

YRI EDITION

KFC International Brand Identity Standards

November

2006



Yum!

Restaurants International

Specific Branding Guidelines for International Markets.



YRI Brand Identity Standards: November 2006

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Welcome to the YRI Version of the KFC Brand Identity Standards Manual!

This update has been created to provide additional artwork and guidelines tailored for International locations.

If you have received a CD or a printed copy of the June 2006 Global Standards Manual, you will want to note the highlighted updates listed by Section and Page numbers to the right.

NOTES:

Pages 2.1, 2.6, and 2.12 of the June 2006 Global Brand Identity Standards should be disregarded for international use.

Direct all questions to the International Marketing Team in Dallas, and to the Yum Trademarks Team.

SECTION 1.2 -

Additions to the master logo elements overview

- ▶ It's Finger Lickin' Good Script
- ▶ KFC Delivery Logos
- ▶ KFC Express Logos
- ▶ Classic Script

SECTION 2.1 -

Removal of Tilted Bucket Art in the Master Logo Formats

- ▶ The Tilted Bucket Art is not approved for use internationally.

SECTION 2.2 -

Signage Format Overview

- ▶ The KFC Bright Red halo is now optional on signage.
- ▶ Clarification on the use of Left Tilt and Right Tilt Buckets for signage is included.

SECTION 2.6 - **New!**

Addition of KFC Proprietary Classic Script Font

SECTION 2.13 -

Removal of Tilted Bucket Art in Apparel

- ▶ The Tilted Bucket Art is not approved for use internationally.

SECTION 3.3 - **New!**

Addition of It's Finger Lickin' Good Script Formats

SECTION 3.4 - **New!**

Addition of KFC Delivery Logos

SECTION 3.5 - **New!**

Addition of KFC Express Logos

SECTION 4.6 - **New!**

Addition of 3M Signage Colour Matching Samples



This is the modern face of KFC and it's set to propel the brand forward into the 21st century.

YRI Reference Manual for the Updated KFC Image

1.0

A Reference Manual for the Updated KFC Image.



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SECTION 1

Consistency for the KFC Logo and Trade Dress Signage.

This manual is designed for easy access to the information needed to reproduce the updated KFC logo. These standards ensure a consistent global presentation of the KFC Identity which is critical to the success of our brand for these reasons:

- ▶ Key signage identifies more than just the location of the restaurant. It also communicates the quality and value of the brand.
- ▶ The logo represents the essence of the brand, and instills loyalty with consumers.
- ▶ The logo is protected by Trademark and other IP Laws which guard against infringement and copying the KFC concept.
- ▶ Inconsistent usage of the KFC Logo and Trade Dress Signage could weaken and dilute the message to consumers about the brand.

Direct all trademark questions to Yum Trademark Counsel in Dallas.

SECTION 1 - INTRODUCTION

- 1.2 Introduction to the 2006 Updated Logo
- 1.3 Introduction to the 2006 Identity Standards
- 1.4 Important Guidelines and Restrictions

SECTION 2 - KFC LOGO USAGE

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- 2.2 Master Signage Formats & Colours
- 2.3 Colonel Face Tone Reproduction Guidelines
- 2.4 KFC Lettertype Formats and Colours
- 2.5 Kentucky Fried Chicken Script Formats
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SECTION 3 - ADDITIONAL ELEMENTS

- 3.1 Colonel Medallions
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SECTION 4 - COLOUR SPECS & DOWNLOADS

- 4.1 Colour Specifications and Colour Matching Systems
- 4.2 Available Downloads at www.kfclogos.com
- 4.3-5 Colour Chips
- 4.6 Signage Colour Matching Samples

Find What You're Looking for, and Download Artwork.

Please refer back to this page to find section and page numbers.

For a complete list of electronic downloads, see page 4.2 or log onto www.kfclogos.com.

Section Numbers are always listed in the upper right hand corner of every page.

NOTES:

The following topics included in the 1997 Corporate Identity Standards are omitted from this publication, and are now determined by KFC Brand Divisions:

1. Corporate typography.
2. Stationery system including business cards.
3. Premiums.
4. Motorway signage.

Concerning Signage: this manual contains artwork for signage use. Divisional signage guidelines and requirements can be found in the GFP Development Standards Library Vol. IV.

Any variance from the materials and standards published in this manual requires prior approval. Please direct all inquiries to your marketing leader.

Page Titles and Page Numbers

The page titles listed in this Table of Contents are repeated in the bottom right-hand corner of every page.

Page numbers contain the Section Number followed by a period and the page number of that section.



Why Update our Logo Now?

The modernized Colonel logo has been designed to have a powerful effect on packaging, television, signage, and other marketing materials. The logo now leaves an even stronger visual impression across all mediums, including 1-colour applications where the previous logo was less successful.

The modernized logo has also been updated to enhance the impact of the refreshed, contemporary restaurant designs currently being introduced in all worldwide markets. It successfully coexists with the current logo, allowing cost-effective market implementation plans.

The design revitalizes a time-honored icon, and energizes the KFC brand.

The Colonel would have been proud of the innovation and improvements taking place at KFC today!

Moving Forward by Looking Back.

Part of what has made KFC so successful is a commitment to trying new things, coupled with a keen respect for its core brand and image. That's also the thinking behind the revitalized Colonel Icon Design. It's forward-thinking with an appreciation for the company's rich heritage.

Both young and old relate to the Colonel as a real person, and an aspiring chef. This fresh design ties us back to the heritage of the company, while bringing the brand image forward into the present.

It's the modern face of KFC and it's set to propel the brand forward into the 21st century.

Highlights of the Modernized Colonel Logo.

Youthful energy.

Sharp contrasts and simplified line work make the Colonel more youthful, energetic and contemporary. He was only 65 when he started the franchise and today's 65-year-olds are staying more active and looking younger—this logo reflects that.

A bigger smile also makes the Colonel appear more friendly and welcoming, inviting every customer to stop by for a meal.



The trademark look with modern flair.

The famous glasses, goatee and string tie ensure the most familiar face in fast food stays that way.

Also, the Colonel now wears a red apron, reminding customers that he was more than just the face of Kentucky Fried Chicken—he was a passionate and aspiring chef as well.

A richer colour palette.

Black, white, rich reds and subtle flesh tones give the logo a warmer appearance with more global appeal.

These colours also allow greater flexibility for use in both streetscape and consumer touchpoint applications.



Manual Scope.

The main updates to the identity system elements presented in the 2006 manual are as follows:

MASTER ARTWORK ELEMENTS

1. Modernized Master Logo
2. Updated KFC Lettertype

SECONDARY ARTWORK ELEMENTS

3. Kentucky Fried Chicken Script Font
4. Colonel and Secret 11 Medallions
5. It's Finger Lickin' Good Script Font
6. KFC Delivery Logo
7. KFC Express Logo
8. Creation of the Classic Script Font.

Logo and Signage Exceptions and Inquiries.

Exceptions and inquiries related to modification of the logo should be directed to marketing leadership.

Direct all trademark questions to Yum Trademark Counsel in Dallas.

NOTE:
Inquiries for exceptions are carefully reviewed, but seldom approved.

Master Logo Elements: a Quick Summary.

- 1 Modernized Colonel Logo**
Find Colonel logo artwork and cropping on 2.7.
Go to 2.2 for signage logo artwork and cropping.



- 2 Refreshed KFC Lettertype**
Go to 2.4 for complete artwork and usage guidelines.



