

Oncle's

Brand Guideline

ONCLE'S CAKE SHOP - LET THEM EAT CAKE



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Welcome to Our Brand Guideline



INTRODUCTION

ARK FNC is a company esthablished in 2019 that creates retail and food brands. We aim to impact our communities and create an enviornment that welcome and encourage human connection by developing brands that have a distinctive story. We are passionate about bringing the flavors and traditions of Korean cuisine to a global audience. With a commitment to quality, innovation, and authenticity, ARK FNC houses various brands that feature a diverse range of food and beverage products that celebrate the unique flavors and cultural heritage of Korea.

At ARK FNC, we believe that Food, Beverage, and Retail brands are more than just sustenance - they are an expression of culture, community, and creativity.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop.

CEO CORPORATE

Noah Cho

Our Foundational Principle



OUR MISSION

At Oncle's Cake Shop, our mission is to share the rich culture of Korea through our delicious and unique flavors of tiramisu and pudding cakes.

We strive to create a warm and inviting atmosphere where customers can create unforgettable memories with their loved ones. We believe in valuing the needs of each and every customer, and aspire to be a company that continuously grows and learns. Our passion for excellence in both taste and service drives us to consistently provide the highest quality products and experiences.

We are dedicated to spreading the joy of Korean desserts to the world, one cake at a time.

OUR VISION

Oncle's Vision is to continue to create meaningful relationships with the customers within our community and to provide the best service and products we can.

Cake is a celebratory dessert many would get during a birthday or celebration but Oncle's sees everyday as a celebration. Let them eat cake is our motto and we stand by it!

HARD FACTS

NAME:
ONCLE'S
CAKE SHOP

FOUNDED:
2022

OPERATIONS
MANAGER:
BROOKE LEE

FUTURE LOCATIONS

2023 Location List

- *La Mirada, CA*
- *Pasadena , CA*
- *Northridge, CA*
- *Cerritos , CA*
- *Fullerton, CA*

2024 Location List

- *Burbank, CA*
- *Irvine , CA*
- *Anaheim, CA*
- *San Diego , CA*
- *Arcadia, CA*



Brand Logo

Logo

Introduction



INTRODUCTION

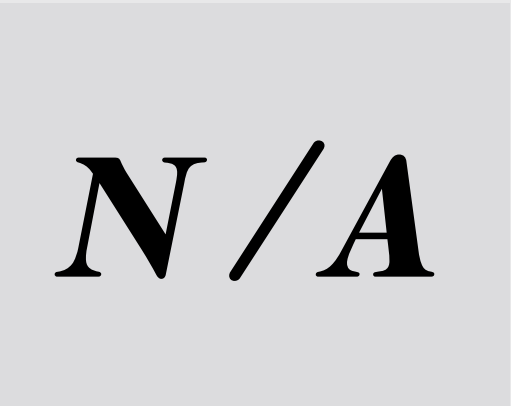
This Logo is a simple typogrpahy logo that is meant to be easily recognized within our products and promotional advertisements.

The simple and thick cursive font allows for an elegant yet young and bold outlook on what cake shops normally look and feel like.

