



With Wheat

Risen bread and fermented forms are the basis of this bright new bakery visual identity by [STUDIO NA.EO.](#)

With Wheat is a new Chinese bakery that offers its customers a wide variety of baked goods and coffees, from bread and donuts to pastries and baguettes. Drawing on the rising nature of bread, and the forms that characterize the process of making many of With Wheat's products, the studio developed a characterful visual identity of illustrated folded, rolled, and twisted fermented dough set alongside risen bread and baked goods. A custom typographical treatment that feels inflated, just as bread rises, complements these forms and furthers the concept. The use of a simple yet striking color palette of yellow and orange sits alongside the simplicity of black and white, a gesture that delivers both an inviting warmth and contemporary quality, while a bronze and deep-green color-blocking adds range, distinction, and further visual interest.

