

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.

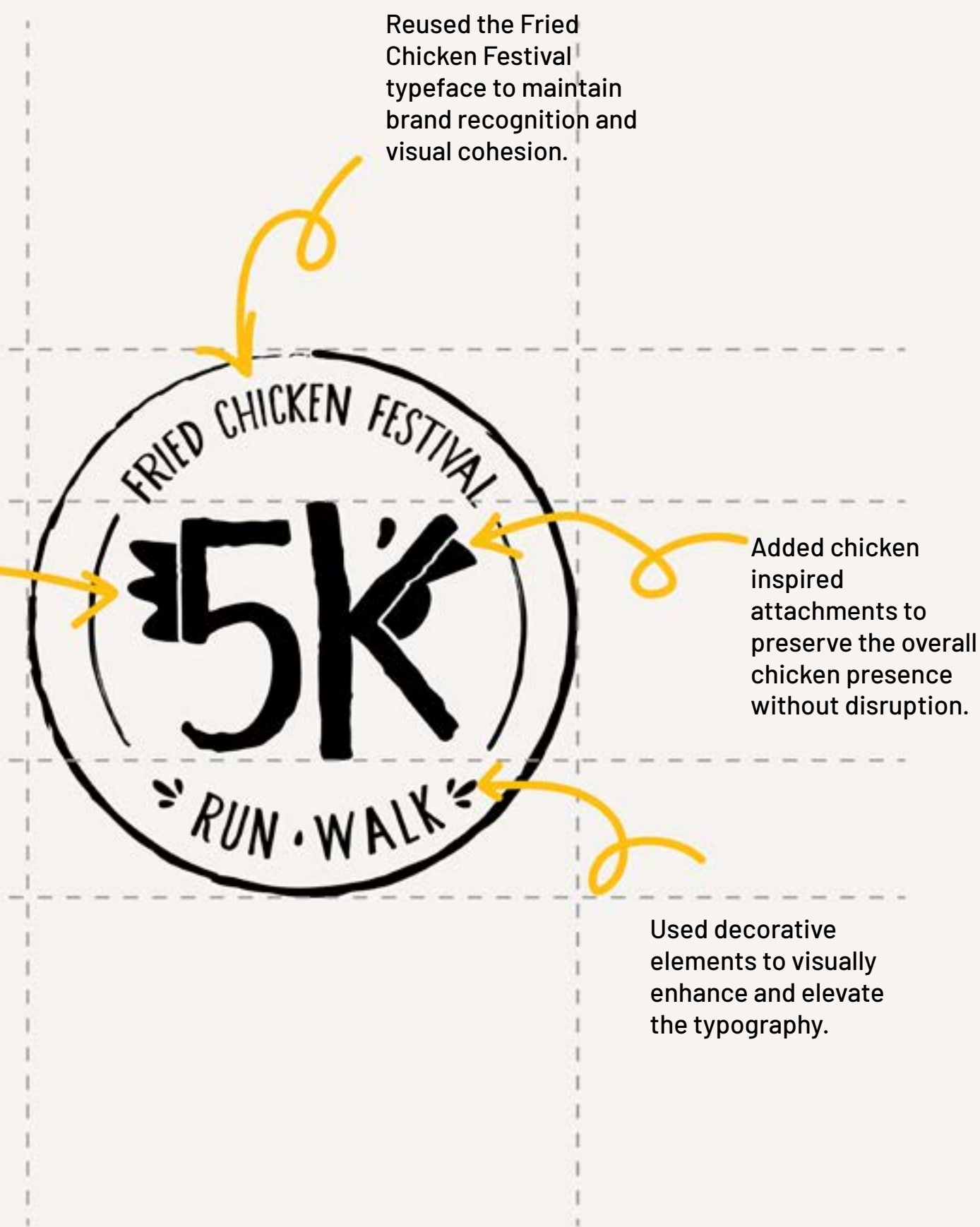






Incorporated the familiar chicken wing, a staple element shared by both brands, to reinforce continuity.

