

3-Color KFC Delivery Logo
Vertical Format

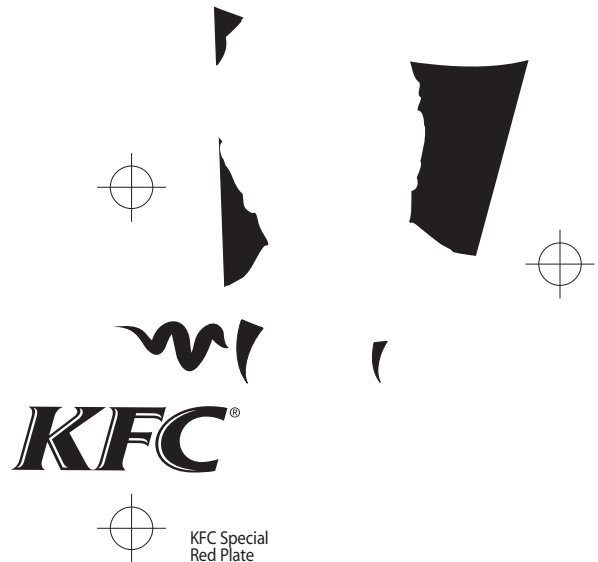
Refer to page 7.02 of the
KFC Corporate Identity Standards
for further usage information.



KFC Buff Plate



KFC Blue Plate



KFC Special Red Plate

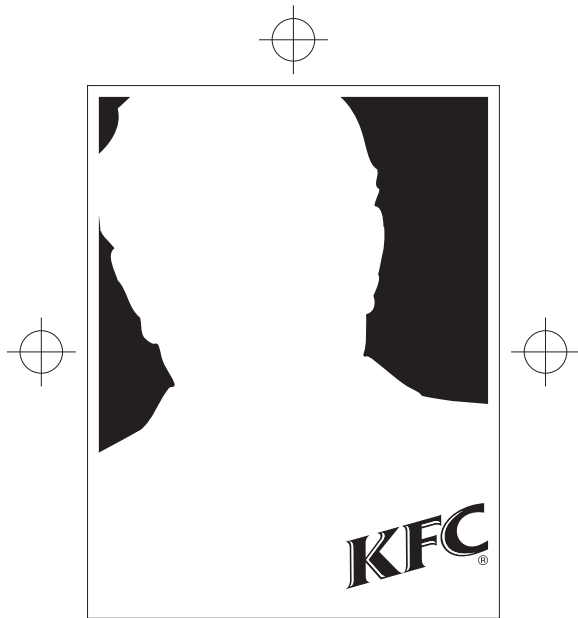
3-Color Master KFC Logo Standard Vertical Format

The black outline is for
keyline only- do not print.

Refer to page 3.01 of the
KFC Corporate Identity Standards
for further usage information.



KFC Buff Plate



KFC Special Red Plate



KFC Blue Plate

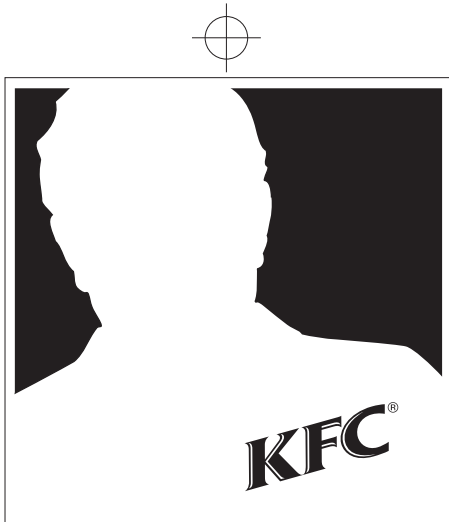
3-Color KFC Logo Standard Square Format

The black outline is for
keyline only- do not print.

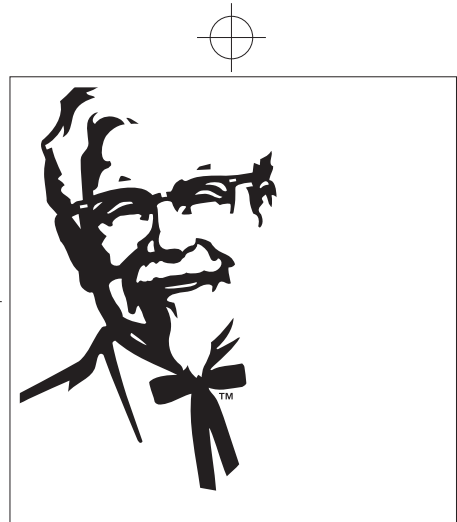
Refer to page 3.02 of the
KFC Corporate Identity Standards
for further usage information.



KFC Buff Plate



KFC Special Red Plate



KFC Blue Plate

3-Color KFC Logo
Standard Oval Format

The black outline is for
keyline only- do not print.

Refer to page 3.04 of the
KFC Corporate Identity Standards
for further usage information.



KFC Buff Plate



KFC Special Red Plate



KFC Blue Plate

2-Color KFC Logo
Standard Linear
Horizontal Formats
2' x 4' & 2' x 8'

The black outline is for
keyline only- do not print.

Refer to page 3.15 of the
KFC Corporate Identity Standards
for further usage information.