Secondary Artwork Elements. These enhancement graphics help visually communicate and reinforce the KFC brand message by utilizing the image of the Colonel and our famous trademarked phrases.

- 3 Kentucky Fried Chicken Script Font**
Complete artwork and usage guidelines are on 2.5.



- 4 Colonel Medallion and Secret 11 Medallion artwork**
See 3.1-3.2 for graphic styles and cropping guidelines.



- 5 It's Finger Lickin' Good Script Font**
See 3.3 for complete artwork and usage guidelines.



- 6 KFC Delivery Logo**
Options for use with or without a phone number are on 3.4.



- 7 KFC Express Logo**
Find usage guidelines on 3.5.



- 8 Classic Script Font**
See page 2.6 for usage guidelines.



Protecting the KFC Brand Image.



The Need for Tighter Guidelines.

As always, there is no market flexibility for logo application in marketing and trade dress materials. Markets are accountable to represent the logo exactly as specified in this revised standards manual. The only rare exception will be when approval is granted from Yum Trademark Counsel and Senior Marketing leadership in advance of any local market modifications.

Updated restrictions include:

- ▶ Revised proportion guidelines.
- ▶ Non-standard signage sizes require pre-approval before any “stretching.”
- ▶ Retired logo formats that will not be allowed on new applications.

Important Legal Notes and Required Guidelines.

1. The Logo may not be used in any manner that might imply that any non-KFC materials, including but not limited to goods, services, websites, or publications are sponsored, endorsed, licensed by, or affiliated with KFC.
2. The Logo may not be displayed as a primary or prominent feature on any non-KFC materials. Companies using the Logo with permission, pursuant to these guidelines, must also display in the primary and more prominent position, their own logo(s), business name, product names, or other branding.
3. The Logo may not be used in a manner that would disparage the brand or its products or services.
4. The Logo must be used as provided by KFC with no changes, including but not limited to changes in the colour, proportion, or design, or removal of any words, artwork, or trademark symbols. The Logo may not be animated, morphed, or otherwise distorted in perspective or appearance.
5. Use only approved KFC logo artwork, and include the TM symbol or registered trademark symbol, “Circle-R,” whenever possible. The TM or the ® should be placed in the specific position that is designated in the Logo Usage pages in this section.
6. To properly stage the Logo, a minimum clearance between the Logo and other elements must be maintained.

7. The Logo must stand alone and may not be combined with any other object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features, or symbols. The Logo must not be incorporated or used in any manner as part of, or in close proximity to another company's name, domain name, product or service name, logo, trade dress, design, slogan, or other trademarks. The Logo must never appear with any other symbol or icon (except the ™ or registered trademark symbol); contained within a box, circle, or other shape; or combined with any other name, logo, or icon to create a co-branded logo.
8. The attribution clause “KFC is a registered trademark of _____” should accompany use of the Logo whenever possible. Confirm trademark ownership in your market with legal counsel.
9. Neither the Logo nor the KFC name may be used in any other company name, product name, service name, domain name, franchisee sites, publication title, or the like.
10. Non-KFC materials should not mimic any KFC advertising, product packaging, or website design.
11. KFC deserves the right in its sole discretion to terminate or modify permission to display the Logo, and may request that third parties modify or delete any use of the Logo that, in KFC's sole judgment, does not comply with these guidelines, or might otherwise impair KFC's rights in the Logo. KFC further reserves the right to object to unfair uses or misuses of its trademarks or other violations if applicable by law.

12. The artwork included in this manual is approved, however it may not be used without first obtaining the appropriate BMU Market leadership approvals.
13. All items in this Brand Identity Standards Manual have been reviewed and approved by YRI, Yum, and China Legal.
14. The updated Colonel artwork is being registered globally by the Trademarks Team. Each market using the new logo should check with Yum Trademark Counsel in Dallas to determine whether a ® can be inserted in place of TM. ® must be used once the mark is registered. Refer to page 2.8 for more detail on this topic.
15. This manual must be used in conjunction with the appropriate international signage standards published in the GFP Development Standards Library Vol. IV. Signage applications may not vary from approved cropping and proportion guidelines.
16. The Kentucky Fried Chicken script artwork is not intended to replace the KFC lettertype logo as the brand name. All usage of the Kentucky Fried Chicken Classic and Heritage script artwork as secondary exterior building signage must meet the requirements of the divisional signage guidelines published by YRI, and China.

KFC Logo Format Overview.



NOTE:

Signage only formats are demonstrated on page 2.2

Master Logo Formats:

For applications including advertising, packaging, TV, coupons, POP, and promotional materials.

Vertical



1 x 1.25

Square and Horizontal



Square 1 x 1



1.25 x 1

Bucket and Circle



Lettertype



KFC Rich Red Lettertype with White Highlights for use on any background.



ONLY use White KFC Lettertype without KFC Rich Red Highlights on KFC Rich Red background.



Use White Lettertype with KFC Rich Red highlights on any solid background.

4 Spot Colours

Find detailed colour specifications beginning on page 4.1

- KFC Rich Red - PANTONE® 187
- KFC Rich Black - PANTONE® Black
- KFC Medium Warm Beige - PANTONE® 727 CV*
- KFC Light Warm Beige - PANTONE® 9201 CV*

* CV indicates the CMYK formula has been adjusted from the standard PMS breakdown. See page 4.1 for the custom CMYK Formulas.

Consistent Master Logo Components.

- ▶ Modernized Colonel icon.
- ▶ Signature 8 degree tilt off the vertical axis.
- ▶ Solid KFC Rich Red background for master artwork logos.
- ▶ Full head (no top-crop) in master logos.
- ▶ Defined proportions / shape.
- ▶ KFC lettering is included in some masters, and not included in others. The KFC lettertype may not be added to the Colonel icon unless it is demonstrated in this manual. Formats shown without the lettertype do not have a combined icon-lettertype option and must be used exactly as defined.
- ▶ Never shift the position of the Colonel icon within the defined logo proportion.
- ▶ Never alter the defined position, size or colour of the KFC lettertype when used with the Colonel icon.
- ▶ Never change the fixed angle of the Colonel icon or the KFC lettertype within the approved logo proportion.
- ▶ Never change the master logo colours.
- ▶ Never manipulate the shape of the logo in any way, distorting the Colonel's image or the KFC lettertype.
- ▶ Never substitute the Kentucky Fried Chicken script font for the KFC font in the master logo.

Refer to the visual references on page 2.10 & 2.11 for other logo restrictions.

KFC Signage Format Overview.



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Signage guidelines can be found in the GFP Development Standards Library Vol. IV.

NOTE:
The KFC Bright Red halo is optional on signage. Please go to www.kfclogos.com for valid signage artwork files.

Signage Logo Formats:

These formats are designed for signage applications only. Any use beyond signage must be approved by marketing leadership.

Vertical



1 x 1.25



1 x 1.5

Square and Horizontal



Square 1 x 1



1.25 x 1



1.5 x 1



1.75 x 1



2 x 1



1.5 x 1



1.25 x 1

Lettertype: 3d Channel Letters



Bucket and Circle



Straight Bucket for round and flat signage.

NOTE:
The circle format may only be used as a projecting blade sign.



Left Tilt Bucket Right Tilt Bucket

NOTE:
Left and Right Tilt buckets are for use on a double sided flat bucket sign only.

Consistent Signage Components.

