

FINE ARTS FESTIVAL



Brand Guide

Logos, color, and type for the River Clay Fine Arts Festival

LOGO

Primary logo



Two color, for light backgrounds



Reversed white, for dark or photo backgrounds



Vertical lockup, for square or narrow spaces



One color black, for single color and print

Using the mark

- Lead with the horizontal two color logo. Use the vertical lockup only when a square or narrow space calls for it.
- Choose by background: two color or black on light, white on dark or photos. Always keep strong contrast.
- Give it room. Keep clear space around the logo equal to the height of one arrow mark on every side.
- Keep it legible. Do not size the full lockup smaller than about 140 pixels wide on screen.
- Do not recolor, stretch, condense, rotate, outline, or add shadows or effects.

A practical note on white

The white logo PNG ships with a white background, so it only works in tools that knock white out. For screen use on dark backgrounds, use the vector white version or a transparent PNG.

EVENT LOGOS

Sub-brands within the River Clay family

These share the master lockup with a signature treatment for two of our signature experiences. Use each only for its event, and pair it with the main River Clay logo where space allows.



Rendezvous, the opening night patron preview party. Also in black.



Chalk, the festival chalk art event. Also in blue.

COLOR PALETTE

Color palette



#C75B27

Orange

R199 G91 B39

Primary accent



#33312E

Charcoal

R51 G49 B46

Primary text

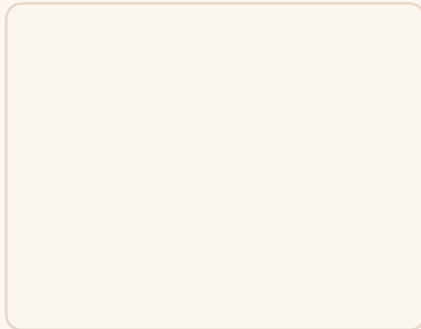


#3E6B6B

Teal

R62 G107 B107

Secondary accent

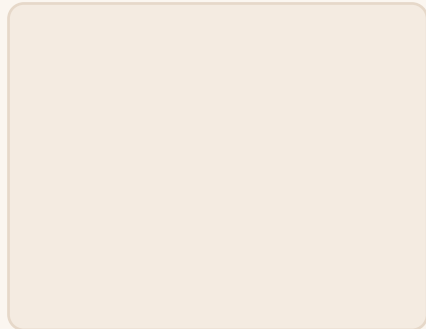


#FBF6F0

Cream

R251 G246 B240

Background



#F4EBE1

Warm Tan

R244 G235 B225

Soft fill

Color note: the current digital logo renders at a brighter **#ED5027**, while every other River Clay material uses the deeper **#C75B27**. I recommend standardizing on **#C75B27** and updating the logo to match, or adopting the brighter orange everywhere. Either works, but they should agree.

TYPOGRAPHY

Brand type, with everyday substitutes

ROLE	BRAND FONT	WIDELY AVAILABLE SUBSTITUTE
Display and accents	Adobe Caslon Pro (serif)	Georgia, on every device
Body and interface	Interstate (sans-serif)	Arial or Helvetica, universal
Condensed headlines	Interstate Condensed	Arial Narrow

River Clay
Fine Arts Festival

Recommendation: use the brand fonts on the website. Everywhere else, including email and documents, set headlines in Georgia and body in Arial so the look holds on every device.

How we sound

River Clay is **what you do in October**. The whole city turns out, the artists show up with a year's worth of work, and downtown comes alive for one weekend. We write like that: warm, clear, a little fun, and impossible to ignore. Professional, never stuffy.

1. Clear and concise

Say it in plain words, then stop. Short sentences, active voice, no filler.

2. Warm and human

Write like a friendly neighbor, not a press release. Use you, and use contractions.

3. Fun where it counts

A little wit goes a long way, especially on social. Playful, not goofy.

4. The main event of October

Frame River Clay as the unmissable fall tradition. Build a little healthy FOMO.

5. Specific and local

Name the artist market, the grove, chalk art, Rendezvous. Specifics feel proud and true.

READING THE ROOM

One voice, three settings

SOCIAL

Most playful and punchy. Lead with energy and FOMO, keep it short, let personality show.

EMAIL AND WEB

Warm and inviting with a clear next step. Excitement up front, details skimmable.

SPONSOR, GRANT, BOARD

Polished and confident, still warm. Lead with impact and clarity, less slang.

SHOW, NOT TELL

Stuffy, then River Clay

STUFFY

We cordially invite you to attend the eleventh annual River Clay Fine Arts Festival.

STUFFY

The festival will feature numerous talented artists from across the region.

RIVER CLAY

It's almost October, which means River Clay is back. Clear your weekend.

RIVER CLAY

Sixty juried artists. One weekend. Downtown Decatur.

WORD CHOICE

Words we love, words we lose

WE LOVE

come · join us · show up · downtown · the grove · first dibs · all year · tradition · don't miss it · clear your calendar · the whole city · hands on

WE LOSE

~~cordially · avail · utilize · leverage · synergy · world class · prestigious · esteemed · hereby · attendees · various offerings · we are pleased to~~

HOUSE RULES

A few non-negotiables

- Use contractions. They keep us human.
- No em dashes, anywhere. Use commas, periods, or a fresh sentence.
- Lead with the exciting part. Put the date, the ask, or the hook first.
- One clear call to action per message.
- Earn the hype. Back it up with real, specific detail, not empty superlatives.

THE OCTOBER FEELING

Lines that capture it

River Clay. It's what October is for.

The one weekend all of Decatur shows up.

If it's October, it's River Clay.

Don't be the one who missed it.



River Clay Fine Arts Festival | June 2026