



TESSER®

BIG PICTURE BRANDING™



Redesigning an American Icon

"KFC wanted to reconnect with what was best about the brand," says Tré Musco, Tesser's Chief Creative Officer and CEO. "When they came to us initially, we knew it would be important to keep the brand's heritage intact while updating it for contemporary audiences. A major function of the redesign would involve returning KFC to its authentic roots while reintroducing the Colonel to a new generation."

Neither "Kentucky Fried Chicken" nor "KFC" appears in the primary logo;

after 50 years of brand-building, the Colonel's image has become one of the most widely recognized in the industry

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

Simplified art with soft, organic line work gives the logo an easy, approachable feel while making the Colonel more youthful, energetic, and contemporary

A broadened smile combines with a closer crop within the square to make the Colonel appear friendly and welcoming

A new, more international color palette with black, rich reds, and flesh tones give a warmer, more inviting appearance to the logo



An apron provides context for young consumers who don't know that Colonel Sanders was a passionate cook and innovator who worked behind the counter long after he'd become famous

An established part of KFC's trade dress, three stripes provide critical brand cues for a logo designed to be instantly identifiable without the KFC letterforms