

# Take Two

Sustainable  
Coffee Shop  
with a Mission



# *Our Team*

**EMMA SEGAL**

Mentor

**ZHANNA POSTUPAYLO**

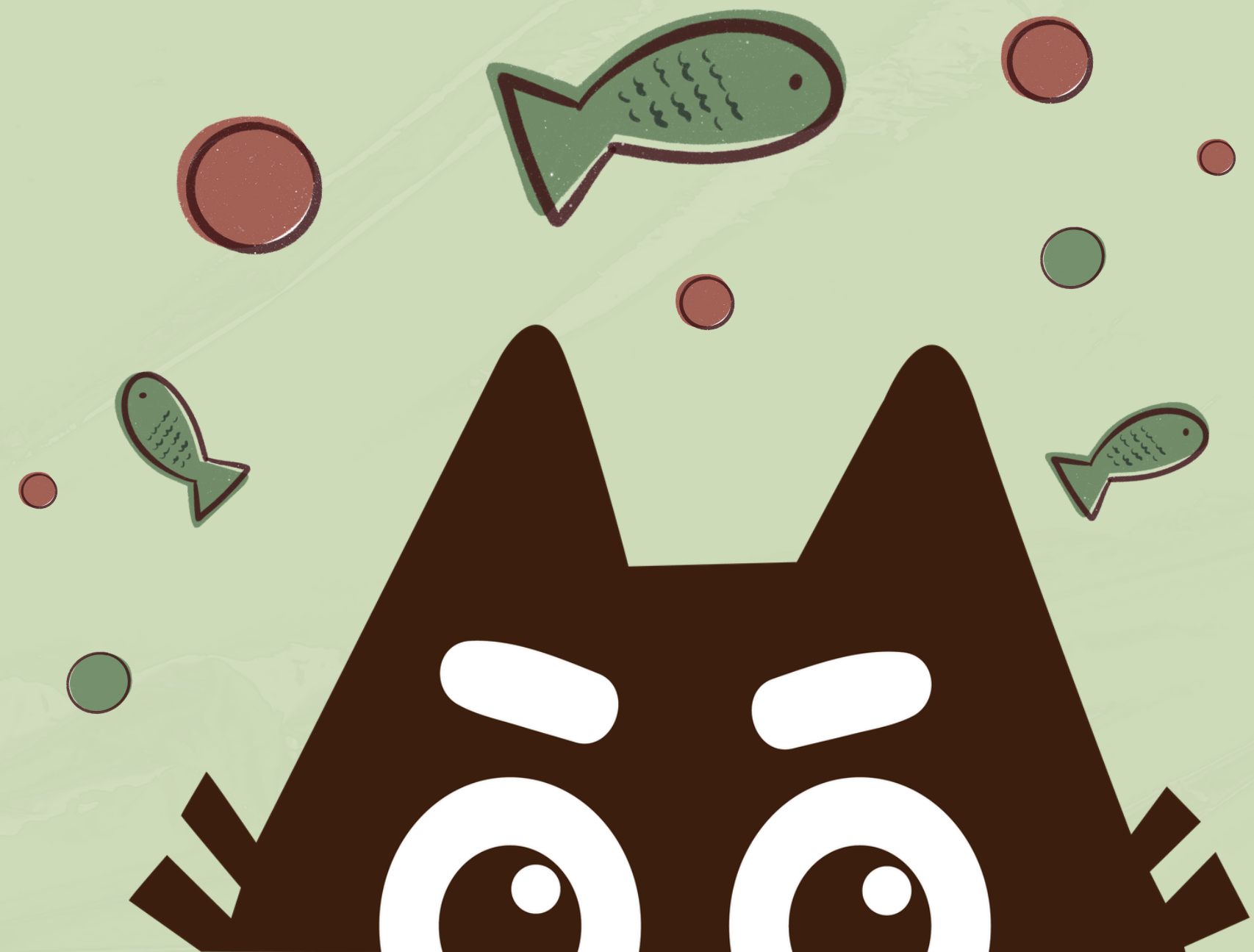
Art Director & Project Manager

**PHAN GIA LINH VŨ**

Mentee

**HANNAH GAGNON**

Mentee





# Project Overview

A SUSTAINABLE CAFÉ  
WITH A SOCIAL MISSION

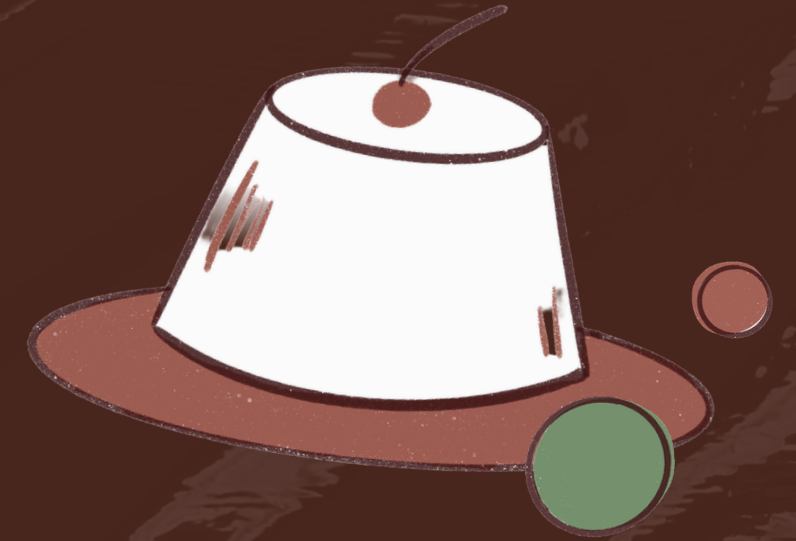
Our project reimagines the traditional café near the University of Ottawa.

The café combines:

- Locally sourced food and drinks
- Reusable dishware and low-waste operations
- Comfortable spaces for studying and gathering
- Second-hand books, mugs, and local products
- Community events and social media promotions
- A partnership with nearby animal shelters

A percentage of café sales would support the shelter, while events and pet interactions would increase awareness and encourage adoption.

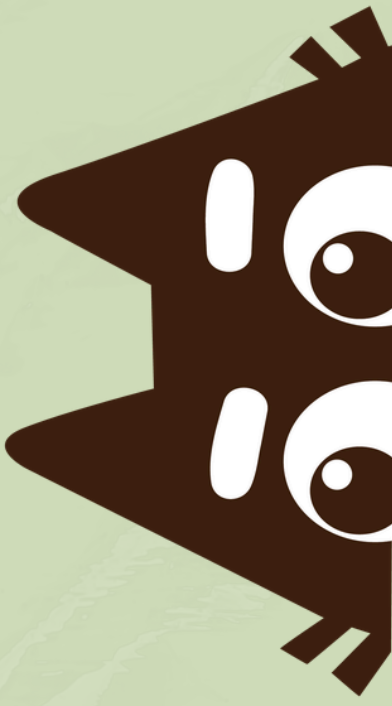
**OUR GOAL IS TO MAKE SUSTAINABLE CHOICES SIMPLE, ACCESSIBLE, AND PART OF EVERYDAY LIFE.**







# *Research*



## TEN TOES COFFEE — OTTAWA, ON

- Café-and-laundry concept.
- A comfortable atmosphere, community events, and online promotion.

## NOMAD — NORTH VANCOUVER, BC

- The no-to-go cup policy shows strong commitment to sustainability.
