



1952



1978



1991



Current

KENTUCKY FRIED CHICKEN - BRAND DEVELOPMENT
1 OF 9

KENTUCKY FRIED CHICKEN, OR KFC AS IT IS NOW REFERRED TO, HAS GONE THROUGH SOME DRASTIC BRAND CHANGES. MOST NOTICABLY, THE LOSS OF THE ORIGINAL NAME "KENTUCKY FRIED CHICKEN". IN ADDITION, THE COLONEL'S REPRESENTATION HAS GONE FROM A FAIRLY REALISTIC ILLUSTRATION OF HIS FACE TO A VERY GENERIC VERSION OF A CHEF. MY SUGGESTION WAS TO GET BACK TO THE ROOTS OF THE COMPANY. DROP THE KFC AND START REFERRING TO IT AS KENTUCKY FRIED CHICKEN. I ALSO WENT BACK TO AN EARLIER, MORE PERSONABLE VERSION OF THE COLONEL. I THINK THESE TWO IMPORTANT SIGNALS WILL START TO BUILD BACK A SOLID FOUNDATION TO A COMPANY THAT HAS SEEN ITS BRAND IMAGE DETERIORATE THROUGH THE DECADES.

Kentucky Fried Chicken

Primary Typeface: Cepo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Triple Crunch Combo

Secondary Typeface: Trade Gothic Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Bucket Red



Colonel's White



Bowtie Black



Kentucky Blue



Speedway Blue



Honey Orange



BBQ Burgandy



Huckleberry Purple



Slaw Green



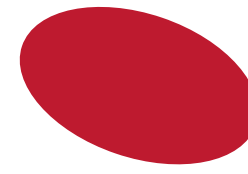
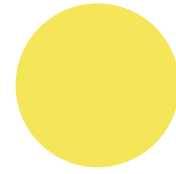
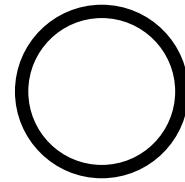
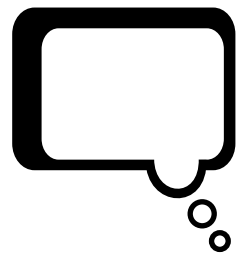
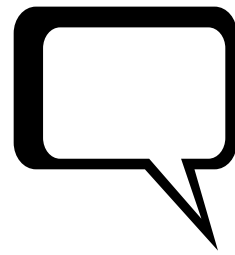
Buttermilk Yellow



Brown Gravy



Belle Pink

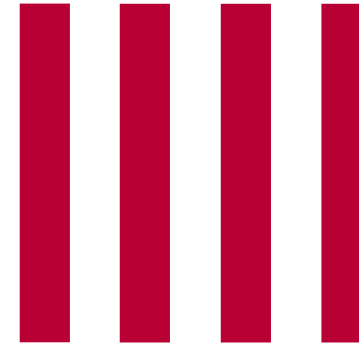
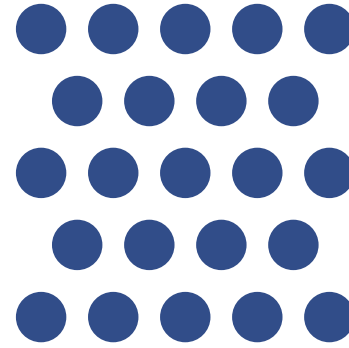


Graphic Devices

- White seamless
- Little or no shadows
- Highly saturated color
- Graphic angles
- Soft front / soft back edges
- Black plates
- Stainless silverware
- Clean, simple presentation



Food Photography



Patterns

finger lickin' good

Tagline

KENTUCKY FRIED CHICKEN - BRAND DEVELOPMENT
4 OF 9

SOME SIMPLE BRAND ELEMENTS. GRAPHIC DEVICES THAT CAN BE USED TO QUICKLY IDENTIFY KENTUCKY FRIED CHICKEN COMMUNICATIONS. MY INFLUENCE WAS THE POP-ART MOVEMENT, PARTICULARLY THE WORK OF ROY LICHTENSTEIN. I ALSO CONSIDERED: THE STYLE OF FOOD PHOTOGRAPHY AND THE RE-INTRODUCTION OF THE CLASSIC TAGLINE: "FINGER LICKIN' GOOD."