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



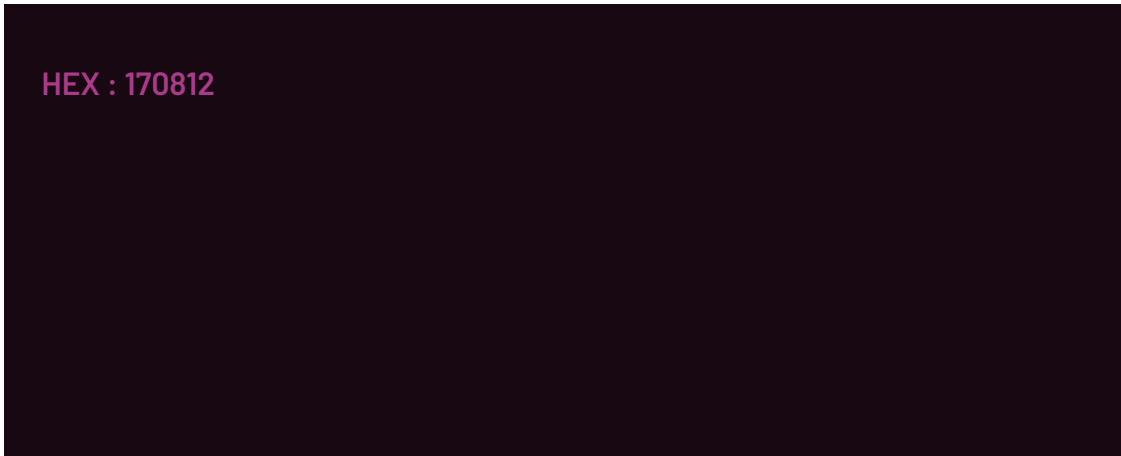
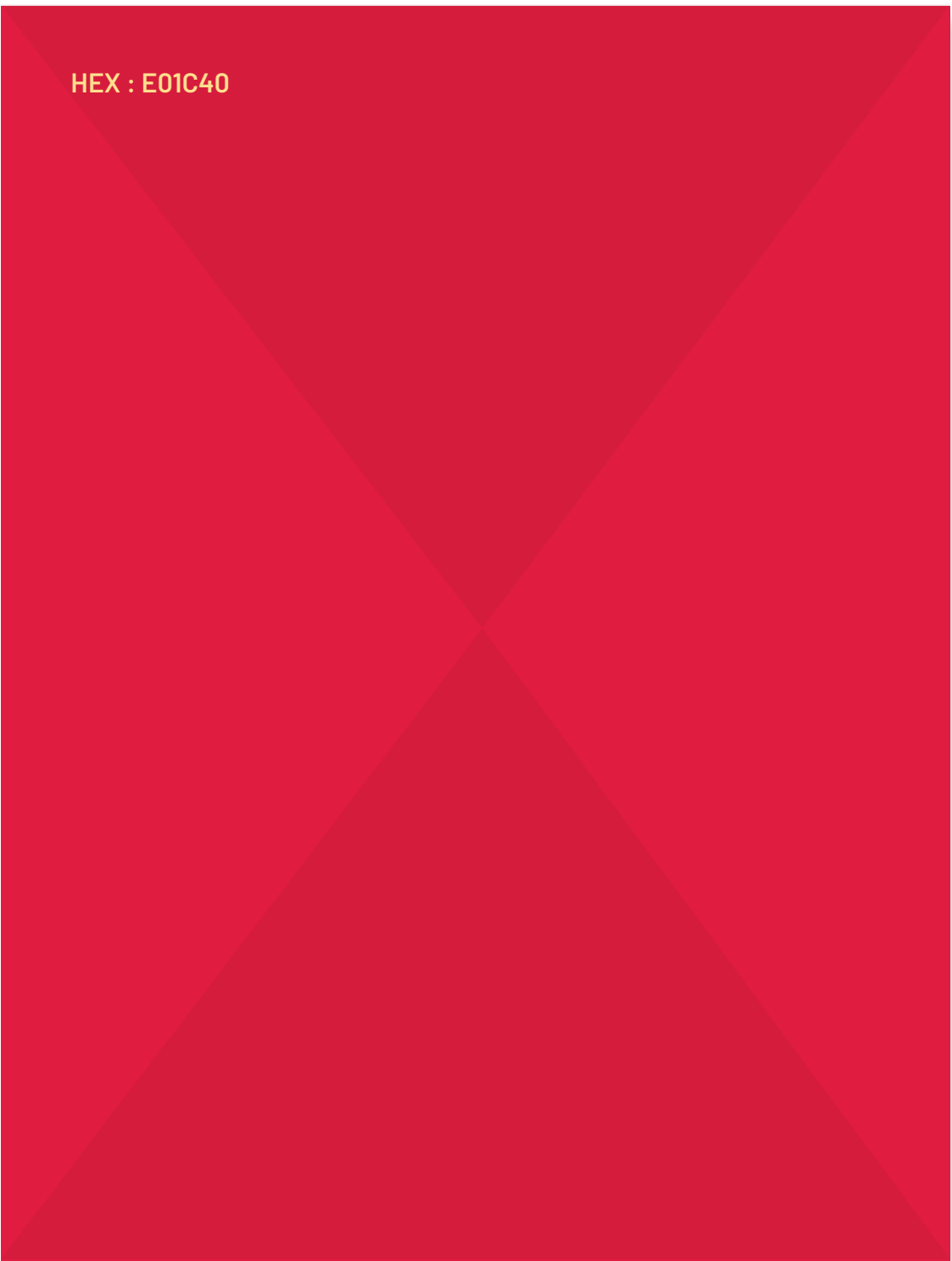
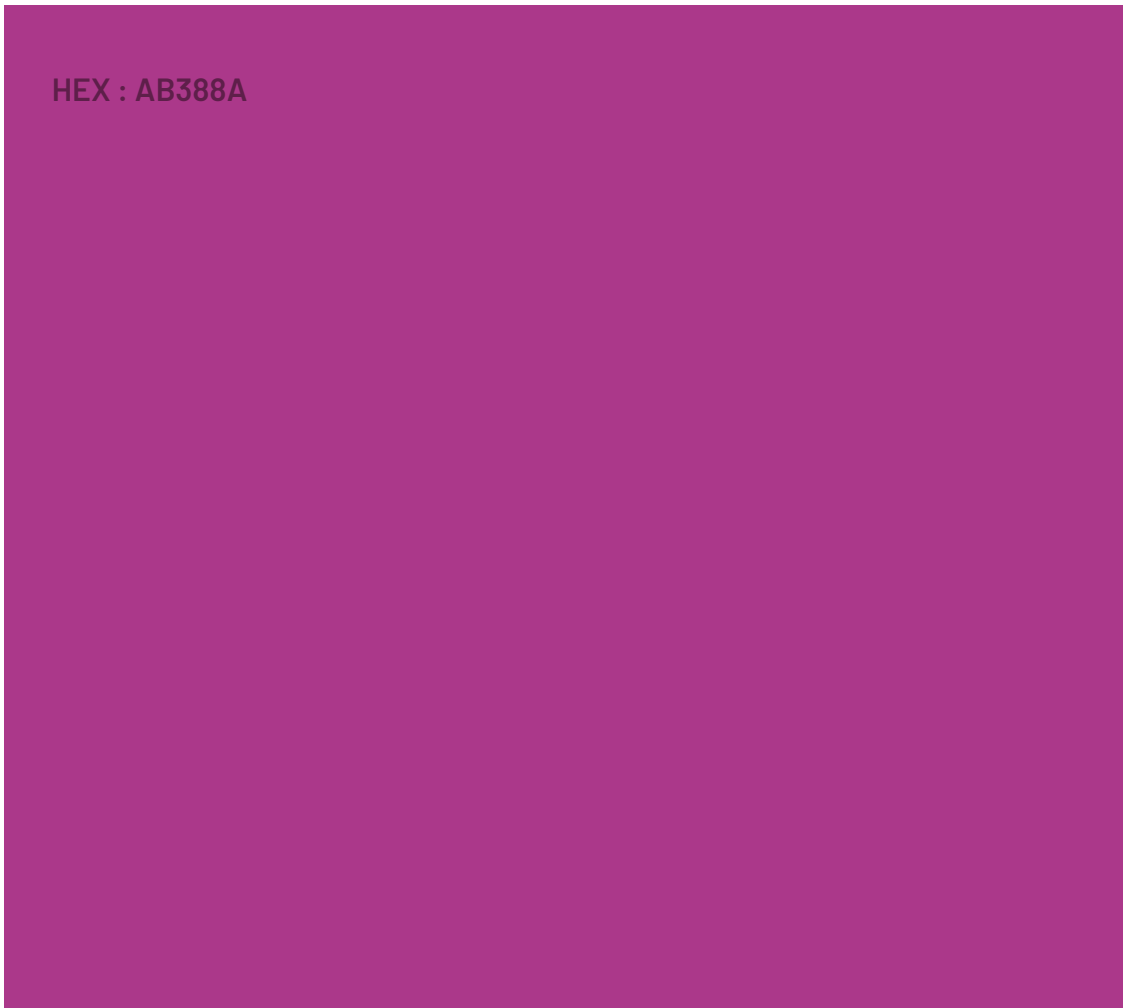
reinterpreted to create a cohesive sister logo. Two distinct logo orientations were developed: a badge style lockup to ensure consistency and versatility across platforms, and a bold block style lockup optimized for high impact applications.