KFC Special Red Plate (2' x 4')



KFC Blue Plate (2' x 4')



KFC Special Red Plate (2' x 8')

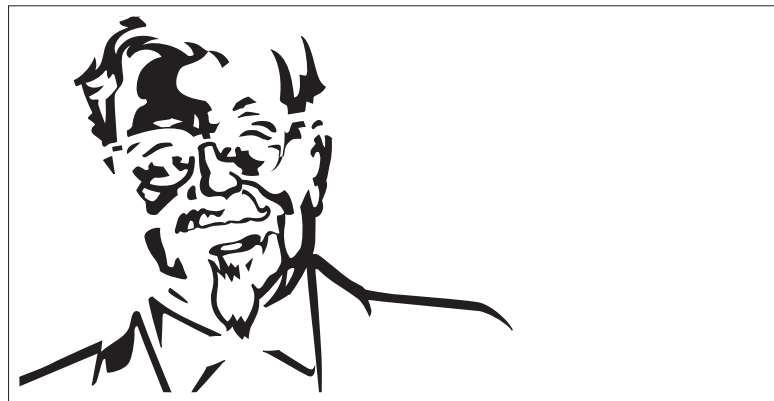


KFC Blue Plate (2' x 8')

3-Color KFC Logo
Linear Horizontal Format
2' x 4'

The black outline is for
keyline only- do not print.

Refer to page 3.07 of the
KFC Corporate Identity Standards
for further usage information.



KFC Buff Plate



KFC Special Red Plate



KFC Blue Plate



3-Color KFC Logo
Circle Format

The black outline is for
keyline only- do not print.

Refer to page 3.05 of the
KFC Corporate Identity Standards
for further usage information.



KFC Special Red Plate
(with the KFC Logotype)



KFC Special Red Plate
(without the KFC Logotype)



KFC Buff Plate



KFC Blue Plate

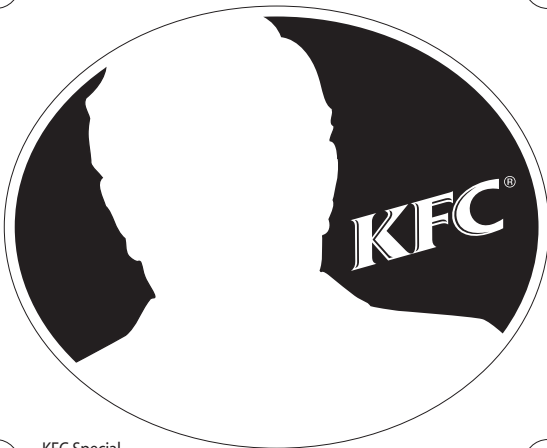
3-Color KFC Logo
Non-Standard Horizontal Oval

The black outline is for
keyline only- do not print.

Refer to page 3.10 of the
KFC Corporate Identity Standards
for further usage information.



KFC Buff Plate



KFC Special
Red Plate



KFC Blue Plate

3-Color KFC Logo
Non-Standard Linear Horizontal 2' x 10'

The black outline is for
keyline only- do not print.

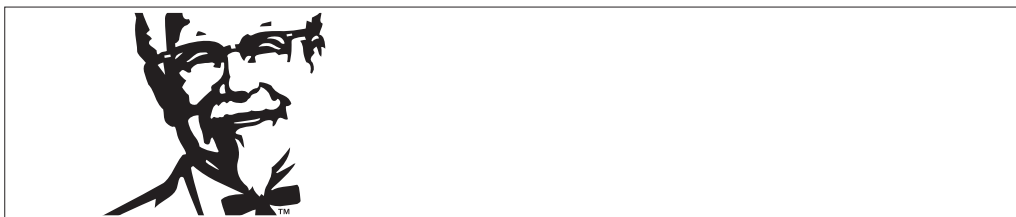
Refer to page 3.09 of the
KFC Corporate Identity Standards
for further usage information.



KFC Buff Plate



KFC Special Red Plate



KFC Blue Plate



3-Color KFC Logo
Linear Horizontal Format 2' x 8'

The black outline is for
keyline only- do not print.

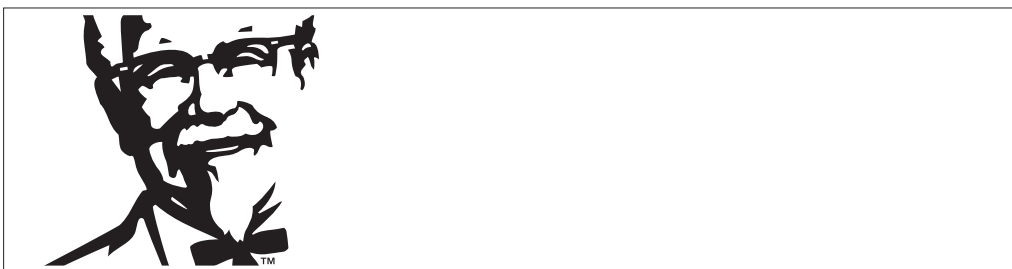
Refer to page 3.08 of the
KFC Corporate Identity Standards
for further usage information.



KFC Buff Plate



KFC Special Red Plate



KFC Blue Plate



3-Color KFC Delivery Logo
Horizontal Format

Refer to page 7.03 of the
KFC Corporate Identity Standards
for further usage information.



KFC Buff Plate



KFC Special
Red Plate



KFC Blue Plate