leaves room for creativity. You could serve sustainable seafood, ocean-inspired lattes, or just lean into nautical aesthetics.

Values // Tone.

Orka are about being transparent, ethical, sustainable, honest and reliable all while providing outstanding quality to their consumers and fostering a great community by being bold; improving their customers days, even if only by a little.

Integrity
Transparency
Trustworthiness
Innovation
Social Responsibility
Ethical Practices
Empowerment
Adaptability
Creativity
Quality
Sustainability
Teamwork
Accountability
Diversity and Inclusion
Excellence
Customer Satisfaction

Authenticity
Respect
Learning
Community Engagement
Boldness (Cheekiness)
Fun
Accessibility
Fair Pricing
Reliability
Empathy
Collaboration
Equality
Improvement
Impact
Agility
Honesty

Education
Flexibility
Communication
Inclusivity
Innovation
Progressiveness
Philanthropy
Perspective
Accountability
Simplicity
Loyalty
Global Citizenship
Personal Growth
Speed
Uniqueness

(Orka will focus specifically on Community, Quality, Boldness, Honesty & Sustainability.)

Target Audience

Orka are looking to foster a community that are the type to buy a coffee and hang around just because they like the atmosphere of the store. However whether you're a grab and go drinker or a stay and enjoy the vibe drinker Orka want to build and maintain a rapport with you.

Coffee Connoisseur

Coffee Drinkers

Curious

Hipsters

Designers

Local community members

Artists

Farmers

Office workers

Remote Workers

Creatives

Writers and journalists

Healthcare workers

Educators and students

Tourists and travelers

Expats and international visitors

Singles

Couple

Families with children

Friend groups

Health-conscious individuals

Trend followers

Book lovers and readers

Music enthusiasts

Pet owners

Industry Experts

Instagrammers

Baristas

Bloggers

Trend Setters

Thinkers

Fine Dining

Understanding

Generation Z (16-28)

Millennials (29-44)

Eco-conscious consumer

Generation X (44-60)

Baby Boomers (60-75)

Adventurous

Non-Conventional

Non-Traditional

Freelancers

Foodies

Chefs

Loyalty program participants

Entrepreneurs

World Travelers

Savvy

Tech Enthusiasts

Brand Language & Straplines.

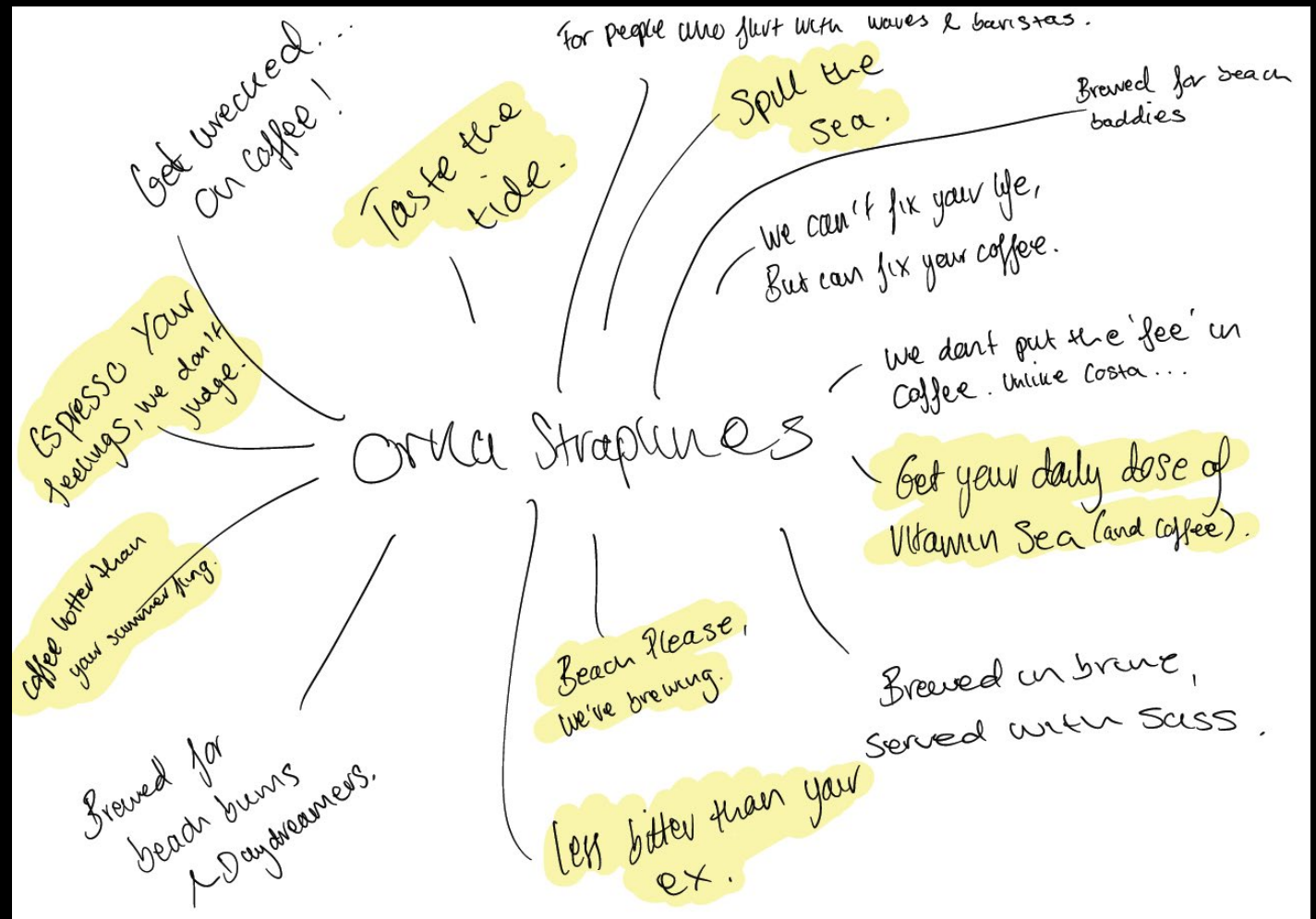
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I feel 'Orka' works as the name is short, punchy and easy to remember. It's also named after the 'Orca', the apex whale/dolphin known for it's intelligence, strength and social bonds. Which leads me to the brand values. The Orca's traits (as mentioned) mirror that of the cafes brand values, with those being: Sustainability (intelligence), Quality (apex predator) & Boldness (strength).

It also fits the Urban aesthetic I want the brand to convey and with it being in Falmouth, it's very relevant as sealife is a part of the Falmouth culture (beaches).

Courageous, Genuine, Compassionate,, Encouraging, Engaging, **Bold**, Inspiring, **Playful**, Professional, Creative, Straightforward, **Honest**, Intelligent, Rude.

Words in **bold** = Selected



orka.

Research

(Following off of the research done for the Motivate cafe.)

Insights.

After fully immersing myself in the world of coffee over the last 2 weeks of this specific project (as well as work as a barista at Costa), it's helped me see what needs to be done to really stand out from the crowd.

Cafe's are passionate.

To truly amplify this project and become immersed in this world of 'Orka' cafe, I conducted a short little field trip of my own to see what running an independent cafe is like. I went to 3 different sustainable independent cafes in Falmouth and asked them 2 questions (which can be found to the right on my notes app). This helped me get a feel for the independent cafe industry in Fal, and the responses (paraphrased) can be found next to the cafe visited (to the right).

< Back



Cafe Qus

Hi, are you the manager by any chance?

Sweet, I'm a graphic design student and I'm currently doing a project on designing an Independent Cafe. If you're not too busy I was wondering if I could ask you 2 quick questions for my research process please?

1. Why did you choose to open an independent cafe?
2. What about it do you enjoy?



Cafe Responses. Espresso

① Specialises in coffee expert
 & wanted to open café
 - speciality coffee
 - managing - analogy staircase
 - talent - supplier

② enjoys everything
 - customer service!



2 Quality of coffee factory coffee roasters

Customer service Harry
 - Speciality coffee - exciting - not manager in



① Her and her partner Dan & Grace

- sustainable roasting ② Hard but fun
 - upstairs roastery
 - supporting farmers unlike the
big chains
 - coffee - fun! - buy more & farmers more
 - speciality roast

orka.

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Visual Insights.

Visualising Insights to help tell the story of Orka (alongside the main colour palette, that being B&W).



orka.

