

wonder
bread



sehnsucht design

brand
identity

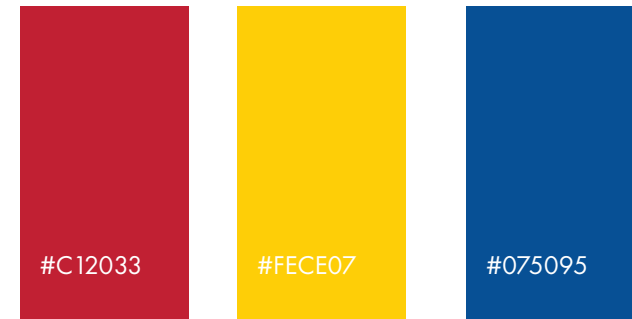
logo



tagline

serving hard-working americans
since 1921

color palette



package design



sehnsucht design

logo progression



sehnsucht design

brand values

mission

wonder bread bring smiles with the classically american bread you know and love.

values

a passion for baking, and our commitment to integrity, service, quality, and creativity guide all our efforts.

culture

always do what is right.
respect every person.
work as a team.

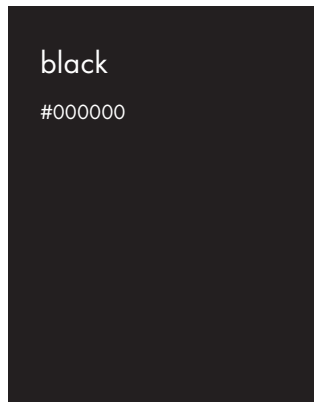
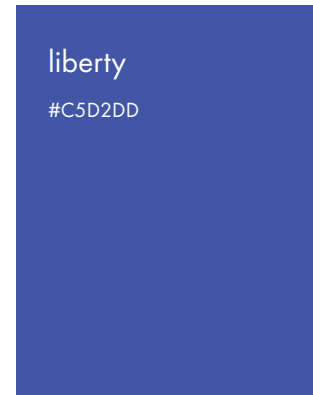
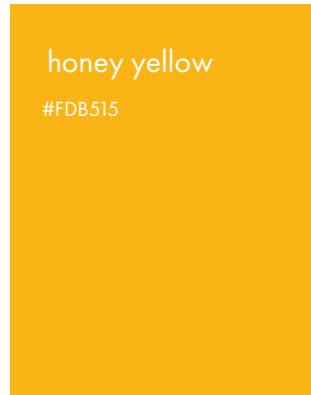
vision

as america's premier baker, we craft products that make people smile. we are driven by a passion for boldly growing our business through inspiring leadership, teamwork, and creativity.

explanation

wonder bread does not have a set of missions and values that we could find, so we decided to adapt its owner's brand message: Flower Foods. We believe these values and mission align well with wonder bread and the rebranding we have done for them.

palette rebrand



explanation

if you told someone to think about the wonder bread brand, most likely they would visualize the polka dot graphic elements and the unmistakable primary color palette. we wanted to stick to the brand's core identity and not deviate too much from the brand's signature, so we stuck to the three colors but picked more modern and updated shades.

typography rebrand

primary typography

creo extra bold

Aa Bb Cc Dd Ee Ff Hh Jj

Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy

Zz 1234567890

secondary typography

creo extra light

Aa Bb Cc Dd Ee Ff Hh Jj

Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy

Zz 1234567890

explanation

we chose creo as the primary typography to deviate away from the original logo's round type. creo is legible, sophisticated, and modern while still adhering to the logo's playfulness through its bold strokes. it also had an exciting "w" which factored into our decision making.

examples

**this is creo extra bold
in 30 pt type.**

**this is creo extra bold in
24 pt type.**

this is creo extra light in 18 pt type.

this is creo extra light in 14 pt type.

this is body copy at 9/12 pt extra light. nam est laturiatem vit quas expe
am sed ut etur acia vid qui to eicteseriam, nobis. Giae essime nem ut
autem enit, omnimus aecest, te corenie nditium es sum fugitatur? Quis as
aciur sersperrum in cum ipsa audam earibus ulparibus et que delle.

logo
rebrand



tagline

classically
american

explanation

polka dots have always been an ingrained aspect of the wonder bread visual identity, so we wanted the simple polka dots to remain the brand's visual elements. we played around using fewer polka dots and abstracting them using negative space, size, and overlapping to create the dynamic logo that you see now.

sehnsucht design

package rebrand



explanation

the packaging was created with sustainability in mind. as bread is traditionally wrapped in two plastic layers to preserve the freshness, we felt that we could positively impact the environment by removing at least one of these plastic layers and replacing it with something recyclable. we decided to create the packaging mockup on a paper bag while making sure to include all the necessary information to show customers it is bread. the packaging is color coordinated based on the type of bread.

sehnsucht design



sehnsucht design

compare

before



after



sehnsucht design