FULL LOGO

LOGO SYMBOL

LOGO TITLE



DARK AND LIGHT LOGO VERSION



Dark Version



Light Version

Recommended Formats:
eps | ai | pdf | psd | png | jpeg

Logo Applications

A. Salmon Background
Logo/Font color will almost always remain either white or beige

B. Teal Background
Logo/Font color will almost always remain either white or beige

C. Pastel Yellow Background
Logo/Font color is flexible with any of the primary or secondary colors

D. Brown Background
Logo/Font color will almost always remain either white or beige

E. Pastel Purple Background
Logo/Font color is flexible with any of the primary or secondary colors

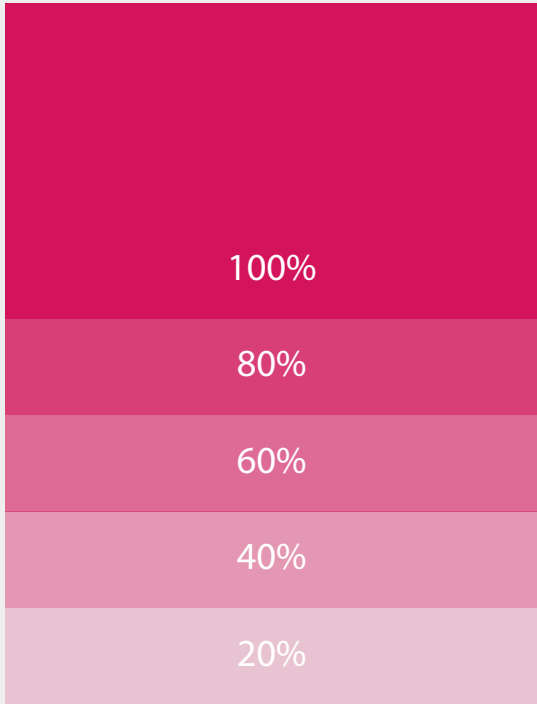
F. Gray/Green Background
Logo/Font color will almost always remain either white or beige



Colour System

Primary Colour System

PRIMARY COLOUR SYSTEM



HOT PINK

Color Code: #C22F5B

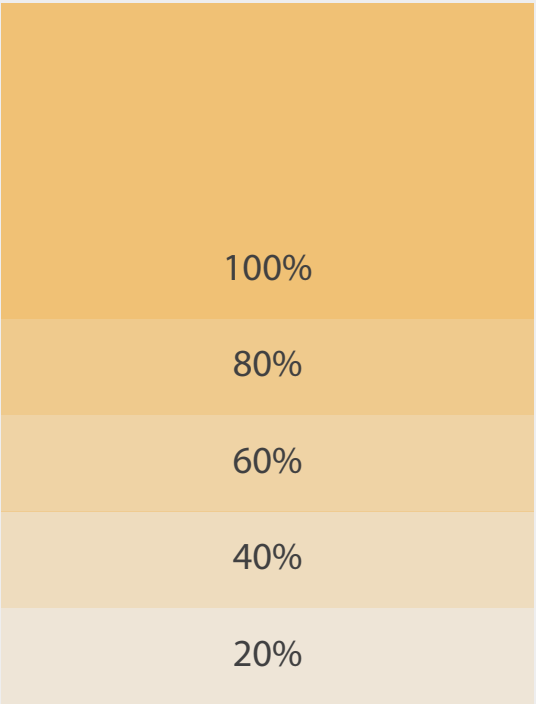
CMYK : 12% 100% 49% 1%
HSB : 341 - 75 - 76
RGB : 194 - 47 - 91