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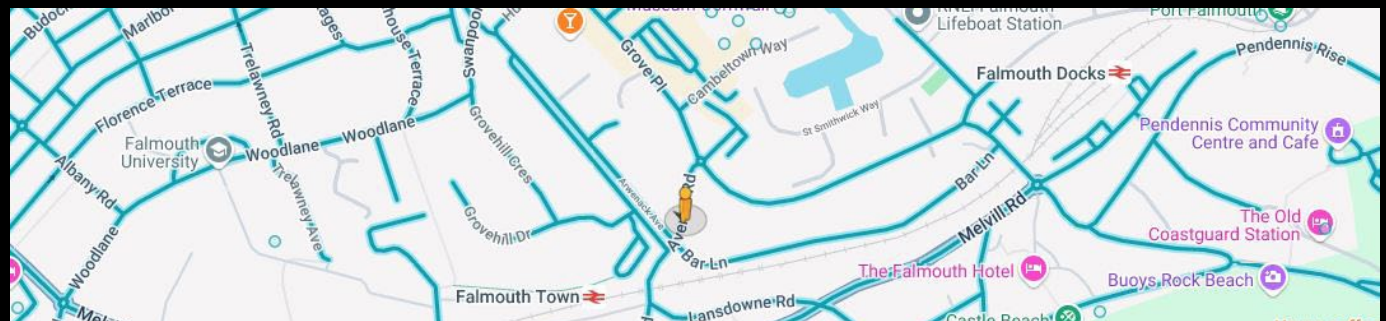
Location.

The location of Orka (like Motivate) will be where a pair of abandoned buildings are on the outskirts of the Falmouth Town and a 5 minute walk from the Falmouth Woodlane Campus.

One of Okra's key values is sustainability so to reinforce that; they are regenerating the buildings and building a cafe on the property. On top of that the cafe will be profit-free and be giving all their returns back to the community by donating all the profit made to the **Salvation Army Church & Community Centre**.

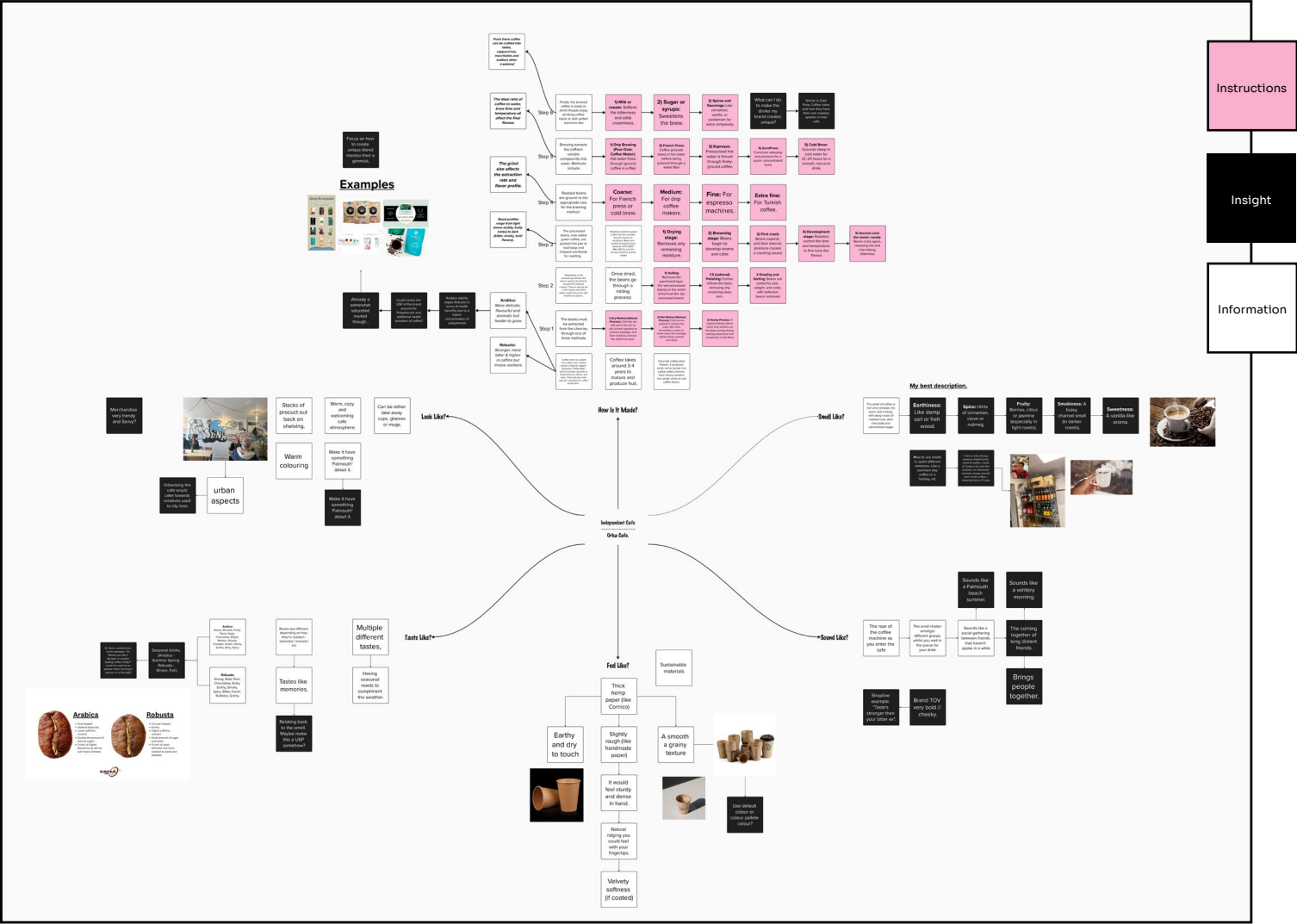


As of 01/11/24.



Immersion: Independent Cafes.

Visualising Insights to help tell the story of Orka (alongside the main colour pallete, that being B&W).



Brand Concept Phase.

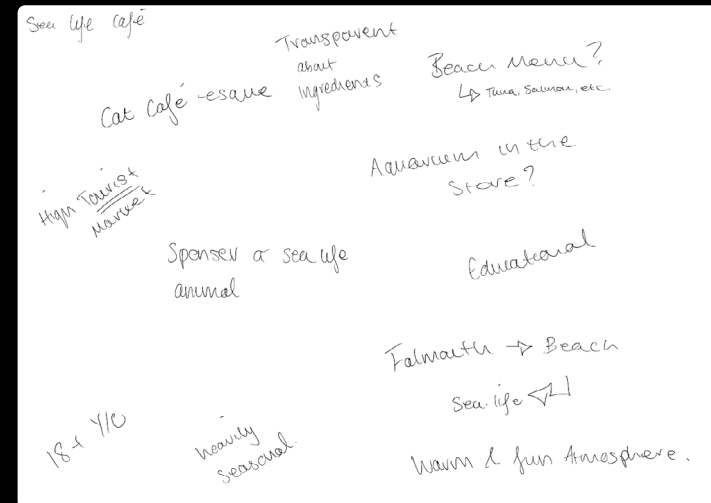
To truly make Orka stand out, I needed a unique touchpoint concept that hasn't been done yet in Falmouth (or better yet before at all).

I decided that Concept one was the most fitting as the sealife aspect is something very unique to a select few cities in the United Kingdom and better yet not many have beaches as nice and accessible as Falmouth do.

Places in the UK such as Plymouth and Bristol have aquarium cafes but they aren't right next to the beach which would make Orka a first of it's kind!

Motivate was missing a unique concept and I don't think a sea life idea would be beneficial to a 'study' cafe.

Concept one: Sealife Cafe



- Problem: There aren't many places to go to in Falmouth where you can truly appreciate the sealife they offer and any place at all which offer all of the above as well as coffee, tea and food.
- Appreciate the sealife in Falmouth
- Something to do with friends // family.
- Attraction for tourists
- Unique Cafe experience within Falmouth.

Concept two: Botanical Cafe Experience



- Problem: Not many people know or understand what they're consuming when they buy and drink a coffee from a global cafe. Especially with syrups. This concept aimed to educate consumers.
- Storytelling
- Learn and interact with raw ingredients
- Social Venue -> Foster Community

Cafe's, Aquariums & Design.

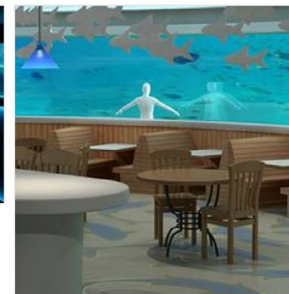
Orka will be centred around not only being a cafe for people to study or relax at but also being somewhat of an attraction in Falmouth. As a student who has lived here for the past 2 and a half years, there really isn't much to do here besides go to the beaches in the local area (not that that's a bad thing).

Orka would allow a place for tourists or people new to Falmouth to get a feel for what Falmouth is (specifically the creative culture) and enjoy a coffee at the same time.

Heres some visual examples to paint the picture better.