- Reusable systems require additional effort from both customers and staff.

## MAD HATTER'S TABLE — COOKSTOWN, ON

- Local and organic ingredients, local products, and a welcoming atmosphere attract loyal customers.
- Challenges include higher prices, limited marketing resources and difficulty retaining staff.



# Key Insights



## WHAT WORKS

- Memorable distinction
- Warm atmosphere
- Community gatherings
- Authentic values
- Local partnerships

## COMMON STRUGGLES

- Rising costs
- Chain competition
- Affordable sustainability
- Staff retention
- Behaviour change

## OUR RESPONSE

We combine a comfortable student café with practical sustainability efforts, community programming and direct support for shelter animals.



# Take Two

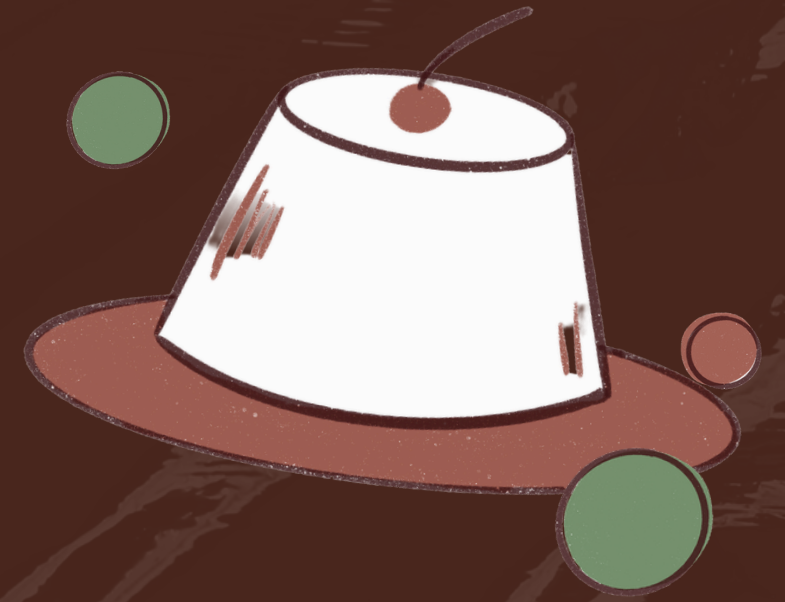
## COFFEE HOUSE

- Location: University of Ottawa
- Target audience: students and young professionals
- Local, fair-trade menu
- Reusable, low-waste dishware & design
- Animal shelter support
- Community events
- Loyalty and impact tracking





# Mission Statement



Our mission is to create a welcoming and comfortable community hub where customers can study, connect and participate in simple sustainability efforts that produce positive social and environmental impact in everyday activities.

