

Bilingual Version



The Primary Signature is the preferred version.

The Primary Signature is the red brandline composit with black logotype and Colonel symbol in such arrangement.

The logotype of KFC should be kept in capital letters at all the time.

The Colonel symbol intergrates with the English and Chinese brandline and also the logotype. The arrangment of them must be strighly followed as shown. No laterally or vertically inverted of either one is allowed.