

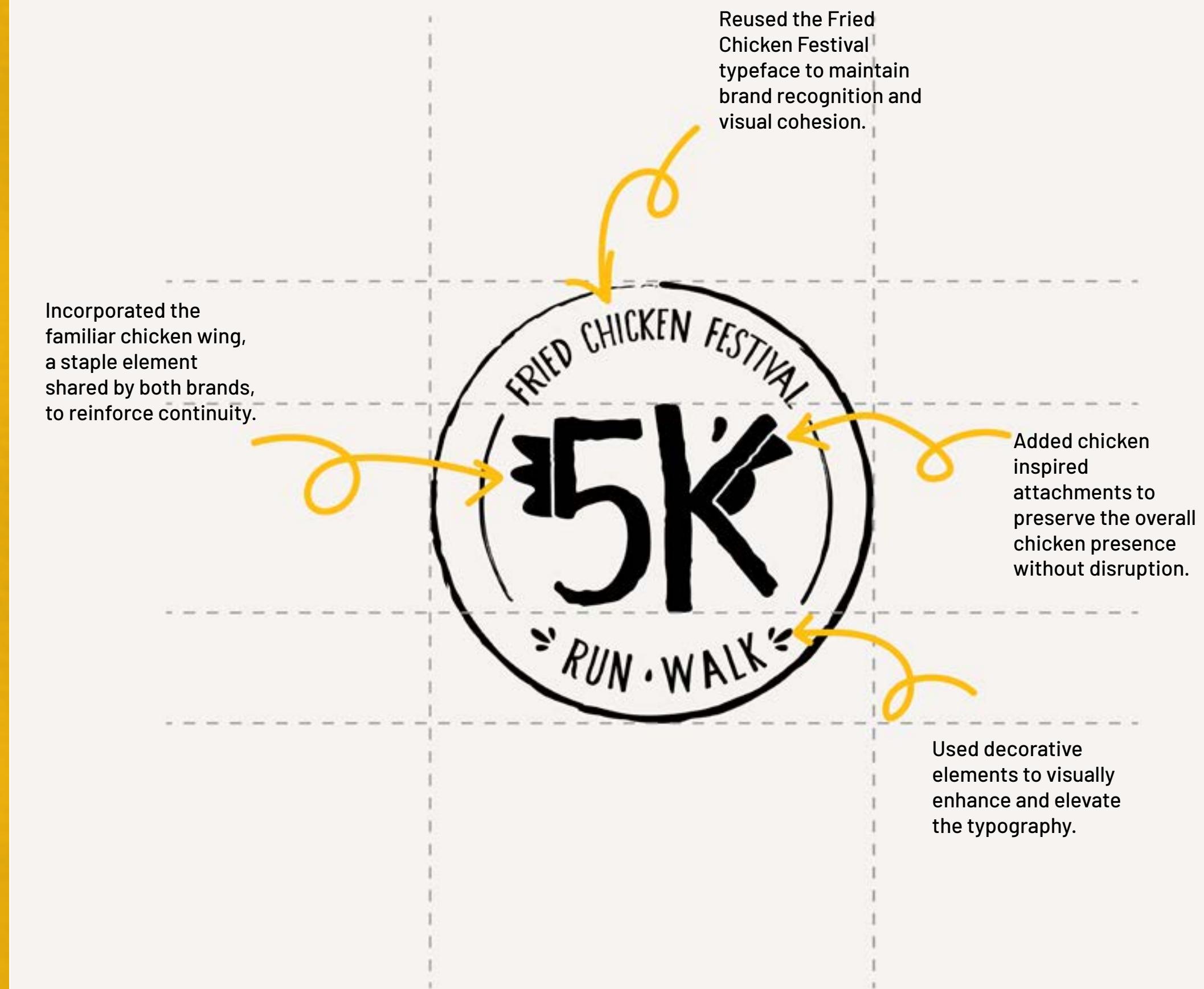
FRIED CHICKEN FESTIVAL 5K RUN WALK

FRIED CHICKEN FESTIVAL 5K RUN/WALK
INTEGRATED BRAND IDENTITY

The National Fried Chicken Festival expanded its footprint with the launch of its first ever 5K Run Walk, introducing a bold new way to engage audiences beyond the plate. Debuting as a pillar event for the ninth annual festival presented by Raising Cane's, the FCF 5K paired an iconic culinary celebration with wellness, inclusivity, and community connection.