We achieve our mission by sourcing our food ingredients locally and through fair trade companies, partnering with local animal shelters and vendors, and promoting and practicing initiatives that advance sustainability through reuse and sharing.

We are committed to supporting reducing waste, strengthening local communities and supporting local animal shelter. We ensure we are meeting our goals by tracking reusable dishware usage, animal shelter donations, pet adoptions, and community feedback.



# Moodboards





# Logo Development





Warm brown suggests  
coffee and comfort

Cat mascot for animal support

Custom Alkaline lettering feels  
playful and full of personality

“Take Two” represents second  
chances and reuse

Interconnected, reinforcing  
community and togetherness

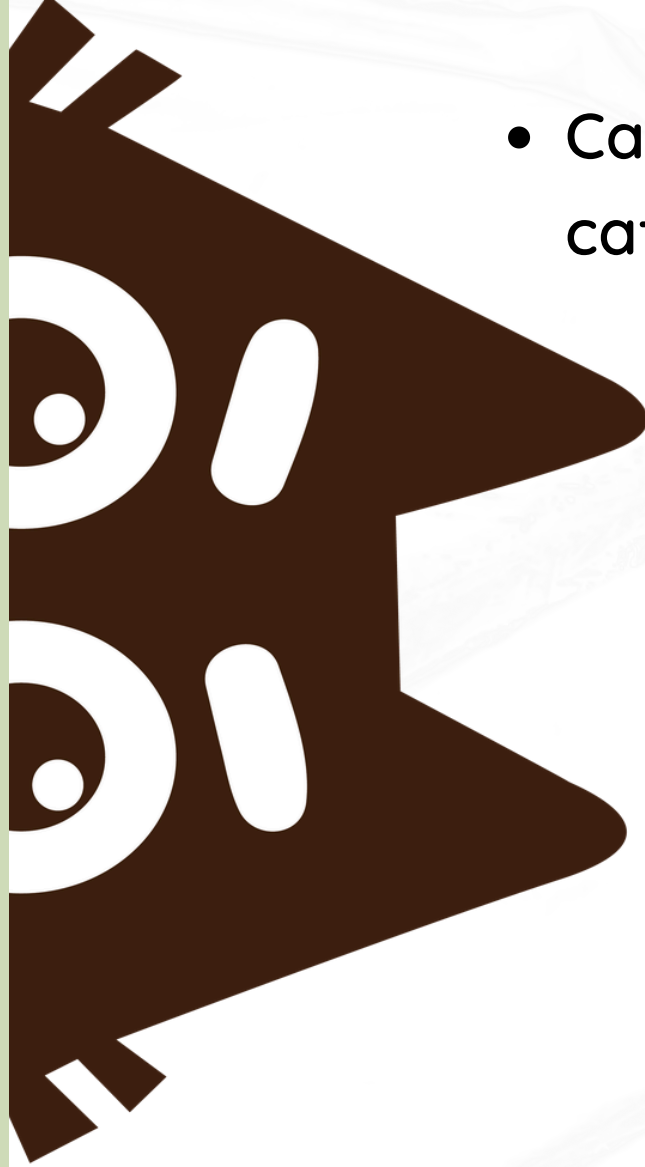
Coffee cup for a café

Rift Soft adds clean, readable contrast





# Branding



- Cat Mascot: connects the café to animal support

- Colour palette: warm brown, earthy terracotta and natural greens

## *Alkaline*

Warm, expressive and approachable

## RIFT SOFT

Clean, structured, and highly readable



- Illustrations: Friendly, informal, and community-oriented

ESPRESSO BROWN  
HEX: #3D2110  
RGB: 61, 33, 16  
CMYK: 0, 46, 74, 76

TERRACOTTA  
HEX: #A15E52  
RGB: 161, 94, 82  
CMYK: 0, 42, 49, 37

SAGE GREEN  
HEX: #76916E  
RGB: 118, 145, 110  
CMYK: 19, 0, 24, 43

SOFT MINT  
HEX: #CEDBB8  
RGB: 206, 219, 184  
CMYK: 6, 0, 16, 14











# Drinks

## HOT drinks

|                     |             |                       |             |
|---------------------|-------------|-----------------------|-------------|
| PURR-FECT LATTE     | 2.50   3.35 | MATCHA MADE IN HEAVEN | 1.80   2.65 |
| BARKUCCINO          | 2.50   4.70 | PAWS & REFLECT TEA    | 1.90   2.70 |
| AMERI-CAT-NO        | 2.65   4.00 | EARL GREYHOUND        | 1.65   2.55 |
| CARAMEL MEOW-CHIATO | 5.60   7.25 | PEP-PURR-MINT TEA     | 1.55   2.45 |
| DOUBLE PUP ESPRESSO | 3.95   4.90 | CHAMOMILE CATNAP      | 1.50   2.40 |