Cafe Aquarium Examples

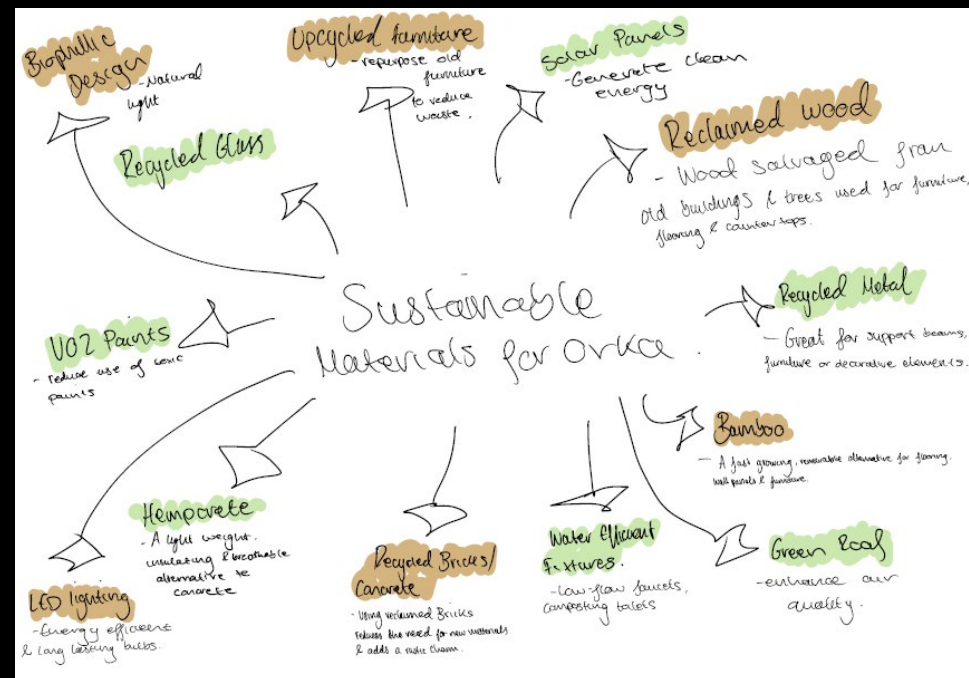
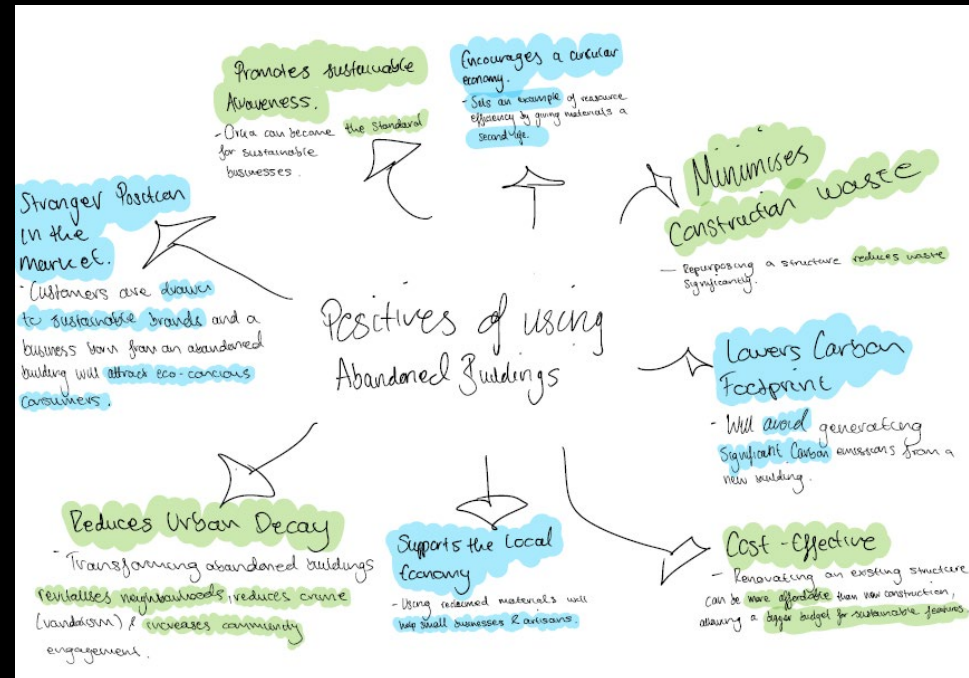


Building Regeneration.

Orka really want to reinforce the fact that they have regenerated abandoned buildings into a cafe and won't live it down within their mission statements.

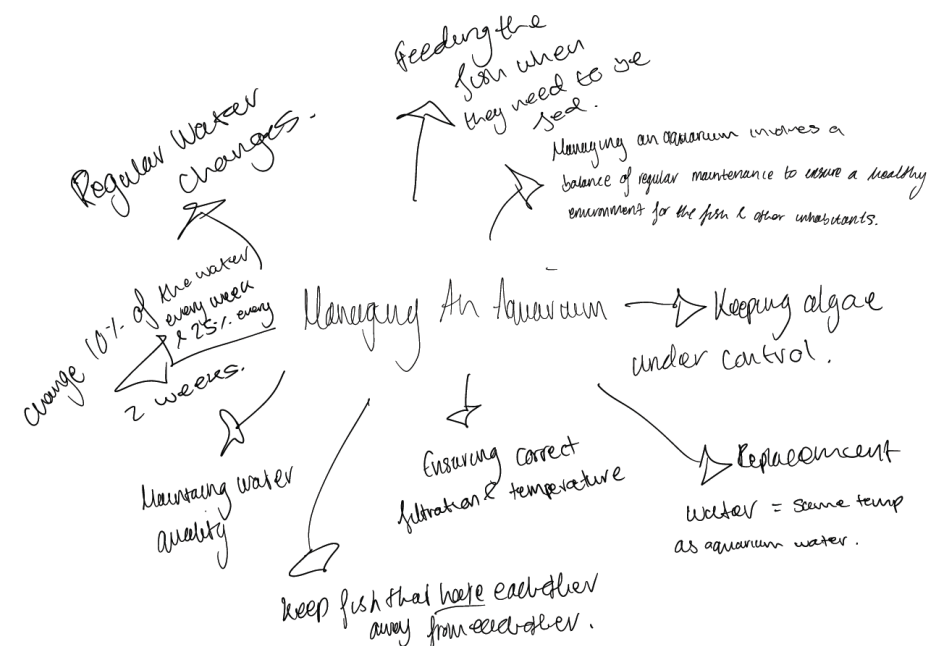
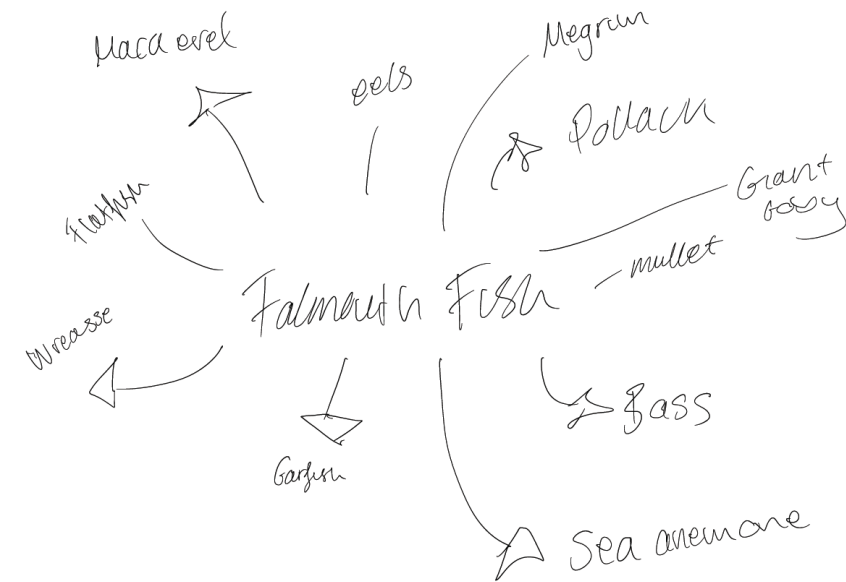
No other cafés within the Falmouth area have done this making Orka a special case and something that should be championed and celebrated by the cafe.

I've also done research into sustainable materials and things I used to annotate the cafe sketch.



Managing an Aquarium & Fish Found in Falmouth.

Here I did research into managing aquariums and the type of fish found around Falmouth. Orka really wants to hone in on that Falmouth culture, so keeping it as Falmouth orientated as possible will help bolster that.



Making the aquarium 'ethical'.