TEAL

Color Code: #5C9080

CMYK : 73% 25% 56% 4%
HSB : 160 - 36 - 56
RGB : 92 - 144 - 128



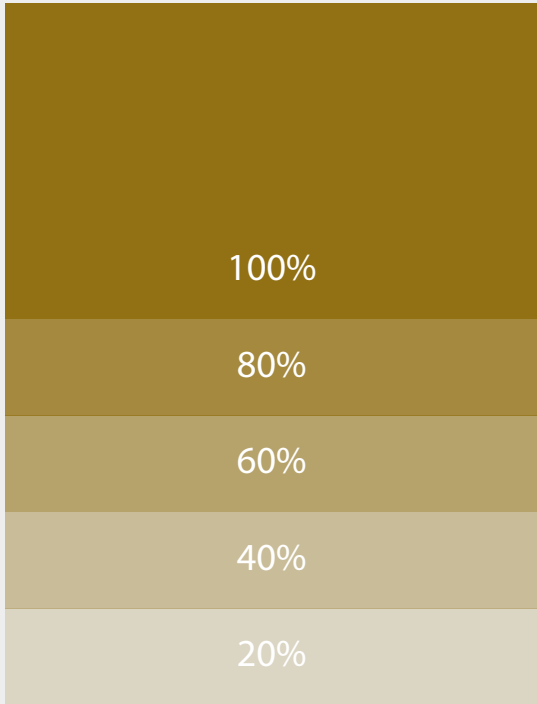
YELLOW

Color Code: #E9C380

CMYK : 5% 25% 62% 0%
HSB : 38 - 44 - 91
RGB : 233 - 195 - 128

Secondary Colour System

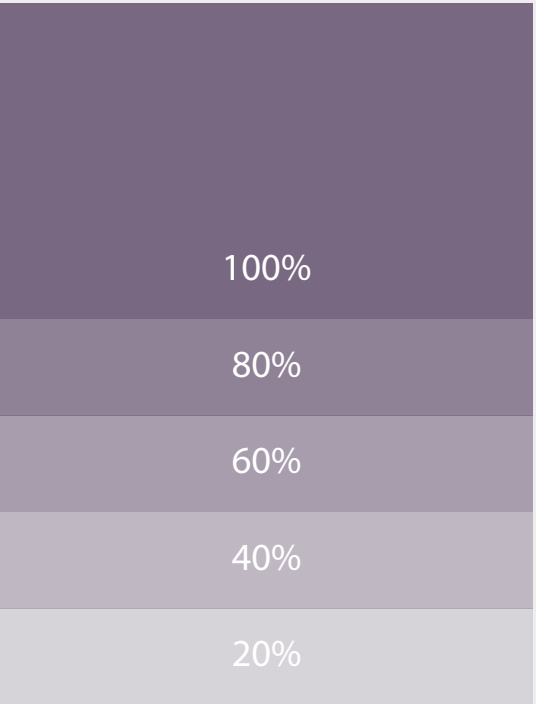
SECONDARY COLOUR SYSTEM



BROWN

Color Code: #8D712A

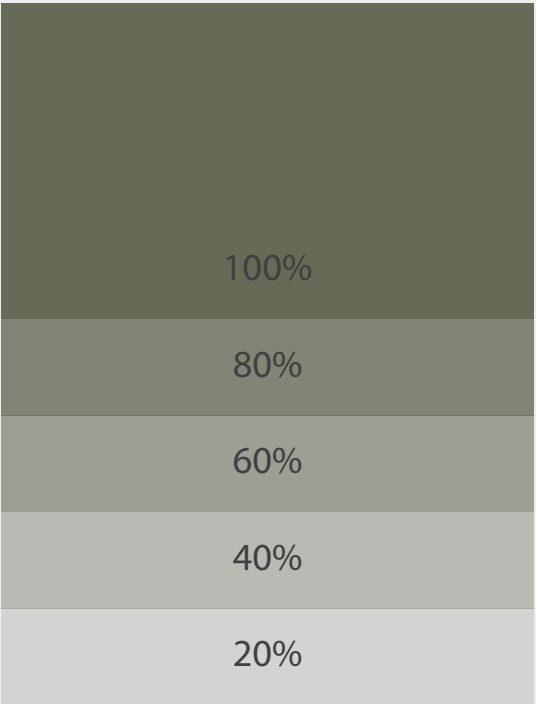
CMYK : 38% 50% 100% 18%
HSB : 42 - 70 - 55
RGB : 141 - 113 - 42



PURPLE

Color Code: #756880

CMYK : 57% 60% 32% 8%
HSB : 272 - 18 - 50
RGB : 117 - 104 - 128



GREYISH/GREEN

Color Code: #676B5A

CMYK : 58% 45% 64% 22%
HSB : 73 - 15 - 41
RGB : 103 - 107 - 90

Typography

Brand
Typography

PRIMARY
FONT:

Cortado

Cortado is a primary font for its Fun, Loose and approachable look that it brings to the brand.

