



pearadigm

campaign presentation

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name: pearadigm.

phrase: reshaping cuisine.

style: contemporary vegan cuisine.

location: san francisco.

price: high-end.

food: flavorful, inventive, fresh, local, and wholesome.
emphasis on making the restaurant menu accessible.

ambiance: reflects animal rights and environmental awareness.

adjectives: contemporary, clean, cosmopolitan, and elegant.

audience: people who like food. because people are vegan for health, ethical, and/or environmental reasons, it is critical that the restaurant reflect these areas of concern in its design.

purpose: create a visual identity for a hypothetical vegan restaurant. the design is meant to identify the restaurant and attract patrons.

message: fresh, local, and wholesome ingredients are good for everyone. this restaurant will likely serve some soy products, but the focus is not on faux meat and dairy dishes thus pointing out what is missing, but rather attracting everyone to grains, legumes, fruits, vegetables, and nuts.

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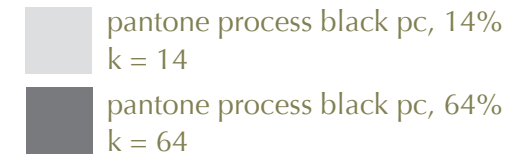
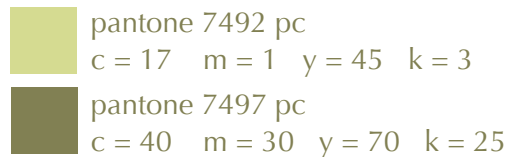
[color | grayscale](#) [guidelines](#)



logo usage guidelines

these guidelines have been prepared so that the pearadigm logo retains its design integrity. care must be taken to reproduce the logo in a professional and consistent manner, in both print and online media. the pearadigm logo may not be tampered in any way.

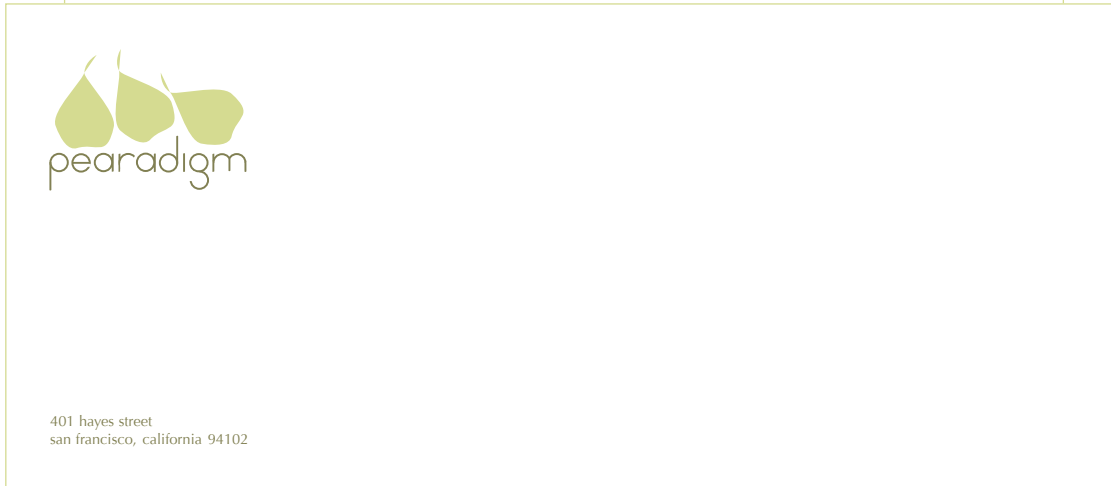
the logo must be printed in the designated pantone spot colors or the designated cmyk percentages in process colors presented below. the logo should not be used in any other colors or color combinations.



the logo should only be resized proportionally without distortion.

the logo must have a "buffer" space around it that is a minimum of the height of the "p" in pearadigm on all sides, as seen below, in order to maintain legibility and visual impact. no other graphic elements, such as typography, rules, shading, etc. should infringe this space.