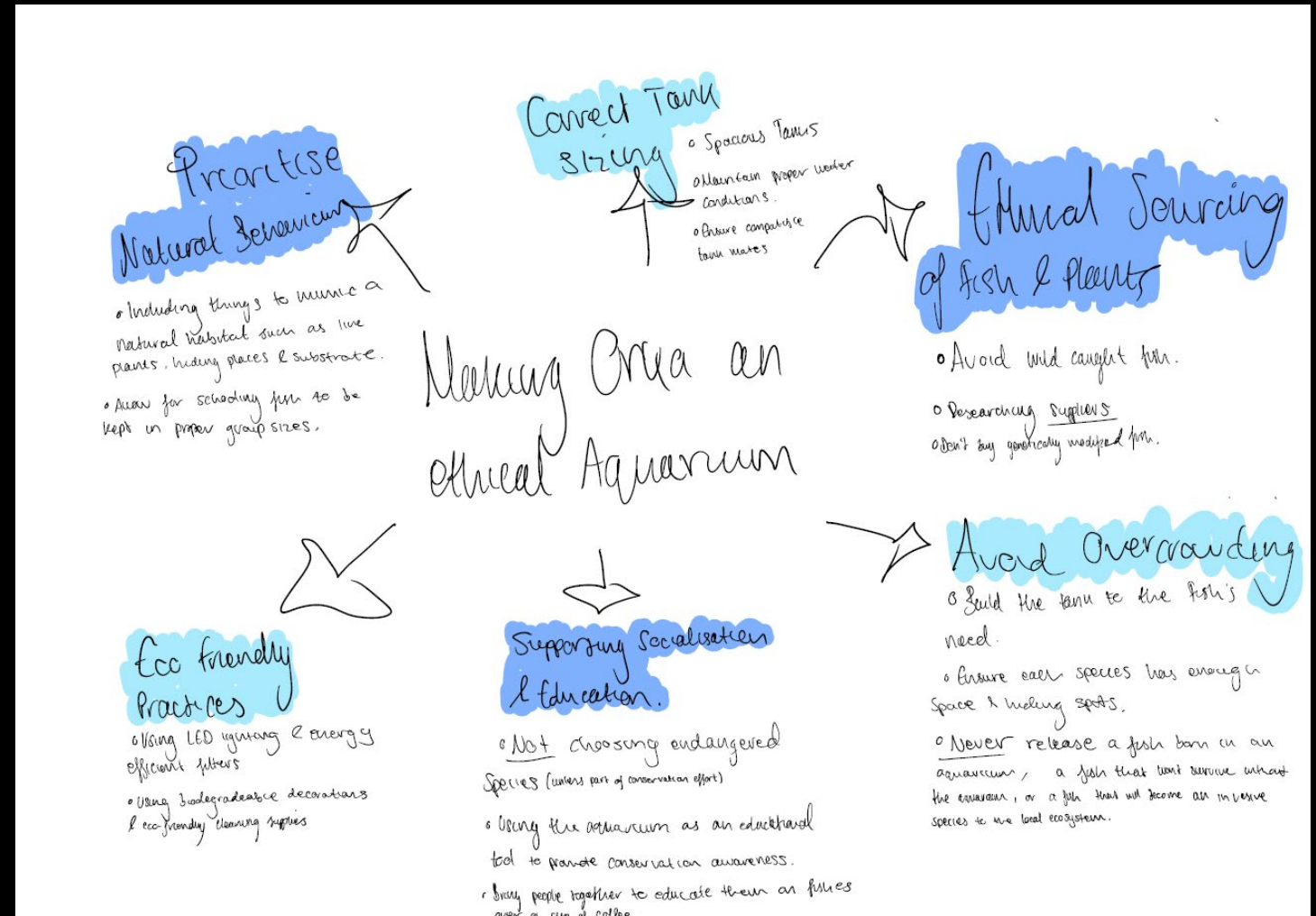
Aquariums typically aren't ethical as they steal fishes from their homes for the entertainment of humans.

However, what separates Orka from other 'traditional' aquariums is that Orka will only display fish in need of human help and pursue conservation efforts.

This means, Orka will restore the fish to a healthy condition and release it back into the ocean, so long as it still has a chance to survive in the wild and not become an invasive species. Otherwise it will live the rest of its life in the aquarium where it will be loved and cared for by the Orka staff.

Orka achieve this by partnering with the National Maritime Museum (about 5 minutes away from Orka) & other ethical / sustainable fish suppliers and treating any fish that requires help.

To the right, you can find more research into making an aquarium 'ethical'.





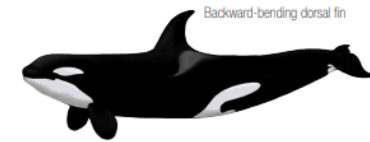
In the wild, orcas typically have erect, tall dorsal fins particularly males, whose fins can reach up to **6 feet** (1.8 meters).

The fin is made of dense, collagen-rich connective tissue, not bone.

It stays upright due to a combination of **hydration, muscle tone, regular deep diving, and strong environmental stimuli** like current and movement.

FEMALES

Overall size: smaller body, fins, and flukes
Dorsal fin: backward-bending, up to 4 ft (1.2 m)
Genital patch: oval-shaped with three black spots
Length: up to 28 ft (8.5 m)
Weight: up to 16,500 lbs (7,500 kg)



MALES

Overall size: larger body, fins, and flukes
Dorsal fin: tall and triangular, up to 6 ft (1.8 m)
Genital patch: elongated with a single black slit
Length: up to 32 ft (9.8 m)
Weight: up to 22,000 lbs (10,000 kg)



Orca Dorsal Fin



In captivity, it's reported that 80~% of male orcas **develop a bent** or collapsed dorsal fin.

This occurs because:

- Captive orcas don't dive deeply or swim long distances, which affects tissue strength
- They spend most of their time near the surface in shallow tanks
- Lack of space, minimal water pressure, poor diet, and stress all contribute

Dorsal Fin Logomark?

Using the floppy fin as the logo would be a symbolic critique of captivity. It reclaims a sign of suffering and turns it into a call for awareness.

Most people associate orcas with power, grace, and sleekness seeing a bent fin in your logo creates a visual tension that encourages curiosity and questions. It also aligns with 3 of Orka's values: Sustainability, Boldness + Honesty. It can be used for subtle protest maybe people don't catch it at first, but when they learn, it hits harder. And not to mention, it ties into the aquarium café twist. Turning what could be interpreted as "supporting aquariums" into a thoughtful subversion.

Potential Straplines

- 'Freedom isn't Floppy'
- 'We're not your **average** aquarium.'
- 'An orca's fin tells a story; let's make it a better one.'



Suppliers around Falmouth.

At Orka, we'll use the freshest and cleanest Arabica beans sourced as locally as possible to keep our carbon footprint as low as possible (refer to Motivate research about all of that).

Here I made the signature drinks for the cafe but it didn't feel right without an official supplier.

So I researched deeper into suppliers, which can be found below the 'Coffee Flavours' box.

I found 4 suppliers that were all somewhat sustainable which was perfect for the Orka brand. However after careful consideration I stuck with Cornico Roasters for reasons I specify in the next slide.

Coffee Flavours

7 different flavours

- o Bourbon
- o Robusta
- o Arabica
- o Maragogipe
- o Librica
- o Typica
- o Excelsa

My^{main} Coffee?

- each coffee will be made with locally sourced coffee and have as low of a carbon footprint as possible.

- ① Latte - (Sweet)
- Bourbon beans
- ② Cappuccino - (50% sweet 50% bitter)
- Arabica beans
- ③ Americano - (bitter)
- Robusta beans

Cornwall Suppliers



orka.

What's in Orka coffee?

After my research I stuck with **Cornico Roasters** and did some research into them as a roastery. I chose them due to how sustainable they are and the variation they provide with different blends (which I felt fit with the Orka brand the most).

Once I did sufficient research, I then devised my drinks again but this time with a speciality roast supplier.

The roasts I settled on were **Home Blend** and the **Burundi blend** supplied by **Cornico Roasters**. And for customers that like decaf drinks I settled with the **Caffe Carraro** pods. I chose pods as from my experience as a barista, it's much easier using pods to avoid cross contamination when making caffeinated and decaffeinated drinks.

Cornico Roasters

About

- The Cornico Coffee Company was founded by Andrew Togien in 2007. He has over 20 years in the tea & coffee industry.
- It's (somewhat) a family company with 2 other Togens working under Andrew.

The Roastery


- Their coffee is small batch roasted, ensuring they can monitor & analyse every roast profile to the 10th degree, making sure they meet all the sweetness, acidity & body.
- Source high quality 100% Arabica specialty coffee.
- Green Coffee.
- Buy coffee when in season so it shifts depending on the time of the year.
- Only buy from trusted green importers ensuring farmers receive a fair price for the coffee & creates a sustainable relationship.

Sustainability


- Coffee bags are bio-degradable.
- The labels on the bag are made of sustainable & hemp paper which degrades far quicker than plastic labels.
- Hemp stalk can grow in 4 months whereas a tree will take between 70-90 years to grow.
- The boxes are also biodegradable, alongside the retail bag used on the boxes, it's made from cellulose.

