



Flourist

GLASFURD & WALKER's visual identity uses portraiture to make a clear connection between people and produce.

Grain was founded in 2014 as a direct-to-consumer brand and wholesale business. It was Canada's only source of 100% traceable grains, beans, and flours stone-milled to order and delivered fresh. Glasfurd & Walker worked with Grain on naming, changing it to Flourist, and on rebranding and repositioning the business as a provider of fresher, higher-quality daily staples. Put simply, Flourist seeks to provide customers with a deeper connection to the source of their food. The visual identity expresses this through a wordmark reminiscent of flour-mill typography—nostalgic but with a fresh, modern interpretation. Glasfurd & Walker also reinvented the packaging and introduced a series of illustrated portraits of producers. Each product is now clearly and compellingly linked back to those who cared about and cultivated it, putting a face to the food source.