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salads	entrees	appetizers	entrees
red lettuce , purple cabbage, yellow sunflower seeds, and eggplant vinaigrette.	grilled portabella mushroom pasta and blanched green beans tossed with house baked flatbread.	artichoke olive tapenade served with rosemary crostini.	spiced carrot and zucchini quinoa with currants, cinnamon, almonds, and fresh mint.
pear mixed greens with toasted pecans and herb vinaigrette.	red pepper hummus and artichoke served with house baked flatbread.	red pepper hummus , olives, and marinated poblano peppers. served with house baked flatbread.	lentil stew with spinach, potatoes, carrots, and fresh tomatoes. served with hearty wheat bread.
spinach salad with sautéed shallots, pistachios and citrus vinaigrette.	ground almonds, cashews, and raisins with sliced pear, berries, and heart of palm.	red lettuce , purple cabbage, yellow bell peppers, sunflower seeds, and eggplant vinaigrette.	roasted vegetable couscous with eggplant, zucchini, leeks, bell peppers, and fresh herbs.
green papaya salad with crisp tofu, butter lettuce and lime chili dressing.	lentil stew with spinach, potatoes, and fresh tomatoes. served with hearty wheat bread.	pear mixed greens with toasted pecans and herb vinaigrette.	sautéed vegetables including snow peas, carrots, bok choy, water chestnuts, bell peppers, and grilled tofu with miso sauce. served with toasted cashews and jasmine rice.
tomato and watermelon salad with fresh tomatoes, cucumber, and herb vinaigrette.	asparagus basil pesto over homemade fettuccini with toasted hazelnuts.	spinach salad with sautéed shallots, sun dried cranberries, pistachios and citrus vinaigrette.	orange-balsamic glazed tempeh over greens with roasted carrots and rosemary potatoes.
avocado and mango salad with mixed greens and passion fruit vinaigrette.	brown rice sushi rolls with avocado, cucumber, shitake, and walnuts.	avocado and mango salad with mixed greens and passion fruit vinaigrette.	spaghetti squash and pomodoro sauce with fresh basil.
roasted beet and blood orange with walnuts and walnut vinaigrette.	corn and chili tamales with black beans, corn chutney, and tomatillo-avocado salsa.	roasted beet and blood orange with endive, asparagus and walnut vinaigrette.	asparagus basil pesto over homemade fettuccini with toasted hazelnuts. served with sautéed summer squashes.
spicy sesame noodles with green lentils and house chili dressing.	sautéed vegetables with snow peas, bok choy, bell peppers, and grilled tofu. served with toasted cashews and jasmine rice.	green papaya salad with crisp tofu, red onions, peanuts, butter lettuce and lime chili dressing.	wild mushroom orzo with fresh thyme and truffle oil. served with steamed greens.
curried quinoa salad with mango, green onions, and house chili dressing.	yellow gazpacho with cucumber, bell pepper, and avocado. served with rosemary crostini.	nettle bisque served with house baked flatbread.	corn and chili tamales with black beans, brown rice, corn chutney, and tomatillo-avocado-jicama salsa.
white bean and roasted red pepper soup with house chili dressing.			saffron paella with artichoke hearts, bell peppers, green beans, garbanzo beans, and carrots.
yellow gazpacho with cucumber, bell pepper, and house chili dressing.			yellow curry , yellow finn potatoes, carrots, bell peppers, broccoli, tofu with coconut milk, lemongrass, and ginger. served with brown rice and papaya mint chutney.
nettle bisque served with house baked flatbread.			