Cornico Roasters


Caffeinated




Home Blend
Blend of: Typica, Bourbon
Taste Profile: Citrus, Fruits, Cane Sugar, Dark Chocolate




Burundi
Blend of: Bourbon, Jackson, Marica
Taste Profile: Black Cherry, Walnut, Blood Orange




Brazilian Aveia
Taste Profile: Dark Chocolate, Cinnamon, Walnut



Tregalman
Taste Profile: Dark Chocolate, Hazelnut, Black Cherry



Caffe Carraro



Columbian La Vida
Blend of: Catillo, La Grana, Colombia, Tabi, Typica
Taste Profile: Single Malt, Dark Chocolate

Orka coffee (My coffee Finalised)

Latte

- Sweeter & weaker than Cappuccino & Americano
- Can be made Decaf
- 2 shots of café for medium.

Cappuccino

- Stronger & more bitter than a latte (same bitterness & strength as Americano but milkier).
- Can be Decaf
- 3 shots of coffee in medium.

Americano

- Same strength as cappuccino but made more watery, stronger & more bitter than latte.
- Can be Decaf
- 3 shots of coffee in medium.

★ All decaf drinks are made with Caffe Carraro pods.

Customers have choice between home blend (sweeter) or Burundi (stronger) in their drinks.

3 main Drinks

Target Audience Profile



Kevin Nguyen

Student / Creative / Entrepreneur

Age: 21

Age Range: 18-28

Enjoys being around the beach.

Lifestyle: Kevin Nguyen is a student at Falmouth University and he studies Graphic Design. He loves a coffee before starting class and a hot drink after University. He is constantly locked in with work so finds it hard to make time for socials with his friends so in his spare time he's either found sipping coffee in his classes studio or at Orka Coffee, alone or with friends, cranking out work.

Where are they in life: Kevin is an exchange student from Asia and he wants to make his parents proud. He's going in the final few months of his last year at University and is super focused on getting his dream grade. On the side of his studies, Kevin owns a small clothing business which uses sustainable materials to make their clothes. Being apart of Generation Z, he understands if he doesn't make ethically conscious decisions, the world may never heal from all the pollution humans have caused.

How can Orka help: Orka is a match made in heaven for Kevin. Whether he's on the go or dining-in, Orka are there for him and always providing him the best quality possible. Kevin tells everyone in his class how amazing the cafe is and how their cups are 100% sustainable. He's encouraged many of his class that Orka are the cafe to go, due to how sustainable they are and how cozy it is inside when you want to dine-in.

What do they Value most as a consumer:

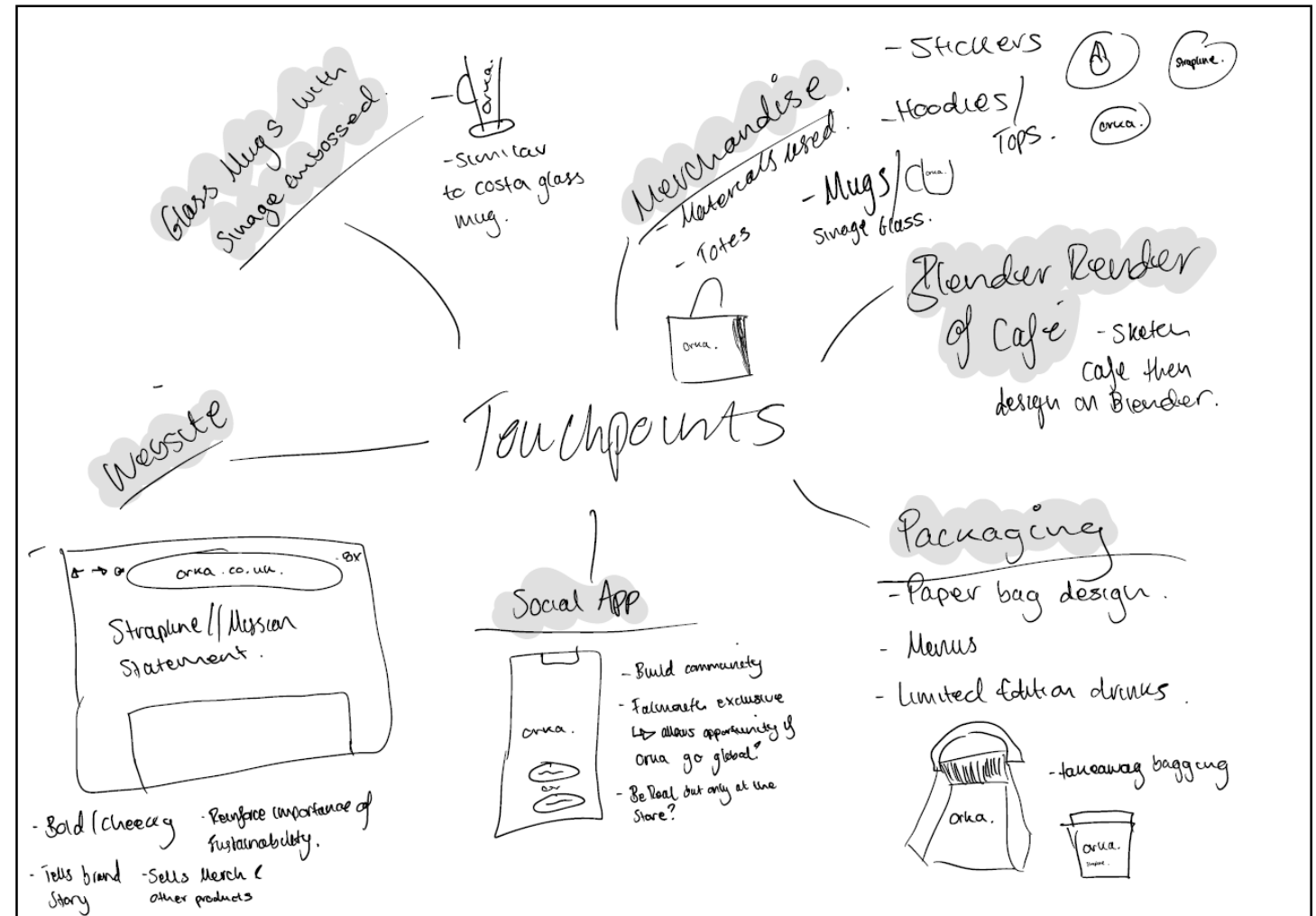
Ethical Practices, Community Engagement & Quality.

A great study atmosphere (with headphones).

Somewhere affordable for students like himself.

Touchpoints.

Touchpoints I looked into that I'd actually design to connect with consumers. These ideas were inspired by things competitors are already doing (Costa) but improved or things I've just thought of while researching thus far.



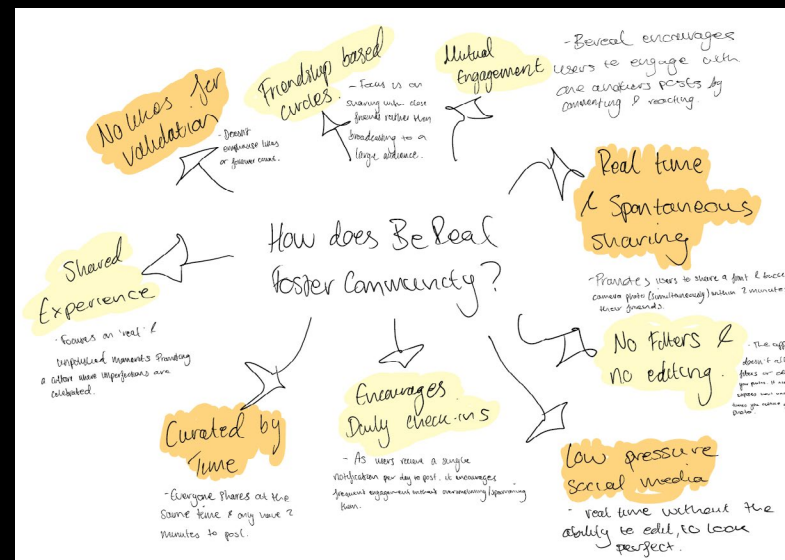
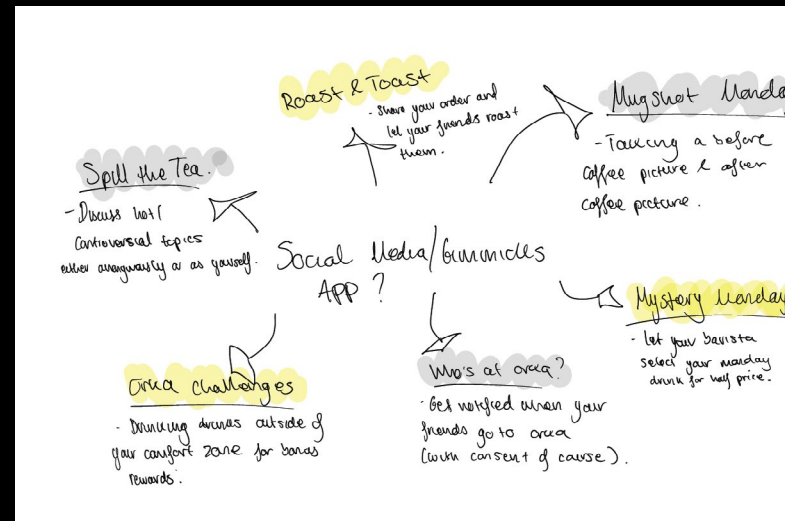
Social Media Ordering App.