## COLD drinks

|                         |             |
|-------------------------|-------------|
| GOOD BOY COLD BREW      | 2.50   3.35 |
| COOL CAT MATCHA         | 2.65   4.00 |
| PUPPERMINT LEMONADE     | 2.50   4.70 |
| PURR-ADISE PUNCH        | 2.65   4.00 |
| BLUEBERRY BEAGLE SPRITZ | 5.60   7.25 |
| CORGI CUCUMBER COOLER   | 2.85   4.60 |

## SMOOTHIES

|                         |             |                            |             |
|-------------------------|-------------|----------------------------|-------------|
| BERRY GOOD BOY          | 2.50   3.35 | TOP CAT CHOCOLATE SHAKE    | 2.50   3.35 |
| GOLDEN RETRIEVER GLOW   | 2.50   4.70 | STRAWBERRY SHORT-PAW SHAKE | 2.50   4.70 |
| PEANUT BUTTER PUP SHAKE | 2.65   4.00 | HUSKY BANANA BLEND         | 2.65   4.00 |
| GREEN PAW POWER         | 2.85   4.30 | PEACHY PURR-FECTION        | 2.95   4.50 |

10% OF ALL DRINK AND FOOD SALES GOES DIRECTLY TO SUPPORT THE ANIMAL SHELTER

# Food

## BREAKFAST

|                        |      |                         |      |
|------------------------|------|-------------------------|------|
| EARLY BIRD BAGEL       | 7.25 | MORNING ZOOMIES OATS    | 5.95 |
| COOL CAT CROISSANT     | 7.95 | PEANUT BUTTER PUP TOAST | 5.50 |
| GOLDEN RETRIEVER TOAST | 8.95 | SUNSHINE SCRAMBLE WRAP  | 8.25 |
| PURR-FECT PARFAIT      | 6.50 | GARDEN PAW WRAP         | 8.75 |

## LUNCH

|                        |       |                      |       |
|------------------------|-------|----------------------|-------|
| TOP DOG GRILLED CHEESE | 7.95  | GOOD CATCH TUNA MELT | 10.50 |
| TOMATO TAIL SOUP       | 6.50  | CAPRESE CORGI        | 10.25 |
| PESTO PAWS PANINI      | 10.50 | SPICY STRAY WRAP     | 11.50 |
| TURKEY TERRIER CLUB    | 11.95 | RESCUE REUBEN        | 12.50 |

## TREATS

|                       |      |                      |      |
|-----------------------|------|----------------------|------|
| CHOCOLATE LAB BROWNIE | 4.50 | LEMON WHISKER BAR    | 4.50 |
| PAW PRINT COOKIE      | 3.25 | BLACK CAT CHEESECAKE | 6.50 |
| SNICKERDOODLE POODLE  | 3.25 | APPLE PAW TURNOVER   | 4.25 |

10% OF ALL DRINK AND FOOD SALES GOES DIRECTLY TO SUPPORT THE ANIMAL SHELTER





# Drinks

## HOT *drinks*

|                     |             |                       |             |
|---------------------|-------------|-----------------------|-------------|
| PURR-FECT LATTE     | 2.50   3.35 | MATCHA MADE IN HEAVEN | 1.80   2.65 |
| BARKUCCINO          | 2.50   4.70 | PAWS & REFLECT TEA    | 1.90   2.70 |
| AMERI-CAT-NO        | 2.65   4.00 | EARL GREYHOUND        | 1.65   2.55 |
| CARAMEL MEOW-CHIATO | 5.60   7.25 | PEP-PURR-MINT TEA     | 1.55   2.45 |
| DOUBLE PUP ESPRESSO | 3.95   4.90 | CHAMOMILE CATNAP      | 1.50   2.40 |



|                         |             |
|-------------------------|-------------|
| GOOD BOY COLD BREW      | 2.50   3.35 |
| COOL CAT MATCHA         | 2.65   4.00 |
| PUPPERMINT LEMONADE     | 2.50   4.70 |
| PURR-ADISE PUNCH        | 2.65   4.00 |
| BLUEBERRY BEAGLE SPRITZ | 5.60   7.25 |
| CORGI CUCUMBER COOLER   | 2.85   4.60 |

