



When Zachary Bruell launched Z Contemporary Cuisine, he asked Nesnadny + Schwartz to design a distinctive identity for his new restaurant as well as a flexible menu system that would accommodate daily updates and specials. The design scheme needed to sync with the modernist character of the space as well as the eclectic nature of the menu.

For Z's business papers, we used a subdued palette, custom envelopes, tactile vellums, and organic photo illustrations. The menus, in contrast, employed a more vibrant color palette—textural fabric covers on the outside and exchangeable

translucent pages on the inside. All of the elements of this flexible system were elegantly linked through various graphic permutations of the letter Z.





Top: Z Contemporary Cuisine identity system, letterhead, envelopes, matchbook, and wine bottle label. Bottom left: Z Contemporary Cuisine interior space. Bottom right: Z Contemporary Cuisine menu.