Having a place to make connections in person or digitally would be a great idea for a place all about community. Here I've looked into ways of making a social media app within an ordering app and making it something special // unique.

After further evaluation, although not all bad ideas, I feel just keeping it a basic ordering app with social functions is already miles ahead of other cafes such as Costa, Starbucks, etc.

Somewhere you can post photos specifically related to the place you're getting a coffee with your friends would make a great place to build community. Not only that but if there was some way to incorporate getting goodies just for showing your face at the cafe, it would entice common appearances and usage of the app.

I looked into how apps like BeReal and Pokemon Go use their specific gimmicks to build a community.



How does Pokemon Go Foster Community?

Pokemon Go Fest & special events.

⊗ Niantic ^(now ex) the developers of Pokemon go regularly

host large scale events where players gather in specific locations or global activities. These events encourage people to meet in person interact & team up.

Raid & Gym Battles

⊗ Raids & Gym battles are essential features that require teamwork.

⊗ These events require coordination with others to defeat powerful raid bosses.

⊗ Many players join local groups or online communities to plan these raids, fostering in-person & online connections.

Friends & Gift system

⊗ The game allows users to add friends & share gifts with them.

Consumer Journey Map

Breaking down into 6 key stages the ideal / theoretical journey an 'orka.' consumer will follow.

- Awareness / Initial Advertisement
- First Interaction
- Browsing / Ordering
- In-Store Experience
- Keeping customer Engagement
- How to get the customer to return

These will all be done while taking the brand values into consideration.



Brand Essence

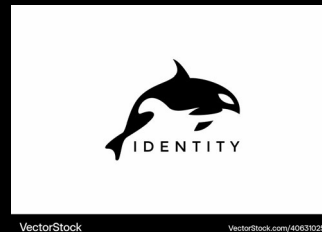
The brand essence of Orka. This can be used to reflect on when I'm designing visual elements of the brand.



Development

Visual Idea Generation // More Visual Insights.

Before I started to sketch out ideas for the brandmark and cafe design I explored different ways similar company's have already done the aquarium and 'orca (not orka)' logo idea.



VectorStock

VectorStock.com/40631025



Visual Ideas.

Embracing the 'Orca' & Water Imagery.

Here I designed some logo ideas for the cafe. I played around with the literal colours of the orca as well as the shape of the Orca; while also dabbling with water elements like waves, vortexes and whirlpools.

The one I liked most was the one of the fin curving down as if it were a malnourished orca.

This was done to shame aquariums for their poor treatment of sealife and implicitly encourage them to change.



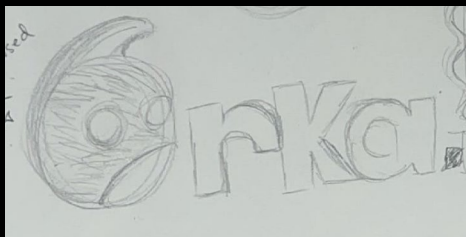
orka.

Reflections.

A word from some creative professionals

During the back end of the module I was fortunate enough to show my work to some creatives in the industry. They all really loved the strategy behind this cafe and loved the direction it was going. Some advice I had from one of the creatives was to really push the minimal aesthetic and play around with the imagery of the Orca's features (it's fin, colour scheme, etc).

The example below was the common favourite among the professionals.



Branded bin was a good suggestion.

Jordan

- get hymn book scanned
- ~~18 Ave~~ - Go back & refine sketches.
- Design elements instead of entire café.
 - 3D
 - ↳ Outside, Menu, (Just 3) Fish tank! reach out to rich banks
- working on project atm
- Cheekiness is good!
- Strapline on cups - love heart streets.
 - Stamp
 - Sticker.

George Sutton Talk.

- Name yourself. enhance emotion trying to evoke.
 - St Austell printing company
↳ Bulk cheaper. Audience
 - Cement - badge of ~~new~~ ^{early} sourcing
↳ Find religious people & ask about the project.
 - Flinn - No to ^{play with heart shape}
 - Arsenal - Stadium.
 - 3D Spline (like sigma)
Project NEO.
 - Most impactful for the brand.
- Handwritten notes on the right side of the page:*
- coffee Art.
- Cheery ways to do text.
- Love people with small part.

- Motion - landing page?

keep ethical ideas in mind.

↳ Branded bin

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Here I've refined the digital development of the logo mark.

The free flow of the typography reinforces that value of boldness and the strong weight of the typography reflects that value of quality too. The togetherness (close kerning) of the logomark also reinforces that value of community.

I will later push that potential of this logo mark and refine it to its maxium capacity.



örka → orka

orka orka orka orka orka orka orka

Reflections again.

A word from Miles Gould.

Miles Gould was extremely helpful in guiding the logomark / logo of the project. He really liked the fin on the 'O' and the rest of what I shown him. He believed it was 'almost' there but gave me ways to push it further.

He explained that the characters should be more rounded to really reflect that playful, cheeky nature of the brand.

He also recommended that I check out the '[Squirrels brand identity](#)' by Supple Studio for a nudge in the direction he thinks this logo should go in. And after having a look at the project and logo (by Supple) I agreed.

The word "Orka" in a bold, sans-serif font. The letter 'O' features a small, curved fin on its upper left side.The word "Orka" in a bold, sans-serif font. The letter 'O' features a small, curved fin on its upper left side.The word "Orka" in a bold, sans-serif font. The letter 'O' features a small, curved fin on its upper left side.

Final Logomarks

After lots of reflecting asking: Professionals, Peers & Non-creative friends I decided to settle with the simple 'orka.' in the **ExtraBold Sora** typeface for the main logo mark with the icon of the floppy dorsal fin to accompany it as a secondary logomark / app icon.

There is also the 'orka coffee.' logomark used for things like coffee cups & merchandise. I did this as I feel illustrations are a great way for coming across as playful & cheeky.

Sora, originally designed for digital interfaces and blockchain projects, brings a contemporary, slightly tech-forward energy. This subtly connects to Orka's innovative and sustainable outlook — a brand looking ahead.



orka.

Colour Scheme Development.

The colour scheme for orka will be white, black and splashes of blue to mimic the colours of the orca and the blueness of natural sealife.

I won't be precisely strict with the Hex code but will try and stick to them as much as possible.



#FFFFFF

#000000

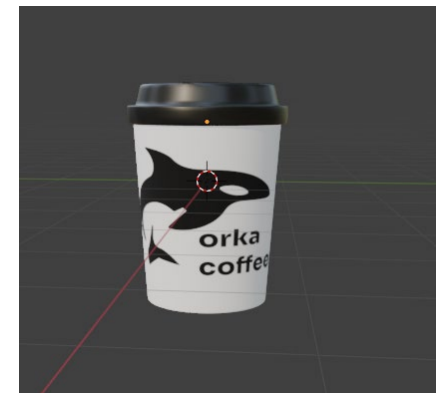
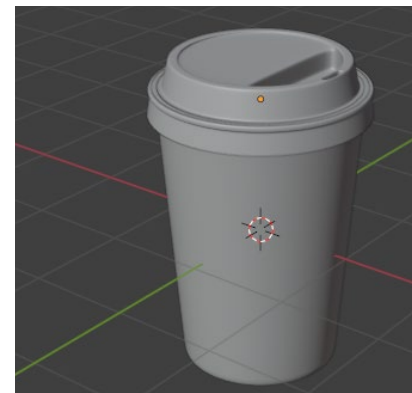
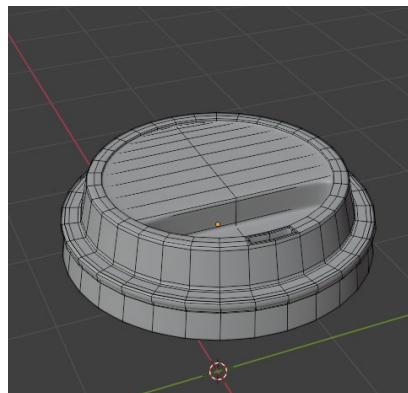
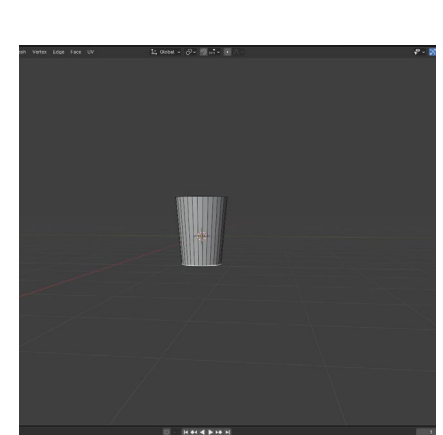
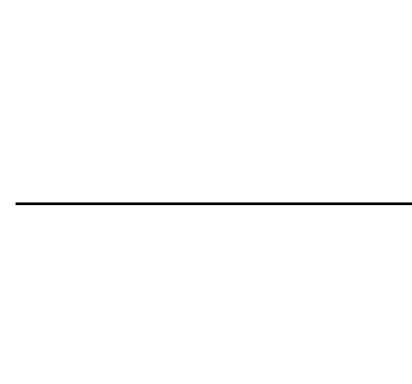
#0094D4

Packaging & Touchpoint Development.