- ▶ Modernized Colonel icon.
- ▶ Signature 8 degree tilt off the vertical axis
- ▶ Modernized signature colour palette.
- ▶ Top-crop of the Colonel icon in formats with cropping.
- ▶ Defined proportions / shape formats.
- ▶ KFC lettering is included in some signage formats, and not in others. The KFC lettertype may not be added to the Colonel icon unless demonstrated in this manual. Formats shown without the lettertype do not have a combined icon-lettertype option. Some signage formats require the KFC lettertype be combined with the Colonel icon. Use all logo and signage formats exactly as shown.
- ▶ The KFC lettering for signage does not include the highlights but does include a black drop shadow. This drop shadow lettering is for use in signage only.
- ▶ Never shift the position of the Colonel icon within the defined signage proportion.
- ▶ Never alter the defined position, size or colour of the KFC lettertype when used with the Colonel icon.
- ▶ Never change the fixed angle of the Colonel icon or the KFC lettertype within the approved signage proportion.
- ▶ Never change the signage colours.

Signage 3M® Vinyl Colours

- KFC Rich Red - 3M 3630-53
- KFC Rich Black - 3M 3630-22
- KFC Medium Warm Beige - 3M 3630-0647
- White Diffuser - 3M 3635-30

Bright Red and Deep Burgundy are for signage only.

- KFC Deep Burgundy - 3M 3630-2395
- KFC Bright Red - 3M 3630-2658 (This colour optional on Signage)

NOTE:
The 3M™ Scotchcal™ Translucent Film Series 3630 is used for second-surface applications.
Use 3M Film Series 3632 for first-surface applications.

Master Signage Formats and Colours

KFC Medium and Light Warm Beige.



Colour Strategies for Different Types of Applications.

The modernized KFC Colonel logo has clearly defined colour strategies to enable maximum colour impact for different applications.

The 4-colours logo, including both face tone colours, is required for all print and broadcast applications. For exterior trade dress, site and trade zone signage, the face tone is eliminated but the shadow colour remains. This modified colour format may also be used in applications (such as wearables) when the face tone is not reproducible.

Complete colour specifications are given on page 4.1. For 1-colour logo applications please refer to page 2.12.

Use both face tones for print and broadcast applications:

- ▶ Merchandising
- ▶ Packaging
- ▶ Advertising
- ▶ Business & Promotional Materials
- ▶ TV



NOTE:

The colours represented in this document will vary widely when viewed on screen or output to printer. For correct colour representation, always refer to PANTONE® colour chips. Colour decisions made solely from screen viewing or non-colour correct hard copies risk inaccuracies.

NOTICE:

In the 3-colours logo, KFC Light Warm Beige face tone is omitted.

Use a modified format and omit the KFC Light Warm Beige for:

- ▶ Signage
- ▶ Wearables
- ▶ Applications Where the Face Tone is Not Reproducible



KFC Rich Red
PANTONE® 187

KFC Rich Black
PANTONE® Black

KFC Medium Warm Beige
PANTONE® 727 CV*

KFC Light Warm Beige
PANTONE® 9201 CV*

* CV indicates the CMYK formula for this colour has been adjusted from the standard PMS breakdown. See page 4.1 for the custom CMYK Formula.

SPECIAL NOTE:

No 2-colours logos exist in the 2006 updated identity standards. The logo becomes stark when both Beige tones are omitted. In keeping with the desire to give the logo a warmer appearance and consistent application, only 3- and 4- colours logos are approved for the majority of cases. See page 2.12 regarding usage guidelines for the 1-colour logo.



Further Protecting Our Identity.

Our KFC lettertype is a unique set of trademarked letter forms designed specifically for use in the KFC corporate identity system. The refreshed type, like the modernized Colonel logo, is an evolution of our classic lettertype and has a warm, friendly, inviting feel.

The lettertype may now be used on its own, without the Colonel logo. This page outlines the specific guidelines governing the lettertype usage without the Colonel logo.

NOTE:

All usage of the lettertype for exterior trade dress and site signage must adhere to all published maximum and minimum signage standards.

White Highlight Formats.

Most of the lettertype formats contain elegant highlights on the letter forms that contribute to the uniqueness of the KFC lettertype. It is preferred that one of these formats with highlights be used in all printed applications (including packaging).

Solid Lettertype Format.

A new format without highlights has been developed to bring a sense of freshness and crispness to the letters when they are used against the signature KFC Rich Red background. The only acceptable application for the solid, all-white format of the KFC lettertype is against an approved KFC Rich Red background. This is the preferred format for white signage letters.

NOTE:

- ▶ All-red letters, without the highlights, are never allowed to represent the core KFC lettertype. All-red letters are only allowed in certain extreme applications in which the white highlight is impossible to reproduce, such as small-scale wearable embroidery. Never use all-red letters to represent the core logo trademark in marketing, TV, business, packaging, graphic, or signage applications.
- ▶ Never use any colour other than red or white to reproduce any of the KFC lettertype formats as 3-dimensional signage letter forms.
- ▶ Refer to GFP Development Standards Library Vol. IV for approved signage edge return colour options.

Master Lettertype Formats.

The master lettertype formats below may only be used in KFC Rich Red and White.



KFC Rich Red Lettertype with White Highlights can be used on any background.



ONLY use White KFC Lettertype without KFC Rich Red Highlights on KFC Rich Red background.



White Lettertype with KFC Rich Red highlights can be used on any solid background.

NOTE:

Never change the highlight colour in master logo formats from white or KFC Rich Red.

1-Colour Secondary Lettertype Formats.

The 1-colour applications, shown below in black, may be used as secondary artwork applications. Never use a 1-colour KFC Lettertype format to take the place of the required trademarked red or white lettertype.



KFC 1-Colour Lettertype with White Highlights.



ONLY use the KFC 1-Colour Lettertype without the White Highlights for wearables.

Secondary Script Lettertypes.



Secondary Elements.

The Kentucky Fried Chicken Script lettertype was originally developed by Colonel Sanders in 1952. It is a genuine, time-honored essence of the brand. The Script lettertype helps impart a feeling of warmth and authenticity, and it is used primarily as a secondary brand artwork element. It should be used sparingly. It is meant enhance the KFC logo, not to replace it.

The Classic font option is a contemporary letter style that closely matches the modernized KFC lettertype. The Heritage font option is an update from our original 1952 font.

1-Colour Scripts.

1-colour scripts used for signage must be in KFC Rich Red. Other 1-colour usage is restricted to interior art or graphic elements only.

Kentucky Fried Chicken
Kentucky Fried Chicken

Classic Script - use for all mediums.

Kentucky Fried Chicken[®]

Solid KFC Rich Red Script.

Kentucky Fried Chicken[®]

Solid White Script only on a KFC Rich Red background.

Heritage Script - use for all mediums.

Kentucky Fried Chicken[®]

Solid KFC Rich Red Script.

Kentucky Fried Chicken[®]

Solid White Script only on a KFC Rich Red background.

NOTE:

Always use the ® after the Kentucky Fried Chicken Script lettertype. When used as a secondary exterior building signage element, all separate published maximum and minimum standards for lettertype signage must be met.

Heritage Script stacked formats.

**Kentucky Fried
Chicken**[®] **Kentucky
Fried
Chicken**[®]

Kentucky Fried Chicken[®]

KFC Rich Red Script with White Outline.

Classic Script Enhances the KFC Brand.



Our Own Proprietary Font.

The KFC Classic Script font was created as an enhancement element to the updated Master Logo and Signage formats. It is especially useful to markets needing to translate a specific headline or phrase into a local language.

Classic Script - use for all mediums.