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.

THE 2024-2025 FISH & BOAT SHOW
AND BOAT SHOW WILL BE HELD ON SATURDAY, APRIL 12, 2025

FREE CITIZEN HISTORICAL
5K RUN WALK
SUNDAY, APRIL 13, 2025



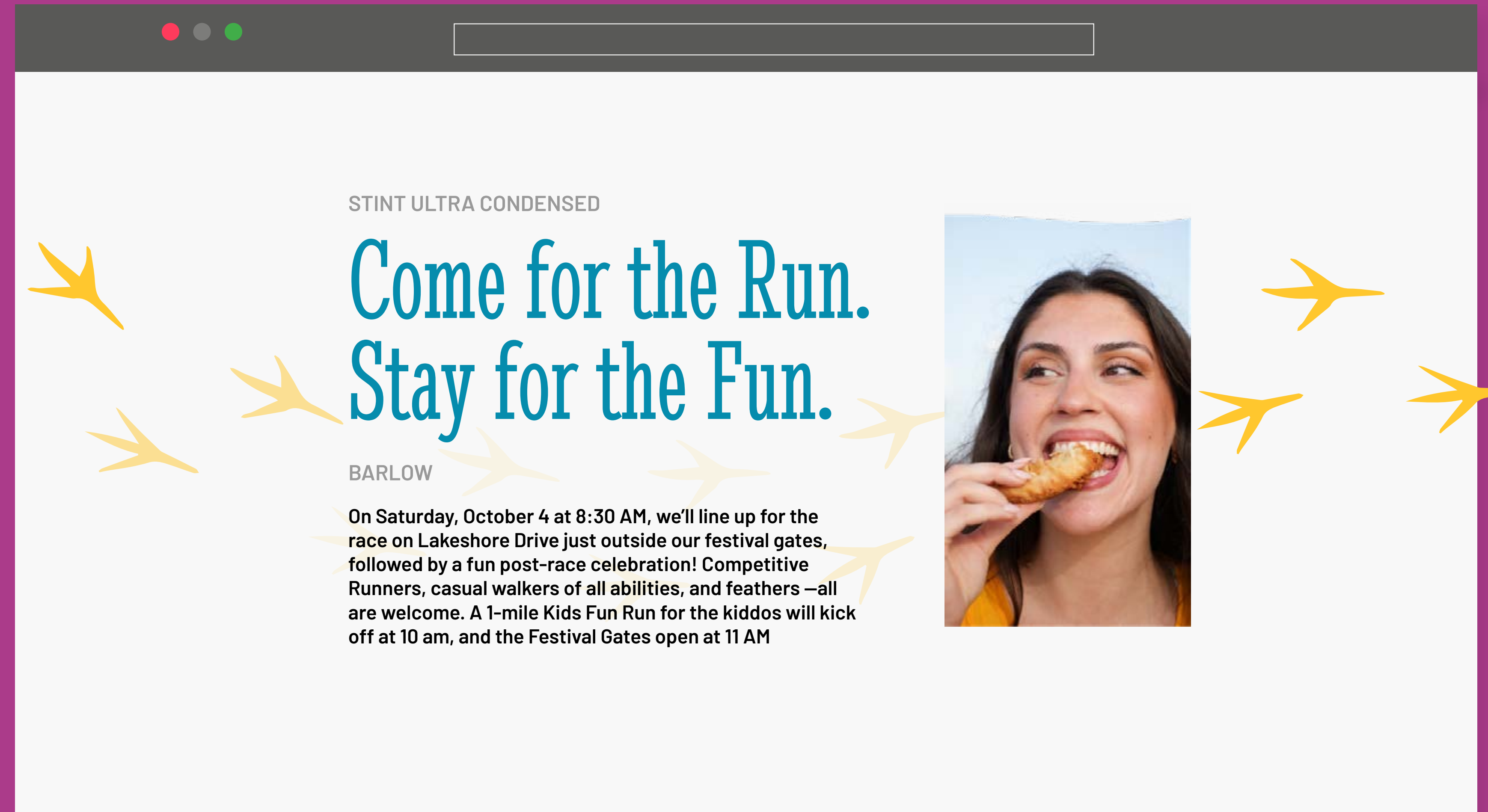
REGISTER NOW

REGISTER NOW

TYPOGRAPHY

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