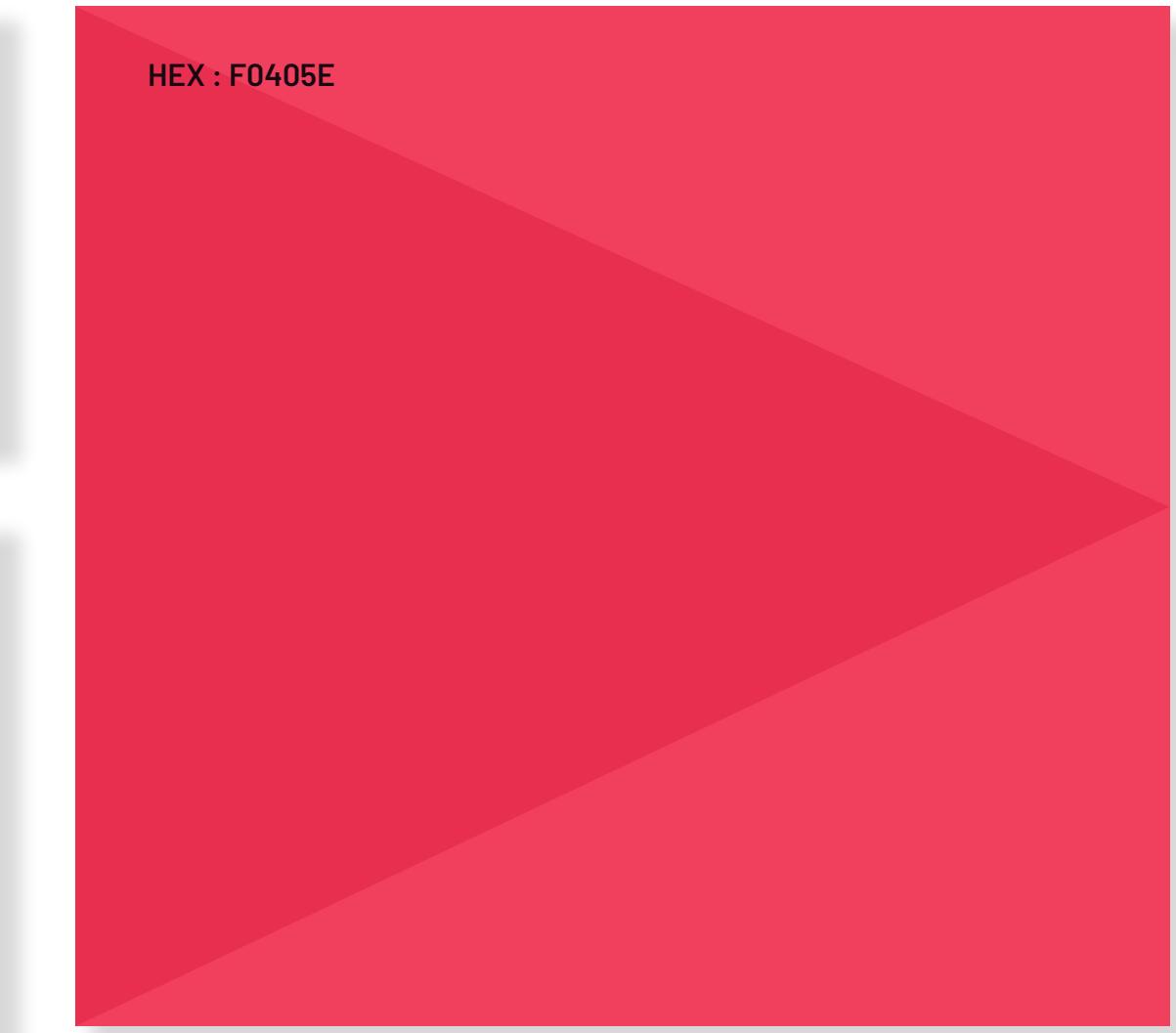
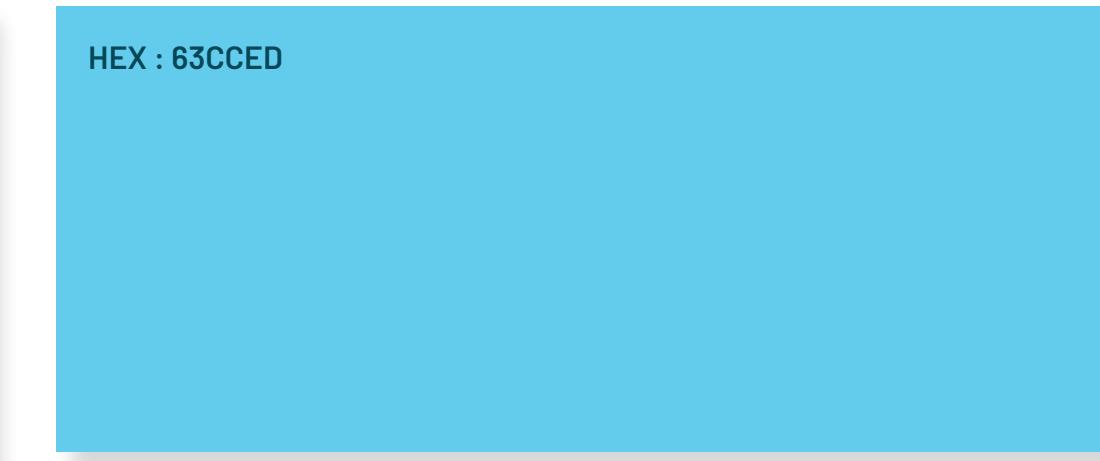
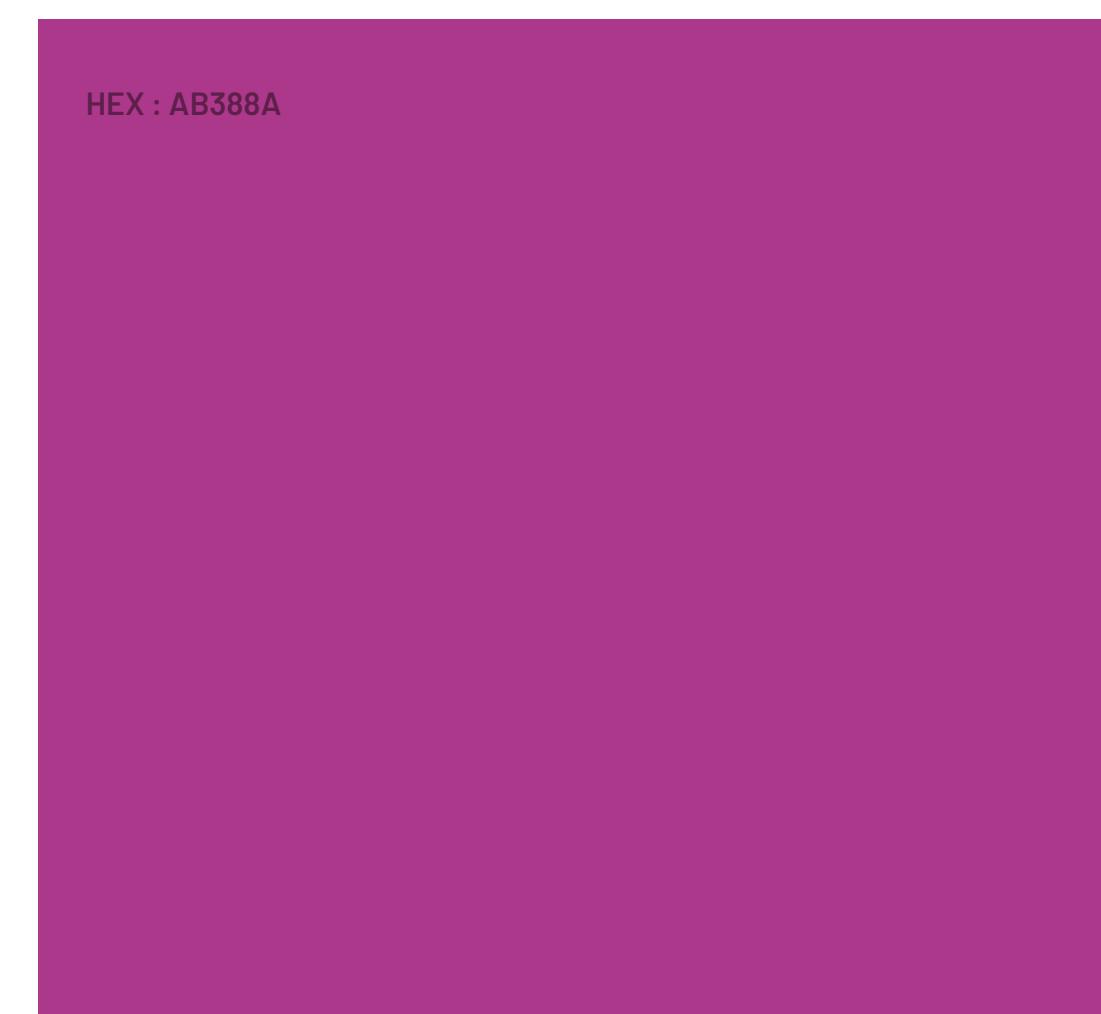