## COLD *drinks*

## SMOOTHIES

|                         |             |                            |             |
|-------------------------|-------------|----------------------------|-------------|
| BERRY GOOD BOY          | 2.50   3.35 | TOP CAT CHOCOLATE SHAKE    | 2.50   3.35 |
| GOLDEN RETRIEVER GLOW   | 2.50   4.70 | STRAWBERRY SHORT-PAW SHAKE | 2.50   4.70 |
| PEANUT BUTTER PUP SHAKE | 2.65   4.00 | HUSKY BANANA BLEND         | 2.65   4.00 |
| GREEN PAW POWER         | 2.85   4.30 | PEACHY PURR-FECTION        | 2.95   4.50 |

10% OF ALL DRINK AND FOOD SALES GOES DIRECTLY TO SUPPORT THE ANIMAL SHELTER

# Food

## BREAKFAST

|                                                  |      |                                                             |      |
|--------------------------------------------------|------|-------------------------------------------------------------|------|
| EARLY BIRD BAGEL<br>egg, cheddar, tomato         | 7.25 | MORNING ZOOMIES OATS<br>overnight oats, banana, maple syrup | 5.95 |
| COOL CAT CROISSANT<br>egg, spinach, Swiss        | 7.95 | PEANUT BUTTER PUP TOAST<br>peanut butter, banana, cinnamon  | 5.50 |
| GOLDEN RETRIEVER TOAST<br>avocado, tomato, seeds | 8.95 | SUNSHINE SCRAMBLE WRAP<br>eggs, peppers, spinach, cheese    | 8.25 |
| PURR-FECT PARFAIT<br>yogurt, berries, granola    | 6.50 | GARDEN PAW WRAP<br>tofu, spinach, tomato, avocado           | 8.75 |

## LUNCH

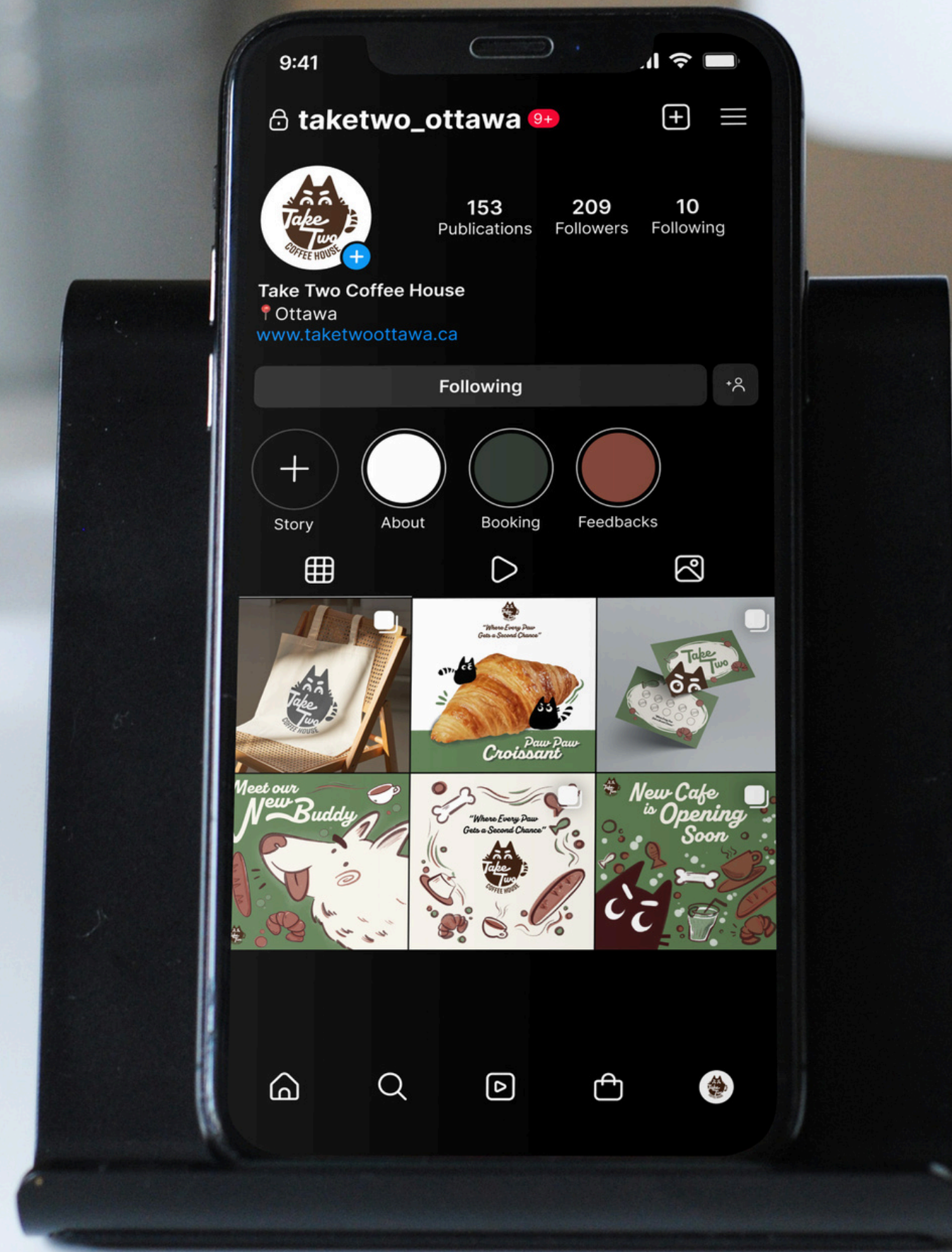
|                                                         |       |                                                      |       |
|---------------------------------------------------------|-------|------------------------------------------------------|-------|
| TOP DOG GRILLED CHEESE<br>cheddar on sourdough          | 7.95  | GOOD CATCH TUNA MELT<br>tuna, cheddar, pickles       | 10.50 |
| TOMATO TAIL SOUP<br>roasted tomato, basil               | 6.50  | CAPRESE CORGI<br>mozzarella, tomato, basil, balsamic | 10.25 |
| PESTO PAWS PANINI<br>pesto, mozzarella, tomato          | 10.50 | SPICY STRAY WRAP<br>chicken, slaw, chipotle sauce    | 11.50 |
| TURKEY TERRIER CLUB<br>turkey, cheddar, lettuce, tomato | 11.95 | RESCUE REUBEN<br>smoked meat, sauerkraut, Swiss      | 12.50 |