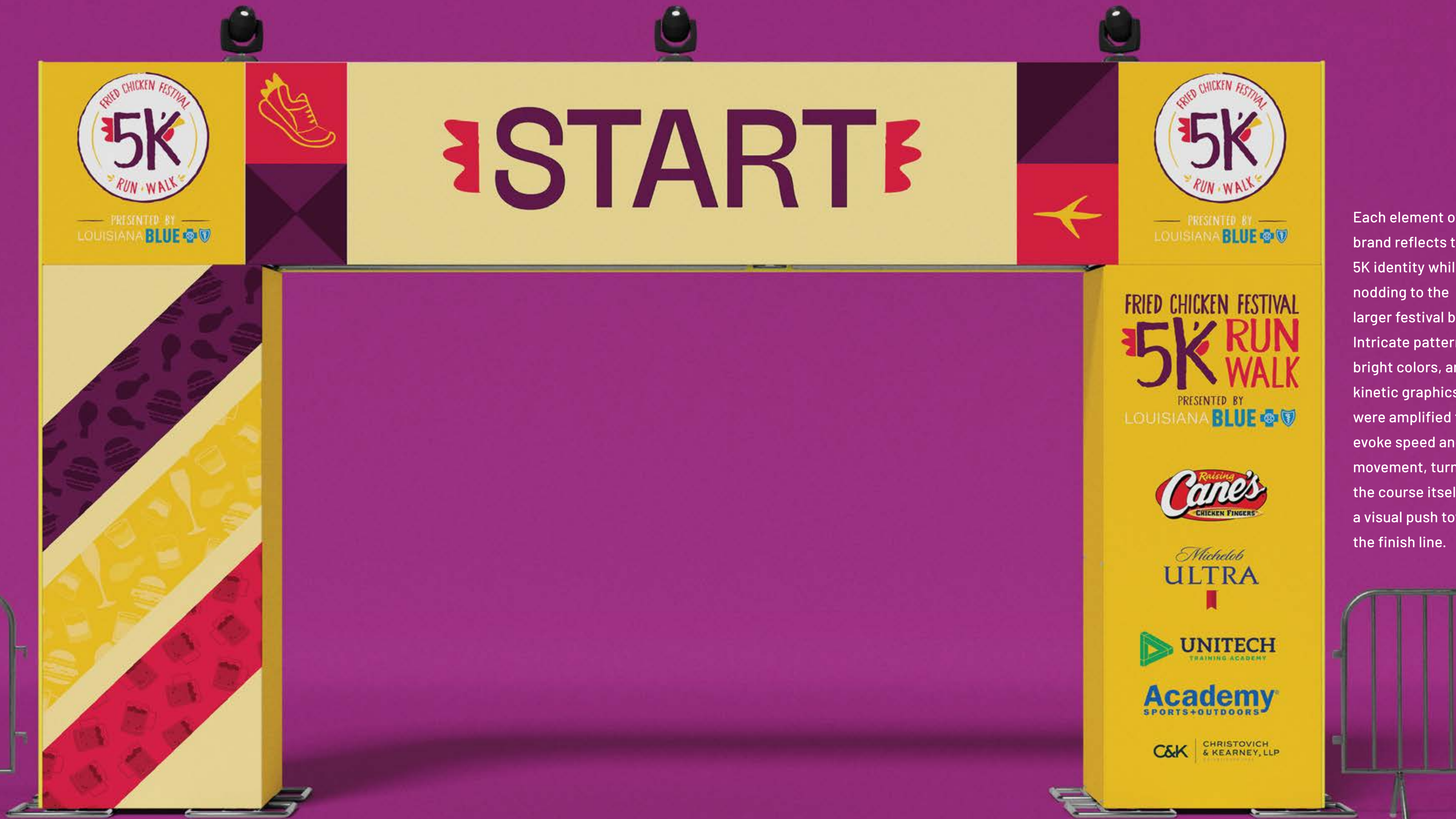
Stinger Variable and **Stint Ultra Condensed** were used as primary display typefaces to create bold, playful moments across digital, social, and print. **Barlow** served as the supporting typeface, providing clarity and consistency for longer form content.