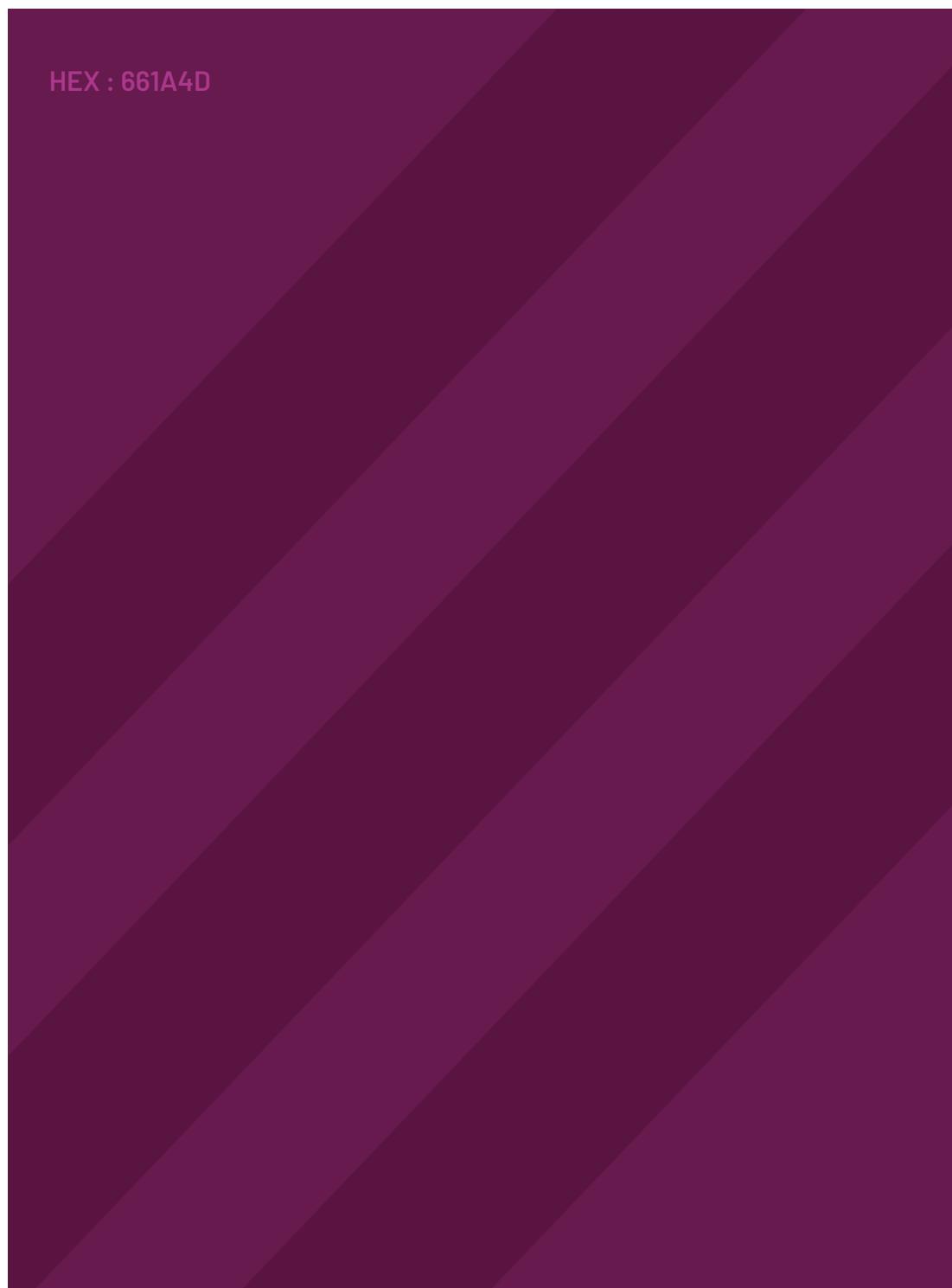
The visual identity was designed to feel instantly familiar while standing confidently on its own. To maintain the festival's bright, playful energy, existing graphic elements and typefaces from the National Fried Chicken Festival brand were