## TREATS

|                                                 |      |                                              |      |
|-------------------------------------------------|------|----------------------------------------------|------|
| CHOCOLATE LAB BROWNIE<br>rich chocolate brownie | 4.50 | LEMON WHISKER BAR<br>lemon square            | 4.50 |
| PAW PRINT COOKIE<br>iced sugar cookie           | 3.25 | BLACK CAT CHEESECAKE<br>chocolate cheesecake | 6.50 |
| SNICKERDOODLE POODLE<br>cinnamon sugar cookie   | 3.25 | APPLE PAW TURNOVER<br>spiced apple pastry    | 4.25 |

10% OF ALL DRINK AND FOOD SALES GOES DIRECTLY TO SUPPORT THE ANIMAL SHELTER













HOME

MENU

COMMUNITY

ABOUT

CONTACT

# Take Two

## COFFEE HOUSE

Where every cup creates  
a difference

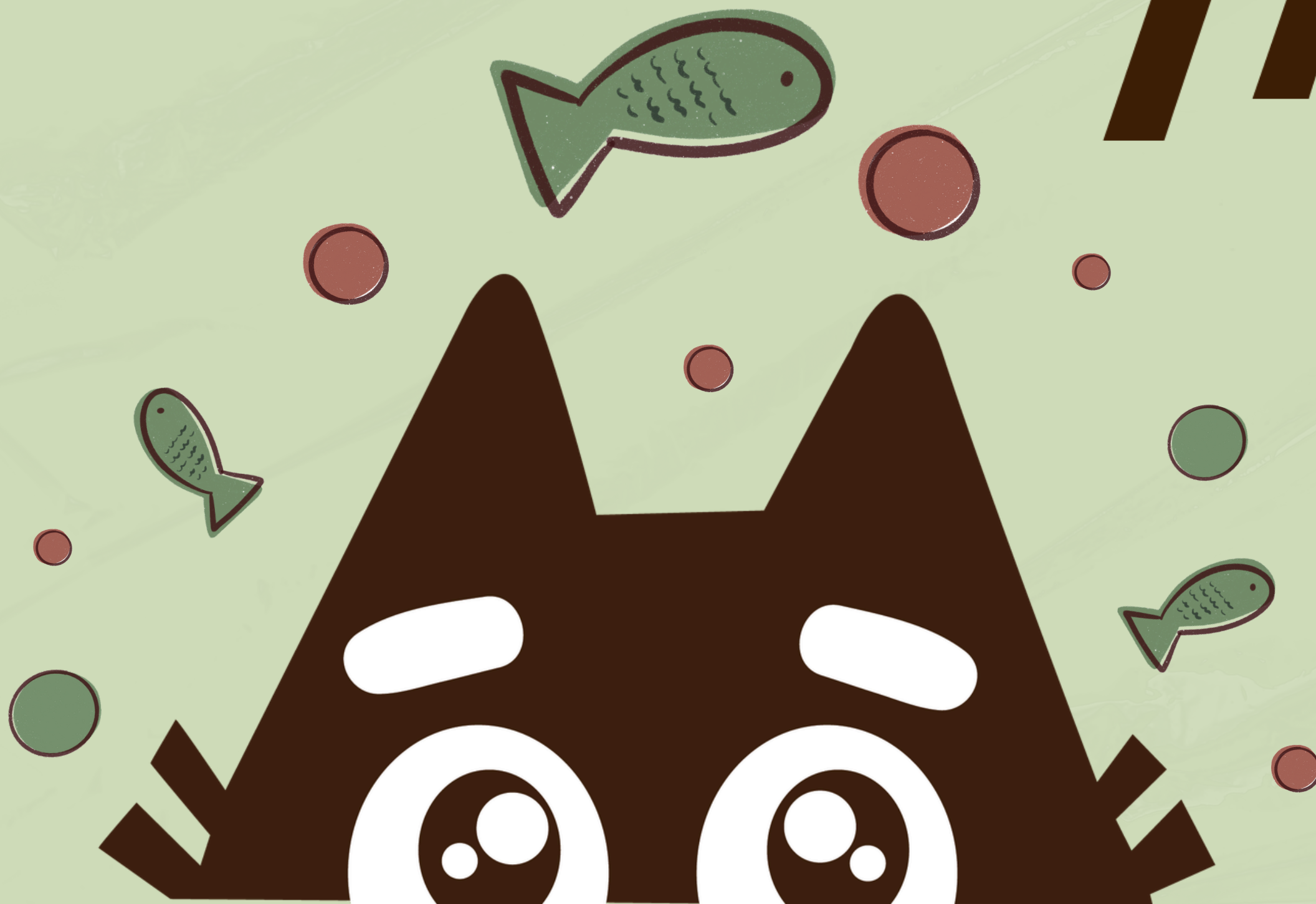
We're rethinking what a neighbourhood café can be.