beers	sparkling	red wine	white wine
samuel smith's old brewer	giol prosecco igt 2008 fruity nose with pronounced apple and hints of peach, a floral notes of wisteria and	organic vintners merlot 2008 ripe prune and plum expressed with elements of cherry and	pearadigm viognier 2009 honey-suckle, jasmine, and orange blossom layered with juicy guava and peach character for a refreshing finish that lingers.
zatec brewery, nut brown	champagne carte d'or brut rich, full aromas, creamy texture fruit flavors.	richmond plains pinot noir ripe fruit and ample mouth	santa rosa estate chenin torrantes 2007 light, fresh and crisp with subtle exotic fruit character and a little honeysuckle.
wild rose brewery, oatmeal		château moulin de peyrol bordeaux 2003 the tannins are silky, the oak fruit is enhanced by the aging	badger mountain organic chardonnay 2007 asian pear and granny smith apple fruit aromas and a hint of mineral compliment.
two brothers brewing co		nuevo mundo cabernet sauvignon juicy and firm, with an abundant elegant finish.	vallis agri pinot grigio trentino doc 2002 deep spiciness and a hint of lychee on its aromatic elderflower nose.
karl strauss amber lager	cocktails	pircas negras syrah 2008 ripe and jammy raspberry flavor with nuances of pepper and	eugene meyer alsace riesling 2007 citrus and grapefruit flavours with tangy green lime aftertaste.
goose island beer, imperial	bellini prosecco with fresh white peach	antica enotria sangiovese juicy black cherry and berry with nuances of baked earth and cinnamon.	pircas negras torrantes 2008 ripe pear and peach notes on the palate with a delicate note of almond.
black isle brewery, organic	cassis bubbles prosecco and black currant splash of tanqueray gin.	chapel hill cabernet sauvignon sweet grapey tannins, marvelous flavoursome, currants, licorice	nuevo mundo sauvignon blanc 2008 bright, crisp flavors of ruby red grapefruit and citrus give way to herbal expression.
	kumquat-citrus house-infused kumquat-strawberry and lime juices, agave.	château moulin de lagnet grand cru 2005 red currant, cherry, blackberry balanced by touch of oak	domaine frey pinot blanc 2006 rich with creamy expressions of peach, pear and lemon chiffon.
non-alcoholic	ginger-lemongrass house-infused ginger-lemon, pineapple and lime juices,		
mint and hibiscus iced tea	grapefruit house infused grapefruit, tequila marmier, grapefruit and lime		
white iced tea with lemon	kiwi-parsley kiwi-parsley infused vodka, muddled fresh lime and passion fruit		
seasonal fresh squeezed juice	strawberry-mint fresh muddled strawberry, rum, agave, san pelegriano.		
lime and tangerine infused with or without gas			
strawberry and peach infused with or without gas			
coffee full strength or decaf			
coffee latte full strength or decaf			
cappuchino full strength or decaf			
hot tea			
chai latte			
hot cocoa latte			

all wines and beers are vegan

dessert	
baked pears with cassis puree and honeysuckle ice cream.	8
santa rose plum compote and homemade almond granola over vanilla bean ice cream.	8
flourless chocolate cake with raspberry sauce and fresh raspberries.	8
spice carrot cake with walnuts and pistachio ice cream.	8
key lime macarons half dipped in chocolate with passion fruit sorbet.	7
blood orange sorbet with tangerine pistachio ginger snaps.	6
fresh seasonal fruit.	6



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color grayscale



reshaping cuisine.

401 hayes street, san francisco
pearadigmrestaurant.com



opening soon.



reshaping cuisine.

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415.401.7327 401 hayes street
san francisco, california 94102
dine@pearadigmrestaurant.com

hours
tuesday - sunday
lunch 11:30 - 3
dinner 4:30 - 11





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pearadigm is a san francisco restaurant committed to reshaping cuisine. our food, like our wine, is all vegan and grown locally. cras posuere blandit velit. vivamus convallis bibendum nisi, semper malesuada dolor consequat eget. aenean semper lorem ut risus malesuada ac euismod velit convallis. nunc luctus rutrum velit, vitae auctor mauris malesuada ac. etiam orci ipsum, interdum non placerat ut, fringilla eu nulla. vivamus eu erat faucibus metus blandit lacinia. phasellus consectetur, libero eget tristique congue, augue lorem interdum ligula, ut suscipit lacus arcu egr lacus. aliquam sit amet dolor massa, quis gravida tortor. in eget erat sit amet neque dignissim egestas et at nisl. f in lorem vitae nibh sollicitudin cursus in eget lorem. nullam vel risus eget tortor egestas tincidunt. proin bibend nulla ac enim lobortis at tempus eros consequat. pellentesque massa turpis, posuere a semper sit amet, aliquet dui. etiam tempor orci id purus scelerisque in venenatis ipsum fringilla. pellentesque at commodo nibh. alir luctus, arcu non imperdiet elementum, metus turpis sodales lorem, sed volutpat purus urna iaculis mauris accumsan faucibus suscipit. aenean neque ligula, commodo ut pellentesque a, ornare eget magna. nam convallis tortor, pharetra faucibus augue fermentum quis.

