

CLAY HOUSE

Brand Name: Clay House

Industry: Pottery Studio & Creative Space

Location: Brooklyn, New York

Style: Playful craft, soft colour, creative community

Meet your client:

The Clay House is a contemporary pottery studio in Brooklyn, created for people who want to switch off, get creative, and make something with their hands.

Offering pottery painting, wheel throwing, and relaxed evening workshops, the space brings together creativity and community in a bright, playful setting. Shelves are filled with colourful handmade ceramics, mismatched shapes, checks, stripes, and beautifully imperfect pieces.

The brand should feel artistic, youthful, and welcoming, with a playful approach to colour and pattern. Think soft pastels, warm earthy tones, hand-drawn details, and the charm of something made rather than manufactured.

Brand Keywords:

- Playful
- Handmade
- Colourful
- Creative
- Social

Deliverables (choose any):

- Logo + Submark
- Pottery stamps, stickers or packaging
- Workshop poster or class schedule
- Website homepage concept
- Studio signage or branded apron



Have fun!