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.



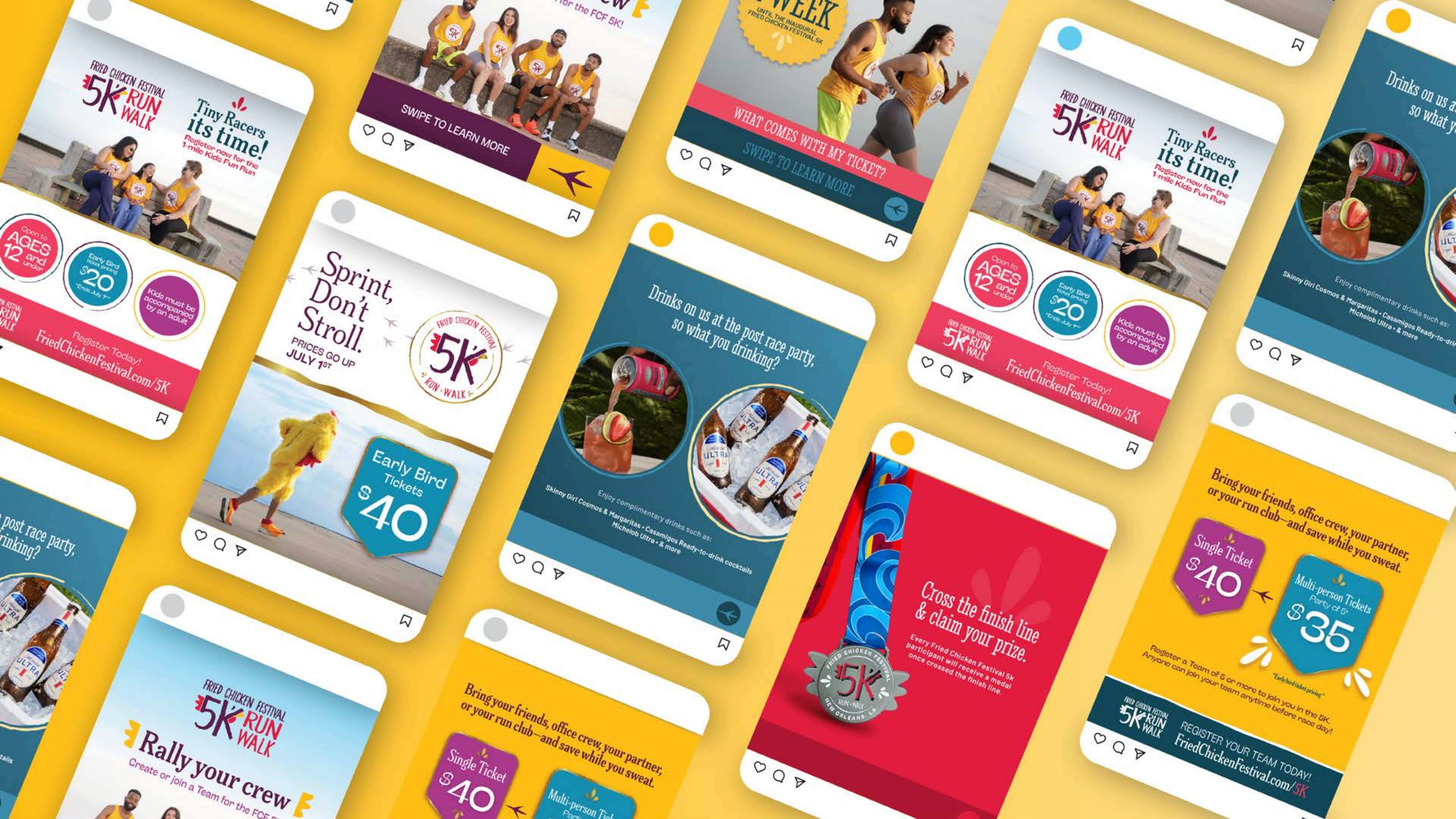


5K RUN
WALK



SATURDAY
10.04.25

REGISTER FriedChickenFestival.com/5K



FRIED CHICKEN FESTIVAL
5K RUN WALK

Tiny Racers its time!
Register now for the 1-mile Kids Fun Run

Open to **AGES 12** and under

Early Bird ticket pricing
\$20
*Ends July 1st

Kids must be accompanied by an adult

Register Today!
FriedChickenFestival.com/5K

UNTIL THE INAUGURAL FRIED CHICKEN FESTIVAL 5K

SWIPE TO LEARN MORE

WHAT COMES WITH MY TICKET?

SWIPE TO LEARN MORE

FRIED CHICKEN FESTIVAL
5K RUN WALK

Tiny Racers its time!
Register now for the 1-mile Kids Fun Run

Open to **AGES 12** and under

Early Bird ticket pricing
\$20
*Ends July 1st

Kids must be accompanied by an adult

Register Today!
FriedChickenFestival.com/5K

Drinks on us at the post race party, so what you?

Enjoy complimentary drinks such as:
Skinny Girl Cosmos & Margaritas • Casamigos Ready-to-drink Michelob Ultra • & more

Sprint, Don't Stroll.
PRICES GO UP JULY 1ST

FRIED CHICKEN FESTIVAL
5K RUN WALK

Early Bird Tickets
\$40

Drinks on us at the post race party, so what you drinking?

Enjoy complimentary drinks such as:
Skinny Girl Cosmos & Margaritas • Casamigos Ready-to-drink cocktails Michelob Ultra • & more

Cross the finish line & claim your prize.
Every Fried Chicken Festival 5K participant will receive a medal once crossed the finish line.

Bring your friends, office crew, your partner, or your run club—and save while you sweat.

Single Ticket
\$40

Multi-person Tickets
Party of 6+
\$35
*Early bird ticket pricing

Register a Team of 5 or more to join you in the 5K. Anyone can join your team anytime before race day!

REGISTER YOUR TEAM TODAY!
FriedChickenFestival.com/5K

post race party, so what you drinking?

FRIED CHICKEN FESTIVAL
5K RUN WALK

Rally your crew
Create or join a Team for the FCF 5K

Bring your friends, office crew, your partner, or your run club—and save while you sweat.

Single Ticket
\$40

Multi-person Tickets
Party of 6+
\$35
*Early bird ticket pricing







friedchcknfest and 3 others

Original audio



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