Here I've used mockups to help get the ball rolling for final deliveries. However after experimenting with different logomarks & formatting something just didn't feel right.

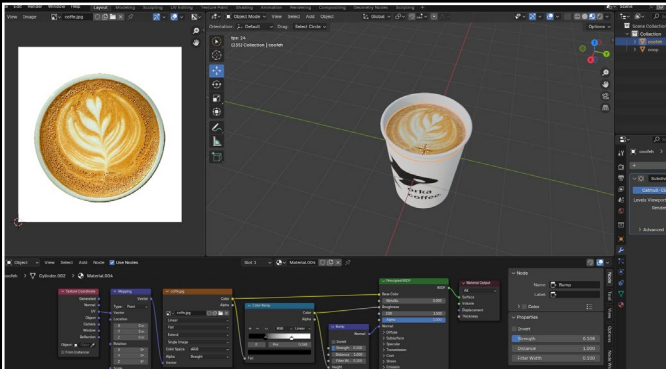
The designs felt like they lacked personality (the cheekiness & playfulness of orka) and I felt that was due to the mock-up so I decided to design the cup in blender. This also allows me to animate & manipulate it for further touchpoints.

The final design will be found on the 'Deliverables' PDF.



Packaging & Touchpoint Development.

Here I am designing in blender a mockup of an orka takeaway coffee.



FLAVOURING:

Here is an example of a simple latte. The orka employees pour their heart and soul into every drink and will design customers lattes without request (dine-in or takeaway).



SUSTAINABLE MATERIALS:

The cups are made from hemp paper. Hemp paper as I researched prior is naturally biodegradable & fully compostable.

Orka will also have a reusable cup bin as they want to help reduce the waste // litter within Cornwall.



SOURCING:

Looking into Cornico's packaging & how I can make custom orka versions of it.

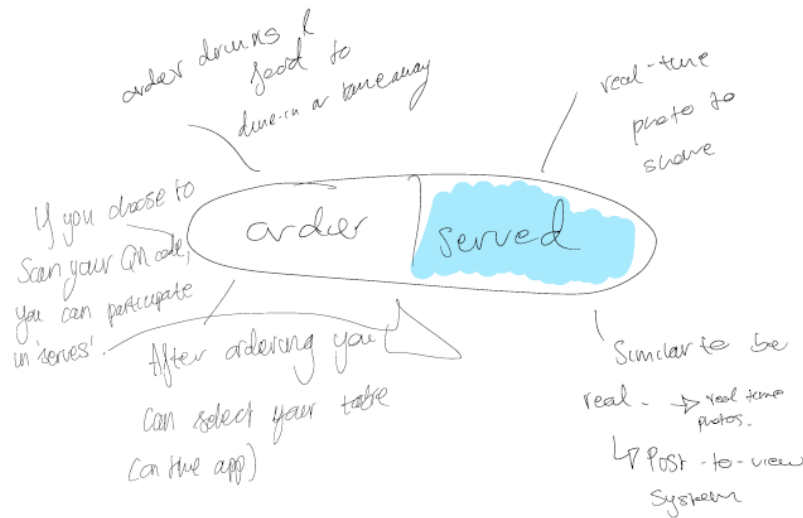
orka.

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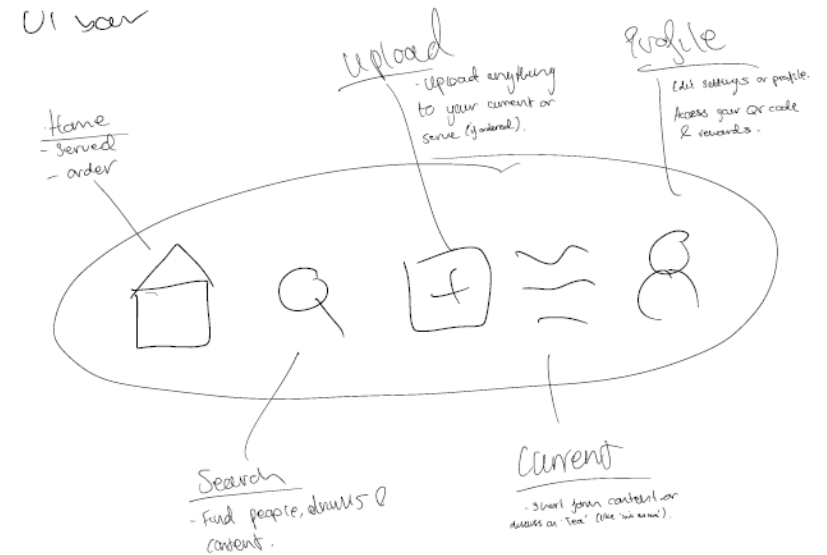
App Sketches.

The app system is more or less the same design as the 'Motivate' app with a few more tweaks here and there. I have included the tweaks, changes & additions here.

What is 'served'?



Updated UI bar



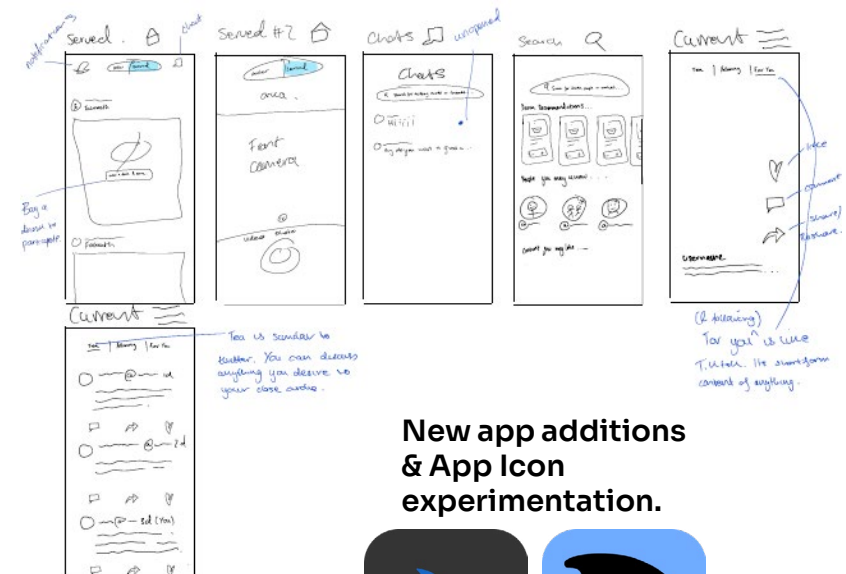
References the content being served to others.

Is a trendy way of saying 'to look good'.

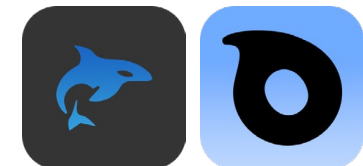
Why 'serve'?

After your drink is 'served' you can participate.

Memorability, e.g. "Check out my Serve!".



New app additions & App Icon experimentation.