**Aa Bb Cc Dd Đđ Ee Ff Gg Hh Ii Jj Kk Ll Łł Mm
Nn Oo Øø Pp Þþ Qq Rr Ss Šš Tt Uu Vv Ww Xx
Yy Ÿÿ Ýý Zz Žž ¿? ¡! ß @ § ¨ () [] { } † ‡ * “ \ ” ‘ / ’
Ãã Ææ Ññ Õõ Œœ fi fl » « Kentucky ® © ™
Ää Ëë Ìì Öö Üü Ÿÿ Ýý & › / ‹ – — - _ Fried ^
Ââ Êê Îî Ôô Ûû Åå Çç „ : . ; , … • • Chicken #
Àà Èè Ìì Òò Ùù μ Áá Éé Íí Óó Úú € £ ¥ \$ ¢ %
‰ ° ± + ÷ − = ≠ × > | < • 1234567890**

Use the Classic Scrip KFC Rich Black, KFC Rich Red, or White (reversed).

How to Use the Classic Script.

To download the font, log onto www.kfclogos.com for use in both the MAC and PC environments.

Always use one colour, KFC Rich Black, white (reversed), or KFC Rich Red when setting the classic script font.

For use across all mediums, but use sparingly— in headlines, sub-heads, or to indicate retail costs— but not for use as general body copy.

Use for translations to a local language. When copy is translated into a local language in a market, the translation must be submitted to Yum Trademark Counsel for review.

NOTE:

Never use the classic script font in place of the required KFC Lettertype in the master logo formats.

Logo Rules and Cropping Guidelines.



Ensure Consistency.

Follow these simple rules and guidelines to maintain consistency in the Colonel logos:

1. Maintain the Colonel's signature 8 degree tilt.
2. No top-crop in any Vertical Format.
3. In horizontal formats, never crop below the top left white peak of the Colonel's hair.
4. Never crop above the left black tip of the bib on the apron.

The master logo shows the full image of the Colonel, including the top of his head. However, in some cases cropping is necessary to achieve maximum impact.

Consistent cropping is crucial to maintaining the integrity of the KFC logo. These cropping guidelines apply to all Square, Horizontal, Vertical, Bucket, and Circle logo formats. Markets may not vary the cropping of any of the logo formats.

The Colonel's Signature Tilt. 8 degree tilt.

- 1 In nearly all formats the Colonel has a signature 8 degree tilt off the vertical axis, which is never to be altered.

EXCEPTION: The only format that deviates from the 8 degree tilt of the Colonel are the left and right tilt Signage Bucket formats. Please refer to 2.2 concerning signage for more details.



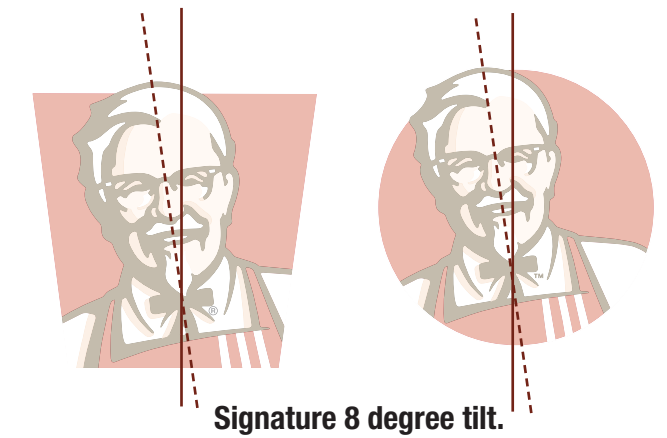
No Top-Crop on Vertical Formats.

- 2 The top of the Colonel's head is fully illustrated in all Vertical formats.



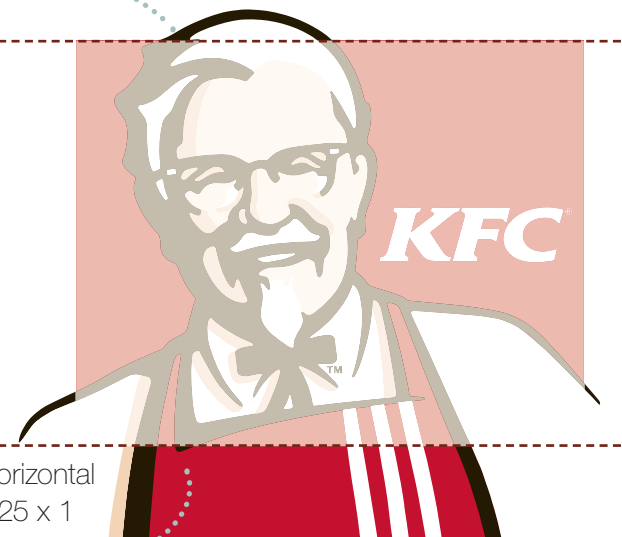
Circle and Bucket Formats.

The Colonel is always on the 8 degree angle in the Straight Bucket and in the Circle Logo formats.



Horizontal Top-Crop.

- 3 In horizontal formats, the top-crop is always made at the highest, left peak of the Colonel's hair.



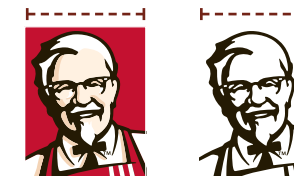
Apron Edge.

- 4 The apron is never cropped higher than just above the bottom left black tip of the bib edge. Never extend the apron artwork.

Minimum Size.

It is important to make sure that the logo details are always visible when reduced to a small size.

The minimum allowable size is **16mm wide** in any proportion (5/8").



® and TM Protect the KFC Brand.



The Importance of Trademark Symbols.

Trademark registration with Global Patent and Trademark Offices gives notice to the public of our ownership of the Colonel artwork and the KFC and Kentucky Fried Chicken lettertypes. It allows us to protect the integrity of the logo by controlling how it is used in connection with our products and services. No one can copy or use the Colonel Icon or the KFC lettertype without our permission.

KFC trademarks are extremely valuable because they represent the standards of excellence and consistent quality associated with KFC. This page contains detailed information about how to reference KFC trademarks in different scenarios. These guidelines are intended to provide general information regarding the use of our core trademarks.

Refer to Page 1.4 for comprehensive legal guidelines.

® and TM Size and Positioning.

When the Colonel logo and the KFC lettertype are scaled down, the trademarks may become illegible. Always make sure to keep the ® and TM at least 6-point type, and maintain their fixed positions.



When reproducing either the KFC lettertype or the Colonel artwork in large-size applications, always re-proportion the size of the ® and TM to be smaller, so as not to be overly prominent in relation to the KFC logo.



The Difference between ® and TM

Essentially, the use of the TM alerts the public to our exclusive claim to the KFC Colonel logos. The ® can be used only after these logos are officially registered, not while the applications are pending.

KFC and Kentucky Fried Chicken lettertypes are always accompanied by ®.

Remember:

The Colonel logos and KFC trademarks always need a TM. Once they are officially registered with the local country trademark office, the TM should be changed to ®. The trademark symbol should be placed as shown in the example to the left, tucked into the bow tie.

Local markets are responsible for checking with Yum Trademark Counsel in Dallas to determine the registration status of any trademark.

Text Copy Trademark References.

The ® symbol should always appear at the first reference to the acronym “KFC” within any text copy. After the initial reference the ® may be dropped.

The same is true when referring to a KFC product: depending on whether the product name is a trademark, its initial mention in a body of text will require the use of a ® or TM. After that, the trademark symbol ® or TM may be dropped.