PARK LANE

Park Lane is a primary font

Cortado

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w

PARK LANE

LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w

Brand
Typography

SECONDARY
FONT:

Filmotype Yale Regular

Filmotype Yale is a cursive font used as accents within graphic posters and any promotional items.

TIMES NEW ROMAN

Times New Roman is a timeless font that is perfect for descriptions or any filler text needed. it wil not stand out but will help declutter a graphic with its sleek and simple design

Filmotype Yale Regular

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w

TIMES NEW ROMAN

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w

Photography

Photography



Brand Attributes

Brand Story

Our name, derived from the French word for "uncle," symbolizes the warm and welcoming atmosphere we strive to create within our humble establishment. Inspired by the fusion of Korean and French culinary traditions, we set out on a delicious journey to bring together the best of both worlds

At Uncle's Cake Shop, we believe that cake is not solely reserved for grand celebrations and special occasions. Instead, we see cake as a delightful indulgence that should be savored at any time, whenever the craving strikes. Uncle's Cake Shop is more than just a place to satisfy your sweet tooth. It is a welcoming space that embraces diversity, where people from all walks of life come together to share moments of joy. We believe that food has the power to bridge gaps, break barriers, and create connections. Through our cakes, we aim to foster a sense of togetherness and understanding, showing that the blending of cultures can be a truly delightful experience.

Brand Tone

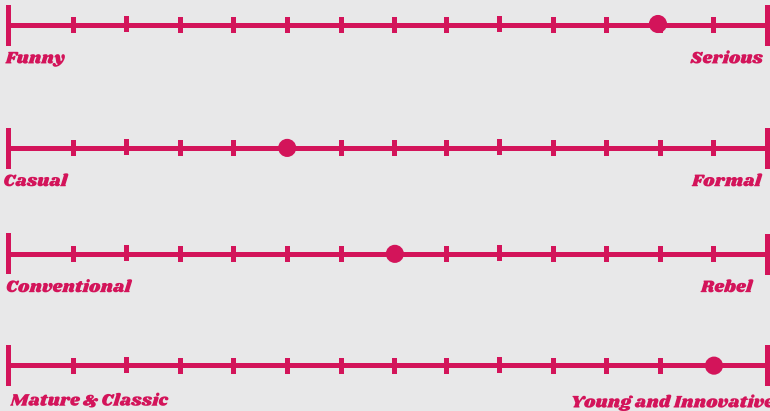
COMFORTABLE

Step into Uncle's Cake Shop and experience a haven of comfort and tranquility. With its cozy ambiance, soft lighting, and plush seating, our shop invites you to unwind and escape the outside world, while savoring our delectable cakes and delightful beverages.

POSITIVE

Uncle's Cake Shop is not only a haven for sweet treats but also a beacon of positivity in every aspect. From our friendly and welcoming staff who radiate warmth, to the vibrant and cheerful decor that uplifts spirits, we strive to create an environment where smiles are contagious and happiness is contagious, making every visit to our shop a truly joyful experience.

Brand Voice



Uncle's is fun, young, innovative, and rebellious. It seeks to be a space where people can come to hangout and relax. We want to foster a voice that speaks to the younger generation and to empower people in anyway we can

Interior Design

ONCLE’S
INTERIOR

SQFT:
800 - 1500

AMP:
200 - 400

TENANT IMPROVEMENT FOR
ONCLES
15435 S. Western Ave. #116
Gardena, CA 90249

S. Western Ave.

W.154 Pl.