reinterpreted to create a cohesive sister logo. Two distinct logo orientations were developed: a badge style lockup to ensure consistency and versatility across platforms, and a bold block style lockup optimized for high impact applications.

FRIED CHICKEN FESTIVAL
**5K RUN
WALK**

PRESENTED BY

LOUISIANA **BLUE** 



HEX : 058CAD

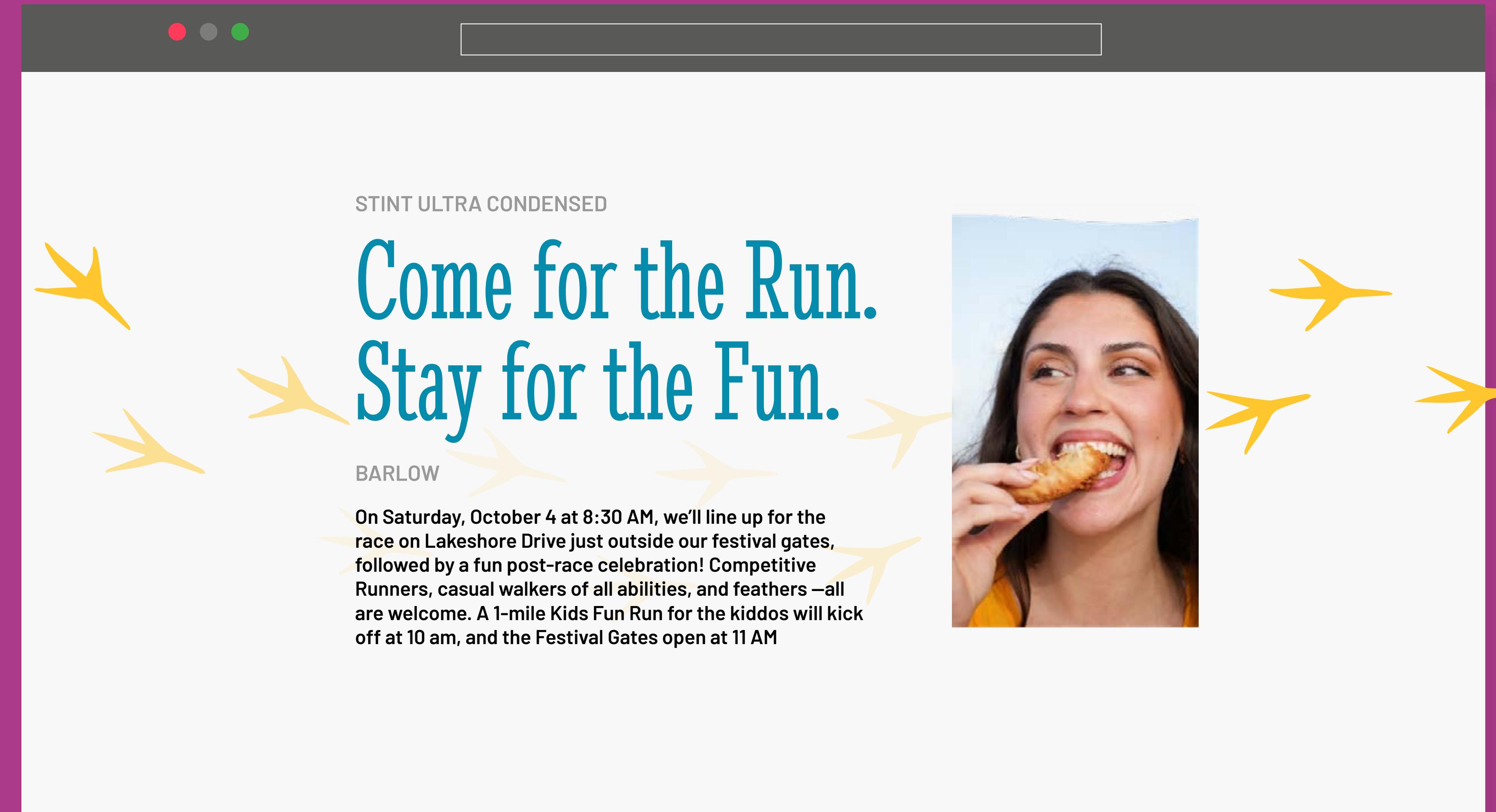
In relation to the existing festival brand familiar colors were brightened to emphasize the added energy and movement of the race itself. While a selection of new colors were introduced to expand the visual range and elevate the overall brand.



TYPGRAPHY

Typography was selected to capture the energy of the FCF 5K while retaining legibility across platforms.

Stinger Variable and Stint Ultra Condensed were used as primary display typefaces to create bold, playful moments across digital, social, and print. Barlow served as the supporting typeface, providing clarity and consistency for longer form content.