KFC® introduces finger-lickin'-and heart-lovin'-good Tender Roast® Chicken. Tender Roast® Chicken is just one of the many wholesome choices KFC offers to help make your mealtime really special.

At KFC we know that some like it hot. If that describes you-you should try our new Spicy Buffalo Crispy Strips™. KFC Spicy Buffalo Crispy Strips are moist and tender strips of all-white chicken breast meat with a spicy breading that's sure to get your attention, and feed social.



Never move the ® or TM to another position. If either needs to be resized, always keep them in the same position.

Formats No Longer Used.



A Note on Horizontal Proportions:

In the 1997 Identity Manual there was no limit to the length of horizontal fascia signage with repeating logos. Repeating the logo in signage is no longer allowed. Moving forward, the signage must be replicated in the exact logo proportions shown in this manual. Any site-specific exceptions, such as landlord-controlled signage sizes, must be submitted to market leadership for review. All questions on usage should be directed to Senior Marketing Leaders. The updated logo proportions also apply to re-imaging programs.

NOTE:
For replacement signage guidelines refer to the GFP Development Standards Library Vol. IV.

These formats have all been retired, either because they no longer reflect the current brand spirit, or they are problematic for use in the field. Do not use any of these formats on new or remodeled buildings, or in new graphic applications.

Do not use the Vertical Oval format.



Do not use Horizontal formats longer than a 2 x 1 proportion with either the old logo or modernized logo, or the KFC lettertype.



Do not repeat the logo, with either the old logo or modernized logo.



Do not use the Horizontal Oval format.



Do not repeat the lettertype in either the old or updated style.

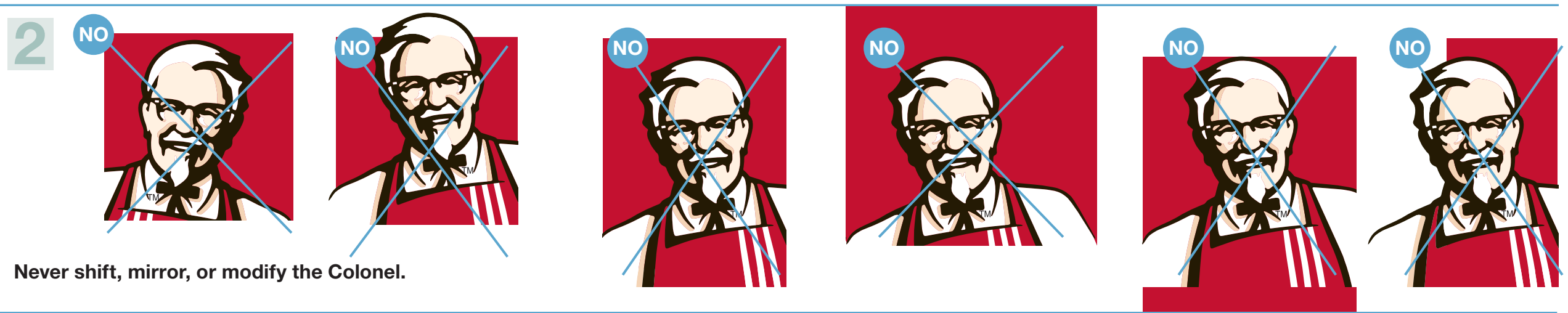
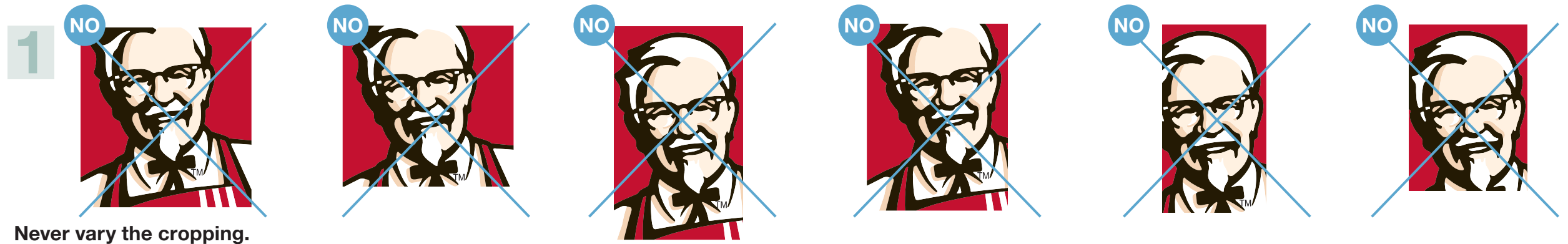


Ensuring a Consistent KFC Brand Image.



In order to maintain the integrity of the KFC brand identity, this updated KFC YRI Brand Identity Standards Manual prohibits distorting the logo or lettertype in any of the ways shown here and on page 2.11.

1. Never vary the crop of the logo artwork. Refer to page 2.6 for cropping guidelines.
2. Never shift the Colonel to the left or right, up or down in any of the logo formats.
3. Never change the fixed angle of the logo or lettertype in any of the approved formats.



Continued,



Don't Change the Logo, Lettertype, or Artwork.

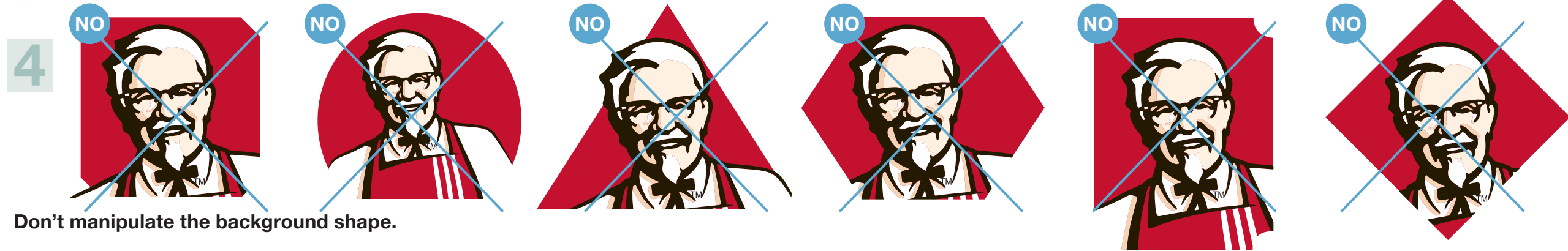


4. Don't manipulate the background shape of the logo formats in any way.

5. Never alter the defined position, size, or colour of the KFC lettertype when used with the Colonel icon.

6. Never change the colour of the logo, or secondary artwork.

7. Don't distort or stretch the logo, lettertype, or any of the secondary artwork elements.



Don't manipulate the background shape.



Never change the position or colour of the KFC lettertype.



Never change the colour of the logo or secondary artwork.



Never stretch the logo, lettertype, or secondary artwork.

1-Colour Secondary Artwork.



NOTE:

No 2-colour artwork versions are allowed.

Secondary Artwork (including the Medallions, and the Kentucky Fried Chicken script and It's Finger Lickin' Good script) utilizes the image of the Colonel as a graphic element which helps to visually communicate and reinforce the KFC brand message.

Secondary Artwork may only be used in conjunction with a master logo.

1-Colour Logos.

The 1-colour application is for use only as a secondary artwork element or for situations when the 4-colour master logo cannot be reproduced, (such as newspaper advertising and on specialty premiums).