SITE PLAN
SCALE NTS

1

NORTH

PROJECT DIRECTORY

PROJECT OWNER:
Nash Ole
ADDRESS: 15435 S. Western Ave.
Gardena, CA 90249
PHONE: 806-369-6237
E-MAIL: nash@nash.com
ELECTRICAL ENGINEER:
H&B ENGINEERING
ADDRESS: 4055 White Blvd. #208
Los Angeles, Ca 90010
CONTACT: Hugo Vogel
PHONE: 213-383-0073
E-Mail: mseelectrical@att.net

DESIGNER:
R&P DESIGN INC.
ADDRESS: 4081 Dale Street Suite-A
Buena Park, CA 90621
CONTACT: PAUL LEE
PHONE: 714-357-6000
E-MAIL: pls.ami@hydo.com
MECH.&PLUMBING ENGINEER:
JT ENGINEERING
ADDRESS: 3250 White Blvd. #708
Los Angeles, Ca 90010
CONTACT: Sunny Xu
PHONE: 213-389-7886
E-Mail: sunny@jtengeiner.com

PROJECT DATA

PROJECT DESCRIPTION:

TENANT IMPROVEMENT TO BERRY RETAIL

ADDRESS:

15435 S. Western Ave. #116, Gardena, CA 90249

CONSTRUCTION TYPE:

TYPE V - A FULLY SPRINKLERED

NUMBER OF STORIES:

SINGLE STORY

PROPOSED GROSS AREA:

867 S.F.

OCCUPANCY GROUP:

R

CODE APPLIED:

2019 CBC, CBC, CMC, CEC AND CFC, 2019 ENERGY CODE

SCOPE OF WORK:

KITCHEN EQUIPMENT INSTALLATION/CABINET/COUNTER/INTERIOR PARTITIONS

EMPLOYEES:

2 EMPLOYEES

PARKING SUMMARY

ARCHITECTURAL DWG INDEX

T-1.0

COVER SHEET / PROJECT DATA / SITE PLAN

T-1.1

DOUBLE ACCESS INFORMATION/EXIST'S & PROPOSED RESTROOM PLAN

A-0.1

FLOOR / REFLECTED CEILING PLAN

A-0.2

EQUIPMENT SCHEDULES / FRONT ELEVATION

VICINITY MAP

RJJP

Prepared for
ONCLES

Design & Construction Services
15435 S. Western Ave. #116
Gardena, CA 90249

RJJP:

ARCHITECTURE INTERIOR DESIGN URBAN PLANNING
801 Dale Street, Suite "K"
Buena Park, CA 90621
Tel: 714-957-0999
Email: paul@rjrp.com
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ONCLES
TENANT IMPROVMENT
15435 S. Western Ave. #116
Gardena, CA 90249

Item No.	Description	Issue Date
1	PERMITS / PERMIT	3/1/22
2		

Revisions

Project Number
31023

Drawn by
Reviewed by

CONSTRUCTION DOCUMENTS

TITLE SHEET/SITE PLAN
GENERAL NOTES

Scale: AS NOTED
Original drawing shall be 24" x 36"
Revised drawings shall be 24" x 36"

T-01

Oncle's Interior

KEY DESIGN ELEMENTS:

 : PLAD TILES

 :BRANDED POSTER



Oncle's Interior

KEY DESIGN ELEMENTS:

 : PLAD TILES

 :BRANDED POSTER



Menu

ONCLE'S CAKE MENU

INSPIRATION:

Welcome to Uncle's Cake Shop, a delightful confectionery haven that tantalizes your taste buds with a plethora of heavenly treats. Among our delectable creations, our specialty lies in the exquisite artistry of our tiramisu cake. We take pride in pushing the boundaries of flavors, and thus, we have ingeniously merged the essence of classic Korean flavors with the beloved traditional tiramisu. Each bite of our uniquely crafted Korean-inspired tiramisu cake will transport you on a culinary journey that seamlessly blends the richness of coffee-soaked lady-fingers with the fragrant nuances of Korean ingredients such as matcha, red bean, and black sesame. This innovative fusion showcases our deep respect for our culture and our dedication to creating unforgettable desserts that marry tradition with innovation. At Uncle's Cake Shop, we invite you to indulge in the harmonious marriage of Italian and Korean flavors, a true testament to our passion for creating exceptional confections.