Our coffee is ethically sourced, our ingredients come from local businesses whenever possible, and our reusable cup program helps reduce single-use waste. We also host community-focused events that bring





*Thank  
You*





# *Credits*

**ZHANNA POSTUPAYLO**

Project Manager, Art Direction, Design Lead

**PHAN GIA LINH VŨ**

Design Support, Illustration & Custom Lettering

**ZHANNA POSTUPAYLO, PHAN GIA LINH VŨ & HANNAH GAGNON**

Research & Concept Development





# Take Two

COFFEE HOUSE

*Welcome!*  
*where good coffee*  
*does good.*



Enjoy **LOCALLY SOURCED, FAIR-TRADE** food and drinks in a welcoming, **LOW-WASTE SPACE** that **SUPPORTS RESCUE ANIMALS.**

Settle in, meet a friend or join a **COMMUNITY EVENT.** Every **PURCHASE SUPPORTS** our neighbouring **ANIMAL SHELTER,** helping give animals their **TAKE TWO ON HAPPINESS.**

*Come for the coffee.*  
*Stay for the community.*

10% OF ALL DRINK AND FOOD SALES GOES DIRECTLY TO SUPPORT THE ANIMAL SHELTER

# Take Two

WEEKLY EVENTS

## THURSDAY

### PAWS & PAGES BOOK CLUB

Join us for good books, warm drinks and friendly conversation.

**Location:** Take Two Coffee House

**Day:** First Thursday of a month

**Time:** 6:00–7:30 PM

*\*This month's title available at the café.*

## FRIDAY

### BREWS & TUNES

Settle in for an evening of live music featuring local artists.

**Location:** Take Two Coffee House

**Day:** Fridays, weekly

**Time:** 7:00–9:00 PM

## SATURDAY

### PUPPY COFFEE DATES

Meet adoptable puppies from our neighbouring shelter and discover your perfect match.

**Location:** Take Two Coffee House

**Day:** Second Saturday of a month

**Time:** 11:00 AM – 1:00 PM

*\*Registration is encouraged.*

## SUNDAY

### BLIND DATE WITH A BOOK

Bring a used book, wrap it and reveal only its genre. Then choose a mystery read to take home.

**Location:** Take Two Coffee House

**Day:** Last Sunday of a month

**Time:** 2:00–4:00 PM

*Come for the coffee.*  
*Stay for the community.*

10% OF ALL DRINK AND FOOD SALES GOES DIRECTLY TO SUPPORT THE ANIMAL SHELTER



# Food

## BREAKFAST



|                                                         |      |                                                                    |      |
|---------------------------------------------------------|------|--------------------------------------------------------------------|------|
| <b>EARLY BIRD BAGEL</b><br>egg, cheddar, tomato         | 7.25 | <b>MORNING ZOOMIES OATS</b><br>overnight oats, banana, maple syrup | 5.95 |
| <b>COOL CAT CROISSANT</b><br>egg, spinach, Swiss        | 7.95 | <b>PEANUT BUTTER PUP TOAST</b><br>peanut butter, banana, cinnamon  | 5.50 |
| <b>GOLDEN RETRIEVER TOAST</b><br>avocado, tomato, seeds | 8.95 | <b>SUNSHINE SCRAMBLE WRAP</b><br>eggs, peppers, spinach, cheese    | 8.25 |
| <b>PURR-FECT PARFAIT</b><br>yogurt, berries, granola    | 6.50 | <b>GARDEN PAW WRAP</b><br>tofu, spinach, tomato, avocado           | 8.75 |