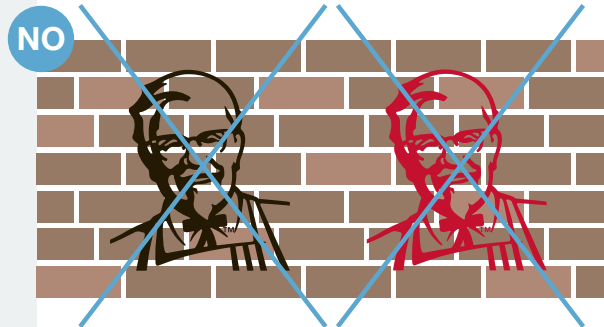
NOTE:

Never use secondary artwork in place of the required master logo.

Never use 1-colour artwork for exterior trade dress or site signage.



A freestanding Colonel may be used in 1-colour without the KFC Lettertype.



Don't reproduce the 1-colour Freestanding Logo on a patterned background.

Secondary Artwork.

Where the Colonel likeness is adapted as secondary brand artwork additional colours may be used, provided it is clear that the Colonel's image is intended to be a secondary artistic element and not an exact replication of the logo. At no time should secondary usage of a 1-colour version of the Colonel overshadow primary logo communication requirements.



Head-only artwork for use in artistic, secondary graphics.

Positive Reverse.

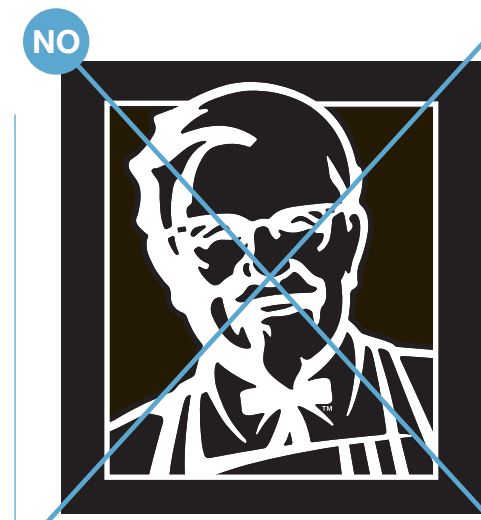
Use a dark field with a white or reversed outline to hold the Colonel's image.

Maintain the proportions as set out in the 4-colours formats.



In reverse applications, it's best to use the 1-colour KFC logo that features a positive image of the Colonel, with a dark background to hold the Colonel's image.

For items such as engraved plaques and window glass decals use the Positive-Image Reverse logo with an outline. The outline separates the Colonel from the dark background. All the approved KFC Logo Formats can be reproduced in 1-colour Positive-Image Reverse, with or without the outline. In the Alternate Formats, the Colonel's head should always be cropped exactly like the colour versions.



Never reproduce a negative reverse image of the KFC logo where the Colonel forms a ghostly negative image.

1-Colour and Reverse Formats

Professional Branded Apparel Items.



Basic Guidelines.

Wearables play a prominent role in the KFC brand image. They offer visibility and association with the KFC brand.

From restaurant-wear to corporate and special-event wearables, the KFC logo can be applied to a wide variety of garments in a wide variety of materials. We want to ensure that wearables are produced with the best possible representation of our company.

Here are some basic guidelines to follow when producing wearables with embroidery or silk-screen.

NOTE:
It is best to embroider directly onto fabric rather than to silk-screen or sew on an embroidered patch.

Recommended Wearable Logo Formats.

Use one of the master formats of the Colonel logo when producing wearables: Straight Bucket, Circle, Square, and 1 x 1.25 Vertical format.



NOTE:
Due to difficulties in the execution of wearables, the KFC Light Warm Beige face tone is omitted and replaced with white.

It is also acceptable to use KFC and the Colonel separately.

An option for wearables is to use the KFC lettertype independently from the Colonel logo. It may be used with or without the accent highlight. The preferred colour application for the KFC lettertype on wearables is KFC Rich Red or White. Tone-on-tone options may also be used provided the thread colour is darker than the fabric colour as shown to the right.



Omit the outline in 1-colour applications.



Tone-on-Tone.

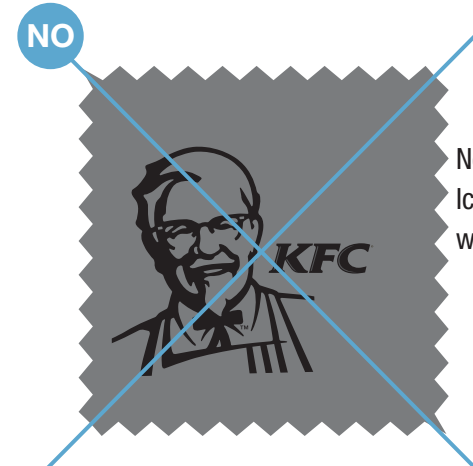
Always use a thread darker than the material when specifying the same colour family for the material and the embroidery or silkscreen (as shown here).



Selecting the Colour for the Material.

Consideration for a material colour that compliments our KFC colour palette will ensure a professional end result.

Suggested material colours are:



Never combine the Colonel Icon with the KFC lettertype when producing wearables.

Enhancing the Brand Message.



Secondary Artwork.

The Colonel Medallion and the Secret 11 Medallion on the following page, were created to supply enhancement graphics to promotional materials or in-store fixtures.

These secondary graphic elements help visually communicate and reinforce the KFC brand message by utilizing the image of the Colonel and trademarked phrases.

Both the Colonel Medallion and the Secret 11 Medallions were created in three distinct styles to reach specific market audiences:

- ▶ Traditional
- ▶ Classic
- ▶ Urban

NOTE:

Never use the Colonel Medallion in place of the required Colonel logo.

Never use the Colonel Medallion directly adjacent to, or intersecting with, the full Colonel logo or the KFC Lettertype.

Traditional Style

Bodoni Bold

Positive Colonel Medallion Artwork

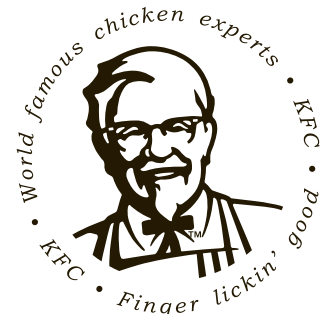


Reversed Colonel Medallion Artwork



Classic Style

Bookman Old Style Italic



Urban Style

Microgramma Med. Extended



How to Use Medallions.

Always use one colour to reproduce the Colonel Medallion.

For use as interior graphic design and artwork, the Colonel Medallion may be scaled large or small. It may also be cropped, depending on the needs of the artwork.

Exterior trade dress applications may incorporate the Colonel Medallion as a secondary brand element, but:

- ▶ No more than one application may be used on the wall surfaces of any given exterior building elevation.
- ▶ No more than one application may be used on the window glass or entry door glass of any given building elevation.

Requirements for Copy Changes and Language Translations.

Any variation in copy must be submitted to Senior Marketing Leadership.

Trademark clearance is required in every market that intends to use the Colonel Medallion or the Secret 11 Medallion. Markets must check with Yum Trademark prior to usage.

The copy inside the Colonel Medallion and the Secret 11 Medallion is a fixed part of this brand trademark element. This copy cannot be changed in the field without prior approval from YRI Marketing and YRI Legal.

If copy is translated into a local language in a market, the translation must be submitted to Yum Trademark Counsel for review.

Secondary Graphics for Unique Markets.



Design Styles Directed to Three Individual Audiences.