ONCLE'S DRINK MENU

INSPIRATION:

Welcome to Uncle's Cake Shop, where we are dedicated to providing you with the utmost quality in both cakes and coffee. While our focus may lie in crafting exquisite cakes, we understand the importance of a perfect cup of coffee to accompany these delectable treats. Our baristas are trained to master the art of coffee-making, ensuring that each sip is a symphony of flavors. We take pride in our meticulous selection of coffee beans, sourcing them from renowned regions around the world to deliver an exceptional coffee experience. Our knowledgeable staff will guide you in choosing the ideal beverage that harmonizes with our cakes to perfection, whether it's a velvety cappuccino, a robust espresso, or a refreshing iced latte. At Uncle's Cake Shop, we believe that great cakes and exceptional coffee go hand in hand, and we strive to create a delightful pairing that will elevate your dessert experience to new heights.



Oncle's
CAKE MENU


Tiramisu

커피 Coffee Tiramisu	REG	LRG
Espresso soaked lady fingers layered with classic mascarpone cream, and topped off with rich cocoa powder	\$7.75	// \$12.75
딸기 Strawberry Tiramisu	LRG	
Soaked lady fingers layered with strawberry filling and mascarpone cream	\$8.25	// \$13.25
블루베리 Blueberry Tiramisu		\$8.25
Soaked lady fingers layered with blueberry filling and mascarpone cream.		
녹차 Matcha Tiramisu		\$8.25
Matcha soaked lady fingers layered with green teal/mascarpone cream, and chocolate chips topped off with premium matcha powder		
인절미 Injeolmi Tiramisu		\$8.25
Espresso soaked lady fingers layered with red bean paste, mochi, and injeolmi cream		

Pudding Cake


바나나 Banana Pudding	REG	LRG
Creamy vanilla custard with fresh bananas and vanilla wafers	\$7.75	// \$12.75
흑임자 Black Sesame Pudding		\$8.25
Nutty black sesame custard filled with mini mochi and Oreos		
썩 Mugwort Pudding		\$8.25
Earthy mugwort custard filled with sweet chestnuts, white chocolate chips & vanilla wafers		

ONCLE'S SET



Pick any 1 cake

+



Hot or Iced Americano

\$11.45

Oncle's
DRINK MENU

Coffee

Drip coffee	\$4	Cortado	\$4
드립 커피		코르타도	
Iced Coffee	\$4	Americano	\$4.5
아이스 커피		아메리카노	
Cold Brew	\$6	Cappuccino	\$4.5
콜드브루		카푸치노	
Espresso	\$4	Caffè Latte	\$5
에스프레소		카페 라떼	

Oncle's Specialties

Oncle's Latte	\$6.5	Mont Blanc	\$6
Tiramisu Cold Brew w/ Cream Top		Oncle's Signature Chestnut Latte	
Marie's Tonic	\$5.75	Monet's Latte	\$6.50
Apple Verbena Refresher		White Mocha Latte + Matcha Cream top	

Tea

Matcha Latte	\$6	Orange Chamomile Tea	\$4.5
Matcha Milk + Vanilla Bean			
Earl Gray Latte	\$6	Green Lemon Tea	\$4.5
Earl Gray Milk + Lavender			
Earl Gray Tea	\$4.5	Jasmine Tea	\$4.5

ALT MILK | \$1 | Oat Milk || Almond Milk

SYRUPS | \$0.5 | Vanilla || Lavender || Cane Sugar || Caramel || Hazelnut || White Mocha



INJEOLMI TIRAMISU

BLUEBERRY TIRAMISU



MADE WITH LOVE
ONCLE'S
Est. 2022

MATCHA TIRAMISU



BLACK SESAME PUDDING





Onclé's
COFFEE TIRAMISU



Uncle's

MATCHA TIRAMISU

Strawberry Tiramisu

Soaked ladyfingers layered with strawberry filling & mascarpone cream



Oncles' Cake

Coffee Tiramisu

layered with mascarpone cream and topped with rich cocoa powder



Oncles' Cake

Monet's Latte

White Mocha Latte + Matcha Cream Top



Thank You