## LUNCH

|                                                                |       |                                                             |       |
|----------------------------------------------------------------|-------|-------------------------------------------------------------|-------|
| <b>TOP DOG GRILLED CHEESE</b><br>cheddar on sourdough          | 7.95  | <b>GOOD CATCH TUNA MELT</b><br>tuna, cheddar, pickles       | 10.50 |
| <b>TOMATO TAIL SOUP</b><br>roasted tomato, basil               | 6.50  | <b>CAPRESE CORGI</b><br>mozzarella, tomato, basil, balsamic | 10.25 |
| <b>PESTO PAWS PANINI</b><br>pesto, mozzarella, tomato          | 10.50 | <b>SPICY STRAY WRAP</b><br>chicken, slaw, chipotle sauce    | 11.50 |
| <b>TURKEY TERRIER CLUB</b><br>turkey, cheddar, lettuce, tomato | 11.95 | <b>RESCUE REUBEN</b><br>smoked meat, sauerkraut, Swiss      | 12.50 |

## TREATS

|                                                        |      |                                                     |      |
|--------------------------------------------------------|------|-----------------------------------------------------|------|
| <b>CHOCOLATE LAB BROWNIE</b><br>rich chocolate brownie | 4.50 | <b>LEMON WHISKER BAR</b><br>lemon square            | 4.50 |
| <b>PAW PRINT COOKIE</b><br>iced sugar cookie           | 3.25 | <b>BLACK CAT CHEESECAKE</b><br>chocolate cheesecake | 6.50 |
| <b>SNICKERDOODLE POODLE</b><br>cinnamon sugar cookie   | 3.25 | <b>APPLE PAW TURNOVER</b><br>spiced apple pastry    | 4.25 |

# Drinks

## HOT *drinks*



|                            |             |                               |             |
|----------------------------|-------------|-------------------------------|-------------|
| <b>PURR-FECT LATTE</b>     | 2.50   3.35 | <b>MATCHA MADE IN HEAVEN</b>  | 1.80   2.65 |
| <b>BARKUCCINO</b>          | 2.50   4.70 | <b>PAWS &amp; REFLECT TEA</b> | 1.90   2.70 |
| <b>AMERI-CAT-NO</b>        | 2.65   4.00 | <b>EARL GREYHOUND</b>         | 1.65   2.55 |
| <b>CARAMEL MEOW-CHIATO</b> | 5.60   7.25 | <b>PEP-PURR-MINT TEA</b>      | 1.55   2.45 |
| <b>DOUBLE PUP ESPRESSO</b> | 3.95   4.90 | <b>CHAMOMILE CATNAP</b>       | 1.50   2.40 |

## COLD *drinks*



|                                |             |
|--------------------------------|-------------|
| <b>GOOD BOY COLD BREW</b>      | 2.50   3.35 |
| <b>COOL CAT MATCHA</b>         | 2.65   4.00 |
| <b>PUPPERMINT LEMONADE</b>     | 2.50   4.70 |
| <b>PURR-ADISE PUNCH</b>        | 2.65   4.00 |
| <b>BLUEBERRY BEAGLE SPRITZ</b> | 5.60   7.25 |
| <b>CORGI CUCUMBER COOLER</b>   | 2.85   4.60 |

## SMOOTHIES

|                                |             |                                   |             |
|--------------------------------|-------------|-----------------------------------|-------------|
| <b>BERRY GOOD BOY</b>          | 2.50   3.35 | <b>TOP CAT CHOCOLATE SHAKE</b>    | 2.50   3.35 |
| <b>GOLDEN RETRIEVER GLOW</b>   | 2.50   4.70 | <b>STRAWBERRY SHORT-PAW SHAKE</b> | 2.50   4.70 |
| <b>PEANUT BUTTER PUP SHAKE</b> | 2.65   4.00 | <b>HUSKY BANANA BLEND</b>         | 2.65   4.00 |
| <b>GREEN PAW POWER</b>         | 2.85   4.30 | <b>PEACHY PURR-FECTION</b>        | 2.95   4.50 |

10% OF ALL DRINK AND FOOD SALES GOES DIRECTLY TO SUPPORT THE ANIMAL SHELTER

10% OF ALL DRINK AND FOOD SALES GOES DIRECTLY TO SUPPORT THE ANIMAL SHELTER