Like the Colonel Medallion on the preceding page, the Secret 11 Medallion provides enhancement graphics to promotional materials and in-store fixtures.

NOTE:
Never use the Secret 11 Medallion in place of the required Colonel logo.

Never use the Secret 11 Medallion directly adjacent to, or intersecting with, the full Colonel logo or the KFC Lettertype.

Traditional Style Bodoni Bold



Classic Style Bookman Old Style Italic



Urban Style Microgramma Med. Extended



Cropping Guidelines



It is acceptable to crop the Secret 11 Medallion artwork. Always place medallions against another graphic or building element to define the cropping line. Cropped versions of medallions should never be placed in the middle of any graphic or window frame.

It is necessary to rotate the type around the medallion to ensure the complete message is legible. Also, delete any letters that are partially cropped where they run off of the defined edge.

Reversed Urban Style Microgramma Bold Extended



The Urban Style 11 artwork in both the positive and reversed formats is customized and for use only with the Microgramma font.

How to Use Medallions.

The Secret 11 Medallions can be used in a similar fashion to the Colonel Medallions on the previous page.

Always use one colour to reproduce the Colonel Medallion.

Exterior trade dress applications may incorporate the Colonel Medallion as a secondary brand element, but:

- ▶ No more than one application may be used on the wall surfaces of any given exterior building elevation.
- ▶ No more than one application may be used on the window glass or entry door glass of any given building elevation.

No more than one application may be used on the wall surfaces of any given exterior building elevation.

No more than one application may be used on the window glass or entry door glass of any given building elevation.

Important! *The Secret 11 Medallions are designed to be used as stand-alone artwork and should never be directly combined with other signs or Colonel Icon elements.*

A Time-honored Famous Phrase.



NOTE:

For all of the colour options
log onto www.kfclogos.com

Secondary Artwork.

Our trademark phrase: “it’s finger lickin’ good” helps to communicate and reinforce the KFC brand message with the use of our trademarked, famous phrase. Use it on promotional materials or in-store fixtures as an enhancement graphic.

The Script lettertype helps impart a feeling of warmth and authenticity, and it is used primarily as a secondary brand artwork element. It should be used sparingly.

1-Colour Scripts.

1-colour usage is restricted to interior art or graphic elements only.

it’s finger lickin’ good.™

Classic Script - use for all mediums.

it’s finger lickin’ good.™

Solid Script in KFC Rich Red.

Heritage Script - use for all mediums.

it’s finger lickin’ good.™

Solid Script in KFC Rich Red.

Vintage Script - use for all mediums.

The Vintage Script was adapted from the original chicken bucket type.

it’s finger lickin’ good.™

Solid Script in KFC Rich Red.

NOTE:

Our trademark phrase is “it’s finger lickin’ good” – always include the word “it’s” when using this time-honored famous slogan.

Remember:

KFC trademarks always need a ™. Once they are officially registered with the local country trademark office, the ™ should be changed to ®.

Local markets are responsible for checking with Yum Trademark Counsel in Dallas to determine the registration status of any trademark.

Promotion For Stores Offering Delivery.



Make an Impact with the Addition of a Delivery Logo.

The delivery logo formats have been designed to have a memorable visual impression on packaging, television, signage, and other marketing materials. For locations offering delivery, this logo leaves a strong impact across all mediums, including 1-colour applications.

The addition of a delivery logo will enhance the refreshed, contemporary restaurant designs currently being introduced in all worldwide markets.

Use both face tones for print and broadcast applications:

- ▶ Merchandising
- ▶ Packaging
- ▶ Advertising
- ▶ Business & Promotional Materials
- ▶ TV



Horizontal Format without the Phone Number.

KFC
Delivery



KFC
Delivery

Vertical Format without the Phone Number.

NOTICE:

In the 3-colours logo, KFC Light Warm Beige face tone is omitted.

Use a modified format and omit the KFC Light Warm Beige for:

- ▶ Signage
- ▶ Wearables
- ▶ Applications Where the Face Tone is Not Reproducible



KFC
Delivery

NOTE:

There are no 2-colour versions of the Delivery Logos. This black and white version below is especially useful on coupons and in newspaper advertising. For all of the valid formats, go to www.kfclogos.com.



An Option to Include a Delivery Phone Number.



Log onto www.kfclogos.com to download the native file and modify the phone number for a specific store. The phone number option, in either vertical or horizontal format, is set in the Arial font and it is surrounded by a white field for use on any background.

Promotion For Locations Offering Express.



Convenience Locations now have an Express Logo.

The addition of “Express” to the Updated KFC Logo identifies the convenience of pre-packaged products to our customers.

To further enhance the impact and to highlight the “Express” message, the new logo has been designed with an additional yellow colour. The colour specifications for the 4-Colours Express logo, and the Express Signage formats are detailed at right.

Use both face tones for print and broadcast applications:

- ▶ Merchandising
- ▶ Packaging
- ▶ Advertising
- ▶ Business & Promotional Materials
- ▶ TV



5 Spot Colours.

The modernized KFC Express logo has the addition of KFC Express Yellow to enable maximum colour impact for print and broadcast applications.

- KFC Rich Red - PANTONE® 187**
- KFC Rich Black - PANTONE® Black**
- KFC Medium Warm Beige - PANTONE® 727 CV***
- KFC Light Warm Beige - PANTONE® 9201 CV***
- KFC Express Yellow - PANTONE® 123***

* CV indicates the CMYK formula has been adjusted from the standard PMS breakdown. See page 4.1 for the custom CMYK Formulas.

Use a modified format and omit the KFC Light Warm Beige for:

- ▶ Signage
- ▶ Applications Where the Face Tone is Not Reproducible

NOTICE:

In the 3-colours logo, KFC Light Warm Beige face tone is omitted.



NOTE:

The KFC Bright Red halo is optional on signage. Please go to kfclogos.com for valid signage artwork files.

Signage 3M® Vinyl Colours

- KFC Rich Red - 3M 3630-53**
- KFC Rich Black - 3M 3630-22**
- KFC Medium Warm Beige - 3M 3630-0647**
- White Diffuser - 3M 3635-30**

Bright Red, Deep Burgundy and Express Yellow are for signage only.

- KFC Deep Burgundy - 3M 3630-2395**
- KFC Bright Red - 3M 3630-2658 (This colour optional on Signage)**
- KFC Express Yellow - 3M 3630-25 (Sunflower)**

NOTE:

The 3M™ Scotchcal™ Translucent Film Series 3630 is used for second-surface applications.

Use 3M Film Series 3632 for first-surface applications.

KFC Express Logo Formats

Standard Colour Matching Systems.



PANTONE®, CMYK, RAL, and 3M.

Our collective goal is to maintain consistent, precise representation of each of our colours, in every application throughout the world. By utilizing standard colour matching systems we ensure the KFC logo will be reproduced correctly. PANTONE®, RAL, Process Printing CMYK, and 3M are matching systems used for each of the aptly named KFC logo colours:

- ▶ KFC Rich Red
- ▶ KFC Rich Black
- ▶ KFC Medium Warm Beige
- ▶ KFC Light Warm Beige

Because different reproduction situations will require the use of one of the colour matching systems, be aware that the final appearance of the colours will vary slightly. However, great care has been used in selecting the colour specifications, so the variance from one colour matching system to the other should be minimal.