*finger
lickin'
good*



Kentucky Fried Chicken

*finger
lickin'
good*



Triple Crunch Combo
\$4.99



Kentucky Fried Chicken




\$4.99


Triple Crunch Zinger



**Triple
Crunch
Zinger**



\$4.99



NEW

**POPCORN
Chicken**



\$4.99



**8 piece
meal**

\$19.99



**20
honey
BBQ
wings**

\$4.99



**Dale Jr. 12 piece
PICNIC
FEAST**

\$19.99



Chicken Pot Pie



\$4.99



Freshly Cooked

**CRISPY
STRIPS**

\$5.00



**finger
lickin'
good**



Kentucky Fried Chicken

12 Piece Meal
12 Piece Bucket 'O' Chicken - Original Recipe or
Hot 'N' Spicy - & 2 Large Mashed Potatoes with
Gravy & 1 Large Side & 6 Buttermilk Biscuits

\$22.39



Kentucky Fried Chicken





NEW

Oven Roasted Strips Meal



under 8 grams of fat

Oven Roasted Strips Combo

- 3 Oven Roasted Strips
- Ind. Seasoned Rice
- Ind. Green Beans
- Medium Drink

\$5.00



under 8 grams of fat

Oven Roasted Strips Combo

\$5.00



NEW

Oven Roasted Strips Combo

KENTUCKY FRIED CHICKEN - BRAND DEVELOPMENT
7 OF 9

A COMPLETE POINT-OF-SALE SYSTEM FOR A NEW PRODUCT OFFERING - OVEN ROASTED STRIPS MEAL. THIS PROGRAM INCLUDES A LARGE WINDOW DECAL, A REGISTER TOPPER, A COUNTER MAT, AND DRIVE-THRU SIGNAGE. IT ALSO SHOWS HOW A PARTICULAR PRODUCT LAUNCH CAN TAKE CERTAIN COLORS. DESIGN ELEMENTS AND PHOTOGRAPHY TO CREATE A UNIQUE LOOK PARTICULAR TO THAT PRODUCT WHILE STILL MAINTAINING A CONNECTION TO THE OVERALL BRAND LOOK AND FEEL.



SIDE CHOICES 10 items listed vertically with small icons.	INDIVIDUAL VALUES 1. [Image] [Price] 2. [Image] [Price] INDIVIDUAL MEALS 4 items with prices.	BUCKLE UP! 3. [Image] [Price] 4. [Image] [Price] COLONEL'S SPECIALS 5 items with prices.	NEW SANDWICH VALUES 5. [Image] [Price] 6. [Image] [Price] SANDWICHES 7 items with prices.	NEW SANDWICH VALUES 7. [Image] [Price] 8. [Image] [Price] SPECIALTIES 9 items with prices.	FAMILY VALUES 9. [Image] [Price] FAMILY MEALS 10 items with prices.	COLONEL'S FEATURES 10. [Image] [Price] COLONEL'S FEATURES 11. [Image] [Price] 12 items with prices.	COLONEL'S FEATURES 11. [Image] [Price] 12 items with prices.
---	---	--	---	--	--	---	---

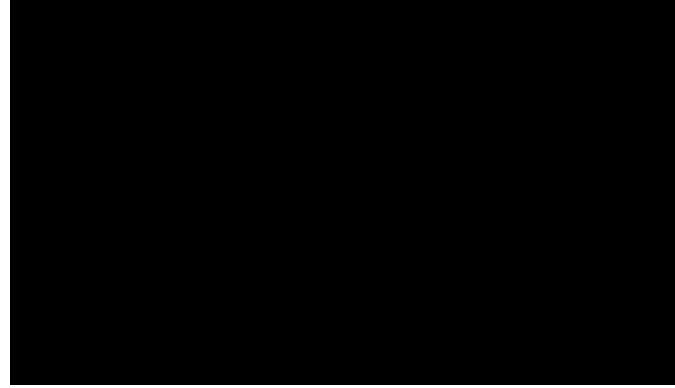


AN EXPLORATION OF HOW THE MENU BOARD WOULD BE TREATED AND SIMPLIFIED, USING RED AND WHITE FIELDS (STRIPES) OF COLOR TO HELP ORGANIZE THE MENU OFFERINGS AND IMMEDIATELY SIGNAL TO THE CUSTOMER THAT THEY ARE IN A KENTUCKY FRIED CHICKEN.



KENTUCKY FRIED CHICKEN - BRAND DEVELOPMENT
9 OF 9

THE VERY ICONIC, CLASSIC KENTUCKY FRIED CHICKEN FOOD PACKAGING - THE BUCKET. THIS DESIGN HARKENS BACK TO AN EARLIER TIME IN THE COMPANY'S HISTORY BY REINTRODUCING THE RED AND WHITE STRIPES. IT ALSO PLAYFULLY USES THE COLONEL'S HEAD TO APPEAR TO BE SAYING "FINGER LICKIN' GOOD" ON THE TOP COVER OF THE BUCKET.



STOA@JONSTOA.COM