STINT ULTRA CONDENSED

Come for the Run. Stay for the Fun.

BARLOW

On Saturday, October 4 at 8:30 AM, we'll line up for the race on Lakeshore Drive just outside our festival gates, followed by a fun post-race celebration! Competitive Runners, casual walkers of all abilities, and feathers—all are welcome. A 1-mile Kids Fun Run for the kiddos will kick off at 10 am, and the Festival Gates open at 11 AM



Graphic elements balance brand recognition with race-day energy.

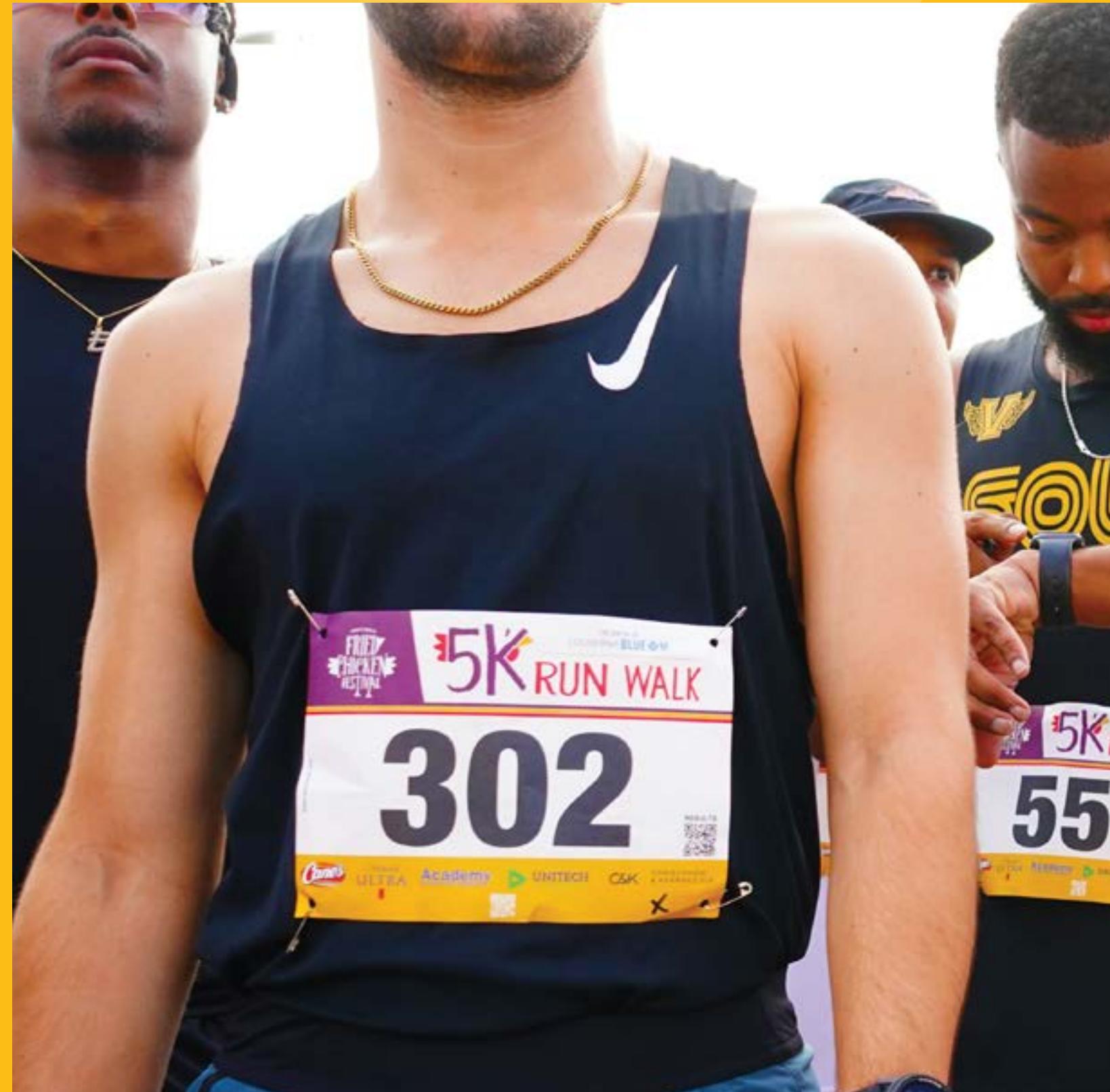


Wings suggest flight and forward momentum, eggs symbolize new beginnings and the race start, feathery shapes add texture and motion, and chicken feet mirror runners' strides, as they sprint to the finish line.