KFC Rich Red

 **PANTONE® 187**
RAL 3031
 Process: C - 0 / M - 100 / Y - 79 / K - 20

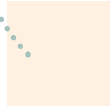
KFC Rich Black

 **PANTONE® Black**
RAL 9005
 Process: C - 0 / M - 13 / Y - 49 / K - 98

KFC Medium Warm Beige

 **PANTONE® 727 CV** (CV indicates the CMYK formula has been adjusted from the standard breakdown)
RAL 060 80 20
 Process: C - 0 / M - 15 / Y - 25 / K - 3

KFC Light Warm Beige

 **PANTONE® 9201 CV** (CV indicates the CMYK formula has been adjusted from the standard breakdown)
RAL 9001
 Process: C - 0 / M - 5 / Y - 10 / K - 0

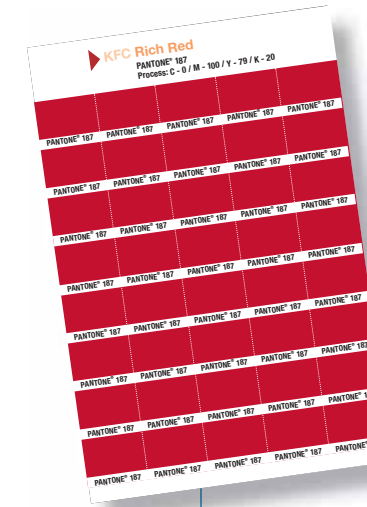
Signage 3M® Vinyl Colours

-  **KFC Rich Red - 3M 3630-53**
-  **KFC Rich Black - 3M 3630-22**
-  **KFC Medium Warm Beige - 3M 3630-0647**
-  **White Diffuser - 3M 3635-30**
- Bright Red and Deep Burgundy are for signage only.**
-  **KFC Deep Burgundy - 3M 3630-2395**
-  **KFC Bright Red - 3M 3630-2658**

NOTE:
 The 3M™ Scotchcal™ Translucent Film Series 3630 is used for second-surface applications.
 Use 3M Film Series 3632 for first-surface applications.

Specifying KFC Colours.

Colour chip pages should always be used to match colour when printing with 4-colour process. Always specify the PANTONE® colour name, or give the PANTONE® colour chips to the vendor who will be producing the printed material. Make sure to select the KFC colour chip for either coated or uncoated paper, depending on the paper stock for the project. Work with your vendor to make sure the end result is a true colour match to the specified PANTONE® chip.



Order KFC Colour Chips Online.

To order colour chips or a hard copy of this manual go to www.kfclogos.com.

Colour chips should be replaced once a year. After a year, the ink colours could fade and risk an inaccurate colour match.

Important! The colour chip pages are extremely vulnerable to fading from ultraviolet rays. Avoid excessive exposure to light, and always keep pages out of direct sunlight.

NOTE:
 The colours represented on this document will vary widely when viewed on screen or output to printer. For correct colour representation, marketing teams should always reference PANTONE® colour chips. Colour decisions made solely from screen viewing or non-colour-correct hard copies risk inaccuracies.

Colour Specifications & Colour Matching Systems

Electronic Artwork to Download.



To download logos, signage, or secondary artwork log onto www.kfclogos.com

Master Logos

COLONEL LOGO

4-COLOUR

- 1 x 1
- 1.25 x 1 KFC
- 1 x 1.25
- 1 x 1.5
- Bucket Straight
- Circle
- Circle KFC

3-COLOUR

- 1 x 1
- 1 x 1.25
- Bucket Right
- Circle

KFC LETTERTYPE

- Black
- Black with Highlight
- Red with Highlight
- White
- White with Highlight

Signage Artwork

COLONEL WITH THE HALO

SQUARE

- 1 x 1

HORIZONTAL

- 1.25 x 1
- 1.25 x 1 KFC
- 1.5 x 1
- 1.5 x 1 KFC
- 1.75 x 1 KFC
- 2 x 1 KFC

VERTICAL

- 1 x 1.25
- 1 x 1.5
- 1 x 1.75
- 1 x 2 KFC

BUCKET

- Bucket Straight

BLADE

- Circle
- Circle KFC

LETTERTYPE

- Red/Highlight
- White
- White/Highlight

COLONEL WITHOUT THE HALO

SQUARE

- 1 x 1

HORIZONTAL

- 1.25 x 1
- 1.25 x 1 KFC
- 1.5 x 1
- 1.5 x 1 KFC
- 1.75 x 1 KFC
- 2 x 1 KFC

VERTICAL

- 1 x 1.25
- 1 x 1.5
- 1 x 1.75
- 1 x 2 KFC

Secondary Artwork

KENTUCKY FRIED CHICKEN SCRIPT

- Heritage 2-Colour
- Heritage Black
- Heritage Red
- Heritage Red 2 Line
- Heritage Red 3 Line
- Classic 2-Colour
- Classic Black
- Classic Red

COLONEL & SECRET 11 MEDALLIONS

- 11 Black Classic Style
- 11 Black Traditional Style
- 11 Black Urban Style
- 11 Black Urban Style Bold
- Colonel Classic OR Solid
- Colonel Classic OR White
- Colonel Classic World Solid
- Colonel Classic World White
- Colonel Traditional OR Solid
- Colonel Traditional OR White
- Colonel Traditional World Solid
- Colonel Traditional World White
- Colonel Urban OR Solid
- Colonel Urban OR White
- Colonel Urban World Solid
- Colonel Urban World White

DELIVERY LOGOS

HORIZONTAL

- Plain: 4, 3, & 1 Colour
- With Number: 4, 3, & 1 Colour

VERTICAL

- Plain: 4, 3, & 1 Colour
- With Number: 4, 3, & 1 Colour

EXPRESS LOGOS

4-COLOUR

- Plain: 4, 3, & 1 Colour
- With Number: 4, 3, & 1 Colour

SIGNAGE

- With the Halo
- Without the Halo

FINGER LICKIN' GOOD SCRIPT

- Heritage Red
- Classic Red

ONE COLOUR LOGOS

- Colonel 1x1 Black
- Colonel Black
- Colonel Head Black

Proprietary Classic Script Font

- KFC Classic Script

Available Downloads at www.kfclogos.com



Signage Colour Matching Samples



Global Brand Identity Standards: November 2006

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To order more signage colour sample cards go to www.kfclogos.com.

KFC Signage 3M Vinyl Colours

Signage guidelines can be found in the GFP Development Standards Library Vol. IV.

NOTICE:

In signage the KFC Light Warm Beige face tone is omitted

White Diffuser - 3M 3635-30



KFC Rich Red - 3M 3630-53

KFC Rich Black - 3M 3630-22

KFC Medium Warm Beige - 3M 3630-0647

KFC Deep Burgundy - 3M 3630-2395

NOTE:

The 3M™ Scotchcal™ Translucent Film Series 3630 is used for second-surface applications. Use 3M Film Series 3632 for first-surface applications.

To order more signage colour sample cards go to www.kfclogos.com.

KFC Bright Red - 3M 3630-2658

3M For additional information on 3M vinyl products or to find a distributor, go to www.scotchprint.com.

KFC Signage 3M Vinyl Colours

Signage guidelines can be found in the GFP Development Standards Library Vol. IV.

NOTICE:

In signage the KFC Light Warm Beige face tone is omitted

White Diffuser - 3M 3635-30



KFC Rich Red - 3M 3630-53

KFC Rich Black - 3M 3630-22

KFC Medium Warm Beige - 3M 3630-0647

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KFC Bright Red - 3M 3630-2658

3M For additional information on 3M vinyl products or to find a distributor, go to www.scotchprint.com.



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