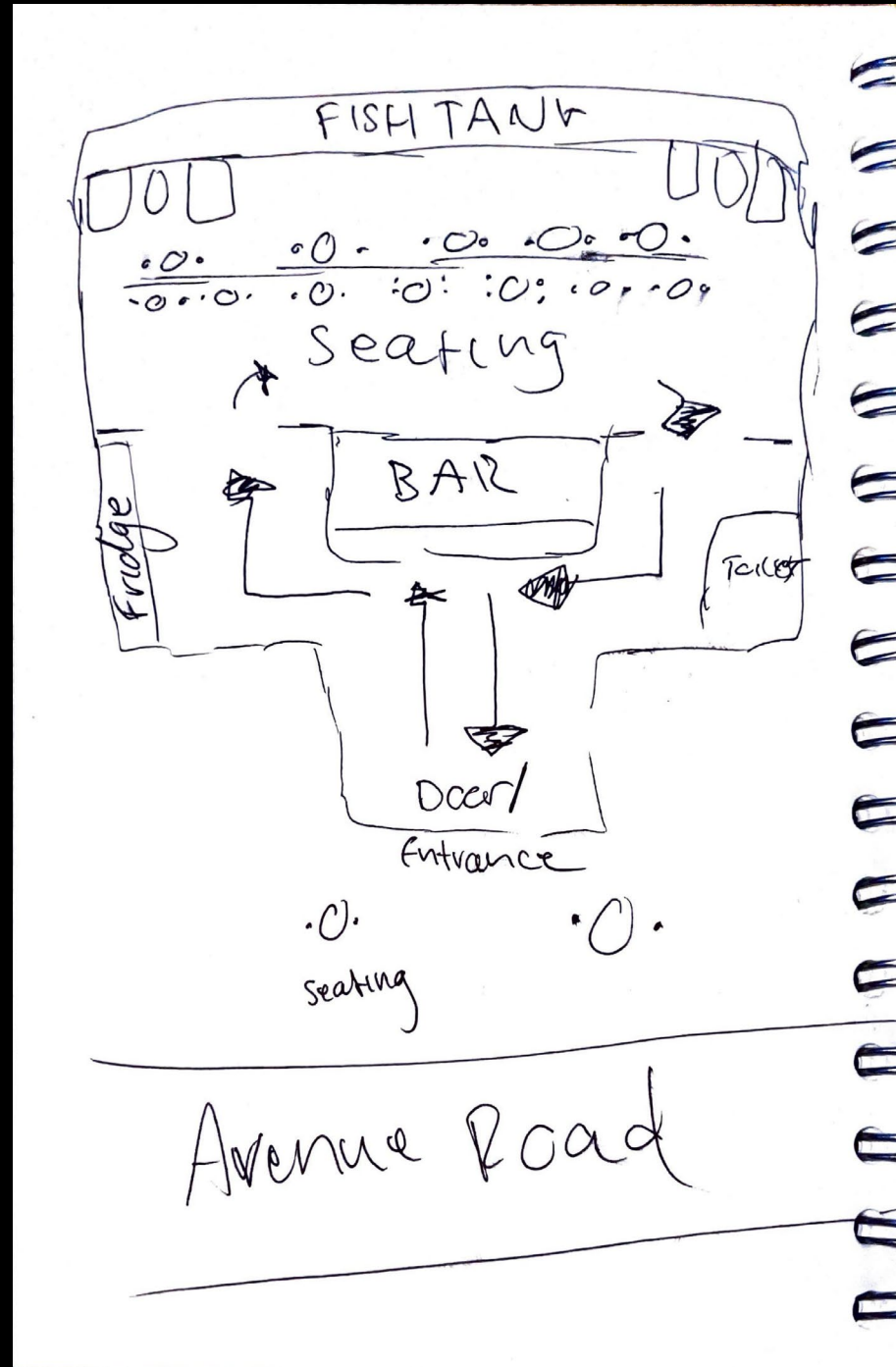


Floor Plan.

Before I decided I was going to just design key features for the cafe I made a floor plan which I was going to help aid me design a fully-fledged cafe on Blender.

However once I decided I wasn't going to design the whole thing, I altered the floor plan to compliment just deigning specific features (which you can find to the right).

These features I will design on blender and will use for the website to showcase the café.



Cafe Moodboard.

A moodboard to help shape the key features I will design.



Cafe Sketches

Brief cafe sketches to help get the point of what it would look like clearer.

I won't be designing the entire as doing that on Blender wouldn't be an efficient use of my time as there are more important things to communicate (such as coffee cups, etc).

However drawing it wouldn't take that long and is an effective means of communicating how I would like the entire thing to look.

(Due to time I will most likely only be able to recreate 1 of these sketches in blender.)



Reclaimed wood for doors & hempcrete for the walls.



Recycled wood for counter-top & wood used for picture frames.



Upcycled furniture for the seating.



Experimenting with blender & the positioning of the scene. (For the scene I have used free assets from **blenderkit**).

orka.

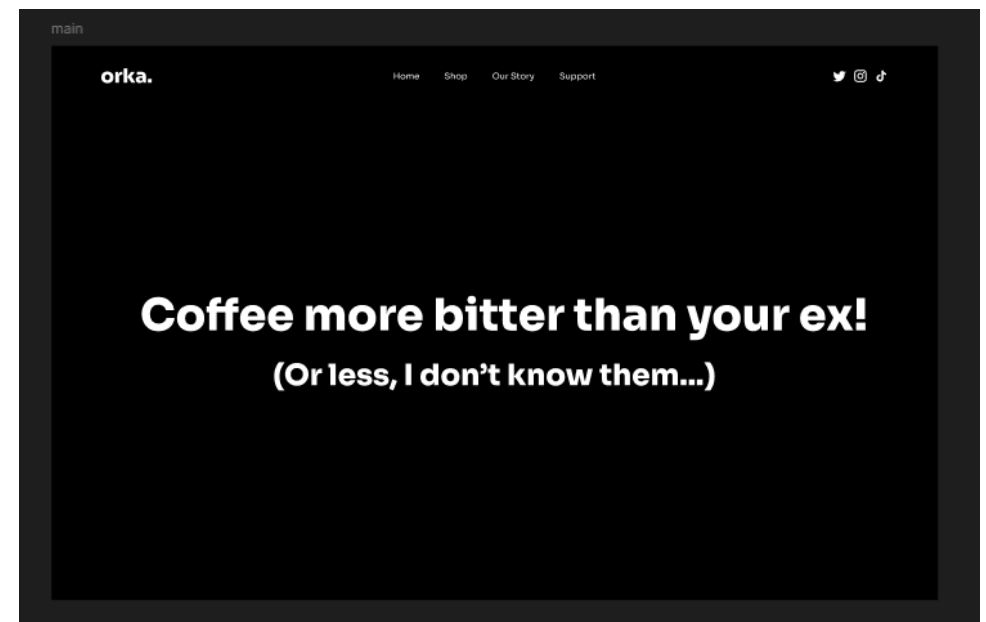
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Website Design Development.

Website design sketches & screenshots from Figma.

The website will be home to information about the brand as well as merchandise to support the brand & community.

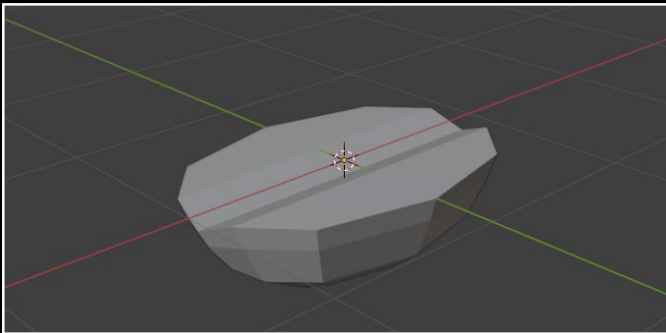
The sketch was a super rough idea on what I envisioned for the website. Something minimal dark and sleek that conveyed **orka's** cheekiness / playfulness.



Advertisement & Promotion Development.

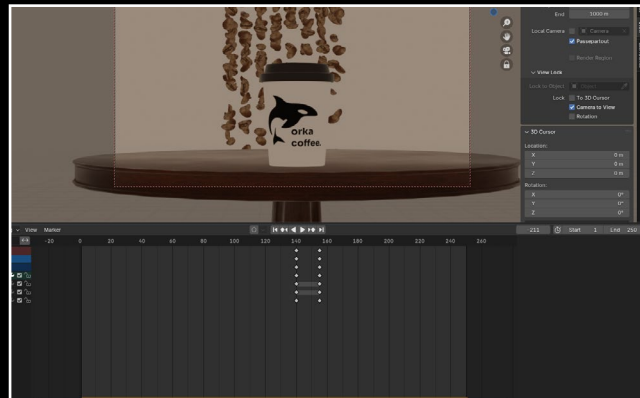
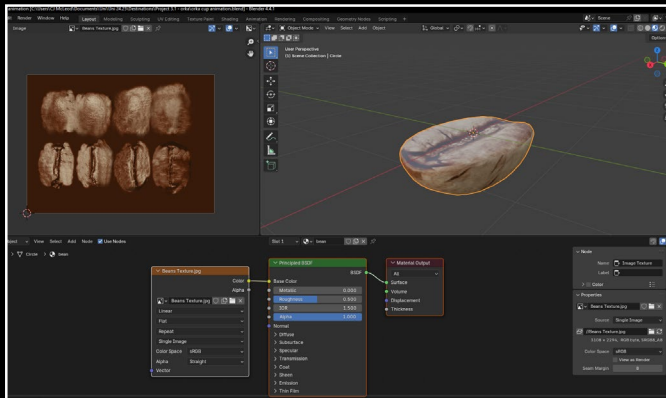
To make a short commercial I used blender to create some coffee beans and used the already made orka cup.

Then used after effects to add typography. The final version can be found in the 3.3 PDF.



Commercial:

Here I designed, UV wrapped the coffee bean and positioned the camera to make a commercial for orka. This commercial will be advertised on the website.



Advertising:

- A poster I asked an illustration student to design for me for advertising. I will add typography to it before I turn it into a mockup for a deliverable.

- The other poster is a rough poster I designed as a hypothetical for advertising mockups.

I will most likely combine the 2 ideas together to make the final deliverable.

orka.

**Please proceed to the
'Project 3.3' PDF to see the
deliverables for the project.**

Thank you. :)