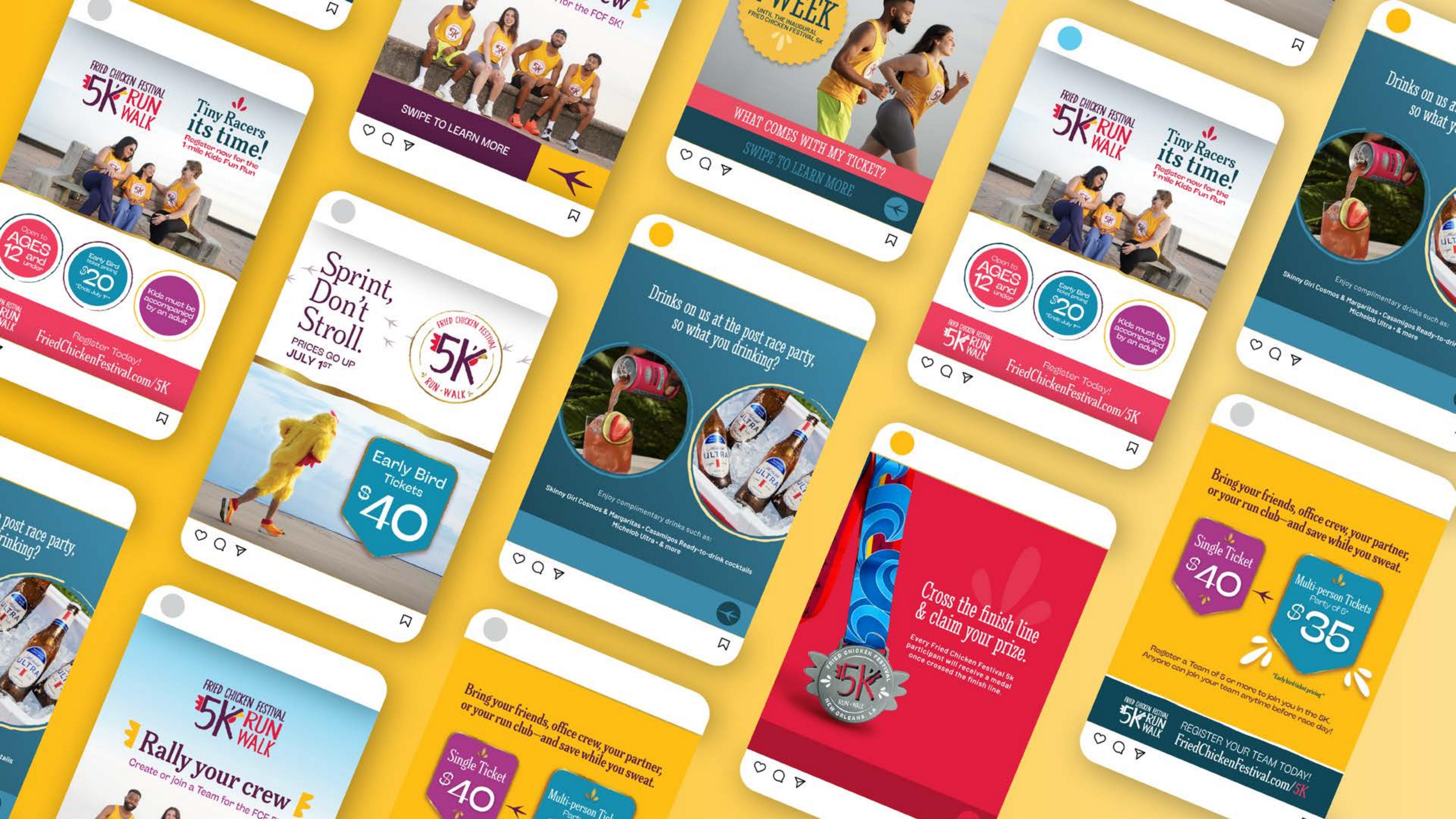


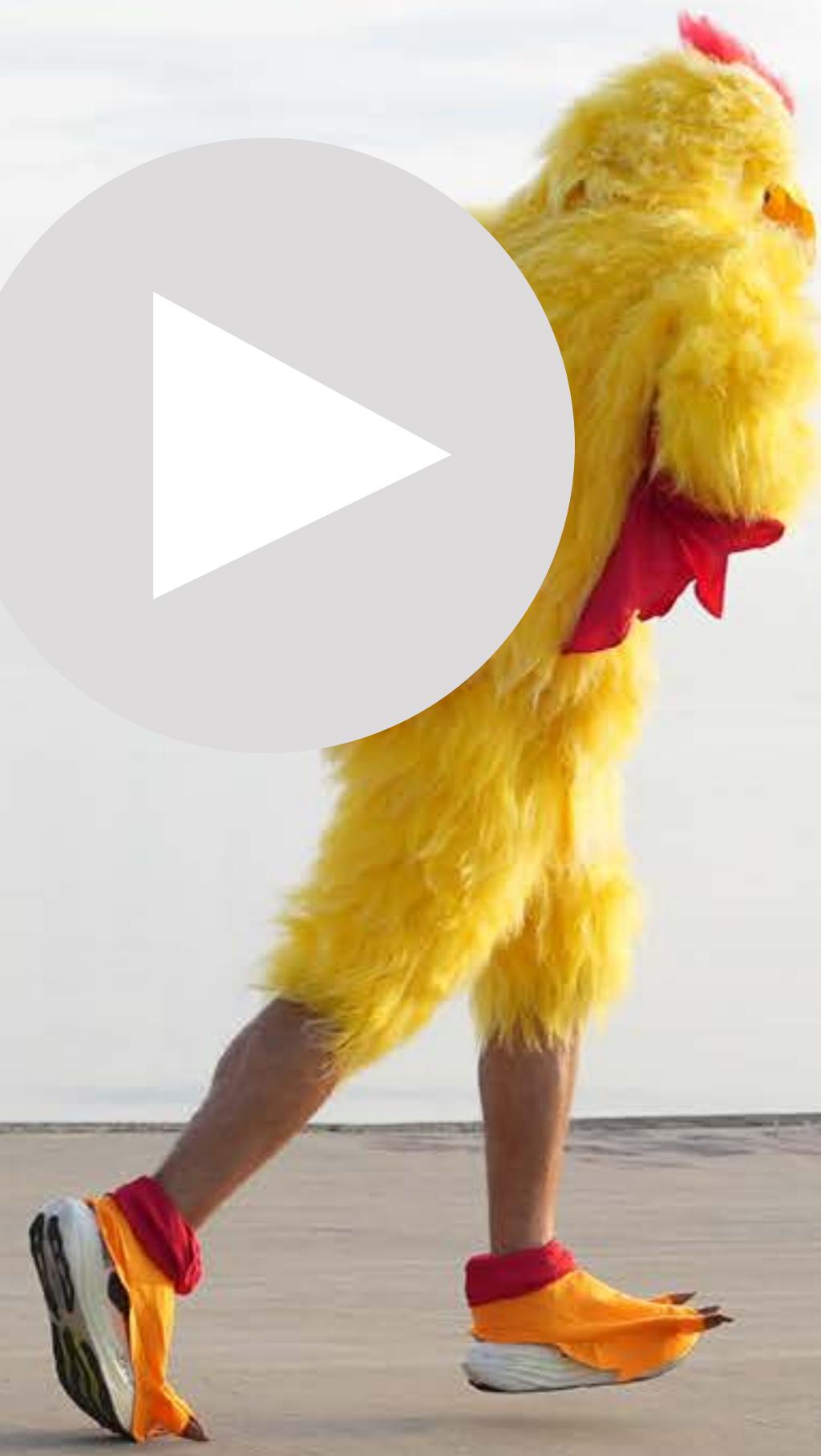
Each element of the brand reflects the 5K identity while nodding to the larger festival brand. Intricate patterns, bright colors, and kinetic graphics were amplified to evoke speed and movement, turning the course itself into a visual push toward the finish line.















friedchcknfest and 3 others
Original audio

friedchcknfest One week ago today, we were lining up along the Lakefront for the first FCF 5K Run/Walk — and a time was had to say the least! Sending a huge THANK YOU to the thousand+ runners, joggers and walkers of all abilities who showed up and made our inaugural event such an amazing success. Until next year! 🏃‍♀️🥇

Edited · 13w

_lil4oe 🔥🔥🔥
13w Reply

theslim.foodie @nolamilesclub 🏆🔥
13w Reply

stefanny_alecon A whole lot of SOLE there! So fun!
13w Reply

justrunjody LETS GO!!!! Is it bad that I'm already ready for next year? 😂😂
13w 1 like Reply

meagandonnelle Spot a queen @rachelinnola 🏆
13w Reply

runweezyrun Running & chicken all in one spot?? It doesn't get any better than that!! 🔥 #SOLERUNNING
13w Reply