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hours

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salads

red lettuce, purple cabbage, yellow bell peppers, sunflower seeds, and eggplant vinaigrette. 6

pear mixed greens with toasted pecans and herb vinaigrette. 8

spinach salad with sautéed shallots, sun dried cranberries, pistachios and citrus vinaigrette. 8

green papaya salad with crisp tofu, red onions, peanuts, butter lettuce and lime chili dressing. 10

tomato and watermelon salad with avocado and cucumber. 11

avocado and mango salad with mixed greens and passion fruit vinaigrette. 13

roasted beet and blood orange with endive, asparagus, and walnut vinaigrette. 13

spicy sesame noodles with green beans, carrots, and tofu. 13

curried quinoa salad with mango, spinach, cucumber, and green onions. 13

soups

white bean and roasted red pepper with orzo and mushrooms. 7

yellow gazpacho with cucumber, bell pepper, and avocado. 7

nettle bisque served with house baked flatbread. 7

entrees

grilled portabella mushroom pannini with rosemary potatoes and blanched green beans tossed with almonds. 15

red pepper hummus and artichoke olive tapenade with house baked flatbread. 11

ground almonds, cashews, and peanuts with sliced pear, berries, and hearty wheat bread. 11

lentil stew with spinach, potatoes, carrots, and fresh tomatoes. served with hearty wheat bread. 13

asparagus basil pesto over homemade fettuccini with toasted hazelnuts. 13

brown rice sushi rolls with avocado, daikon, carrots, cucumber, shitake, and walnuts. 15

corn and chili tamales with black beans, brown rice, corn chutney, and tomatillo-avocado-jicama salsa. 15

sautéed vegetables with snow peas, carrots, water chestnuts, bok choy, bell peppers, and grilled tofu with honey miso sauce. served with toasted cashews and jasmin rice. 15



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appetizers

- artichoke olive tapenade** served with rosemary crostini. 7
- red pepper hummus**, olives, and marinated poblano peppers. served with house baked flatbread. 8
- red lettuce**, purple cabbage, yellow bell peppers, sunflower seeds, and eggplant vinaigrette. 7
- pear mixed greens** with toasted pecans and herb vinaigrette. 9
- spinach salad** with sautéed shallots, sun dried cranberries, pistachios and citrus vinaigrette. 9
- avocado and mango salad** with mixed greens and passion fruit vinaigrette. 15
- roasted beet and blood orange** with endive, asparagus and walnut vinaigrette. 15
- green papaya salad** with crisp tofu, red onions, peanuts, butter lettuce and lime chili dressing. 11
- nettle bisque** served with house baked flatbread. 8
- yellow gazpacho** with cucumber, bell pepper, and avocado. served with rosemary crostini. 8

entrees

- spiced carrot and zucchini quinoa** with currants, cinnamon, almonds, and fresh mint. 15
- lentil stew** with spinach, potatoes, carrots, and fresh tomatoes. served with hearty wheat bread. 15
- roasted vegetable couscous** with eggplant, zucchini, leeks, bell peppers, and fresh herbs. 16
- sautéed vegetables** including snow peas, carrots, bok choy water chestnuts, bell peppers, and grilled tofu with miso sauce. served with toasted cashews and jasmine rice. 17
- orange-balsamic glazed tempeh** over greens with roasted carrots and rosemary potatoes. 19
- spaghetti squash and pomodoro sauce** with fresh basil. 16
- asparagus basil pesto** over homemade fettuccini with toasted hazelnuts. served with sautéed summer squashes. 16
- wild mushroom orzo** with fresh thyme and truffle oil. served with steamed greens. 19
- corn and chili tamales** with black beans, brown rice, corn chutney, and tomatillo-avocado-jicama salsa. 17
- saffron paella** with artichoke hearts, bell peppers, green beans, garbanzo beans, and carrots. 18
- yellow curry**, yellow finn potatoes, carrots, bell peppers, brocolli, tofu with coconut milk, lemongrass, and ginger. served with brown rice and papaya mint chutney. 17



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dessert

baked pears with cassis puree and honeysuckle ice cream. 8

santa rose plum compote and homemade almond granola
over vanilla bean ice cream. 8

flourless chocolate cake with raspberry sauce
and fresh raspberries. 8

spice carrot cake with walnuts and pistachio ice cream. 8

key lime macaroons half dipped in chocolate
with passion fruit sorbet. 7

blood orange sorbet with tangerine pistachio ginger snaps. 6

fresh seasonal fruit. 6



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sparkling

giol prosecco igt 2008

9 | 28
fruity nose with pronounced notes of green apple and hints of peach, accompanied by floral notes of wisteria and apple blossom

champagne carte d'or brut serge faust

45
rich, full aromas, creamy texture and mature fruit flavors.

cocktails

bellini

13
prosecco with fresh white peach nectar.

cassis bubbles

13
prosecco and black currant syrup with a splash of tanqueray gin.

kumquat-citrus

11
house-infused kumquat-star anise gin, lemon and lime juices, agave.

ginger-lemongrass

11
house-infused ginger-lemongrass rum, pineapple and lime juices, ginger agave.

grapefruit

11
house infused grapefruit tequila, grand marnier, grapefruit and lime juices, agave.

kiwi-parsley

11
kiwi-parsley infused vodka, agave, and muddled fresh lime and parsley.

strawberry-mint

11
fresh muddled strawberry, mint and lime, light rum, agave, san pelegriano.

beers

samuel smith's old brewery, organic ale

9

zatec brewery, nut brown ale

7

wild rose brewery, oatmeal stout

7

two brothers brewing company, pale ale

7

karl strauss amber lager

8

goose island beer, imperial stout

8

black isle brewery, organic lager

8

non-alcoholic

mint and hibiscus iced tea

3

white iced tea with lemon

3

seasonal fresh squeezed juices

4 | 6

lime and tangerine infused water

2

with or without gas

strawberry and peach infused water

2

with or without gas

coffee full strength or decaffeinated

2

coffee latte full strength or decaffeinated

4

cappuchino full strength or decaffeinated

4

hot tea

2

chai latte

4

hot cocoa latte

4



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pearadigm offers fresh and inventive food for your event in the bay area. cras posuere blandit velit. vivamus convallis bibendum nisi, semper malesuada dolor consequat eget. aenean semper lorem ut risus malesuada ac euismod velit convallis. nunc luctus rutrum velit, vitae auctor mauris malesuada ac. etiam orci ipsum, interdum non placerat ut, fringilla eu nulla. vivamus eu erat faucibus metus blandit lacinia. phasellus consectetur, libero eget tristique congue, augue lorem interdum ligula, ut suscipit lacus arcu eget lacus. aliquam sit amet dolor massa, quis gravida tortor. In eget erat sit amet neque dignissim egestas et at nisl. fusce in lorem vitae nibh sollicitudin cursus in eget lorem. nullam vel risus eget tortor egestas tincidunt. proin bibendum nulla ac enim lobortis at tempus eros consequat. pellentesque massa turpis, posuere a semper sit amet, aliquet eget dui. etiam tempor orci id purus scelerisque in venenatis ipsum fringilla. pellentesque at commodo nibh. aliquam luctus, arcu non imperdiet elementum, metus turpis sodales lorem, sed volutpat purus urna iaculis mauris. etiam accumsan faucibus suscipit. aenean neque ligula, commodo ut pellentesque a, ornare eget magna. nam fringilla convallis tortor, pharetra faucibus augue fermentum quis.

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for details, catering@pearadigmrestaurant.com



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kathryn hargis

kathryn@kathrynhargis.com