



KFC Reveals Subtle Redesign of The Colonel

Description

KFC has unveiled a significant rebranding initiative that encompasses various aspects of its global operations. This transformation, designed by the agency JKR, aims to refresh the brand's image and enhance customer experience.

At the core of this rebrand is a modernised depiction of the Colonel, characterised by a bolder outline and an added neck and collar. Furthermore, the iconic bucket, a symbol of KFC, has been redesigned, now displaying the brand name on either side of the Colonel instead of beneath him.

This comprehensive rebranding will manifest across packaging, digital platforms, advertising, and restaurant designs. New offerings will include menu items tailored for dipping, alongside a revamped drinks menu. KFC has also announced new restaurant concepts, such as an open-concept design in McKinney, Texas, and an immersive restaurant experience in Dubai, both set to open later this year.

As the brand evolves, several elements will be reimagined, including the logo, which now boasts a more three-dimensional appearance, as well as updates to typography and illustration style. The focus remains on the bucket as a central design element in this new branding system.

Critics and brand experts are closely monitoring this rebranding, questioning whether it can achieve recognition within branding awards like the Brand Impact Awards. KFC's global executive creative director at JKR emphasised a desire to enhance the customer experience from ordering to enjoying meals, thereby shifting the brand's focus from traditional quick-service restaurants (QSR) to quick experience restaurants (QXR).

As this ambitious rebranding unfolds, the effectiveness of these changes in enhancing consumer engagement and brand perception will become clearer in the coming months.

Vocabulary List:

1. **unveiled** //ʌn'veɪld// (verb): showed something new to the public
2. **rebranding** //,ri:'bræn.dɪŋ// (noun): changing the public image of a company
3. **immersive** //ɪ'mɜːsɪv// (adjective): making people feel part of it
4. **revamped** //,ri:'væmpt// (adjective): made something better or more modern
5. **typography** //taɪ'pɔːgrəfi// (noun): the style and appearance of printed letters
6. **engagement** //ɪn'geɪdʒmənt// (noun): people's interest and interaction with something



Comprehension Questions

Multiple Choice

1. What is the main aim of KFC's rebranding initiative?
Option: To lower prices
Option: To refresh the brand's image
Option: To expand globally
Option: To reduce menu items
2. Who designed the new branding for KFC?
Option: Wieden+Kennedy
Option: Ogilvy
Option: JKR
Option: DDB
3. Which element of KFC's branding has been modernised?
Option: The logo
Option: The Colonel's depiction
Option: The bucket symbol
Option: The menu items
4. Where is the new open-concept restaurant set to open?
Option: Dubai
Option: New York
Option: Los Angeles
Option: McKinney, Texas
5. What type of restaurants is KFC shifting its focus towards?
Option: Quick-service restaurants (QSR)
Option: Fast food chains
Option: Casual dining
Option: Quick experience restaurants (QXR)
6. What iconic KFC product has been redesigned in the rebranding?
Option: The menu



- Option: The Colonel
- Option: The bucket
- Option: The drinks

True-False

- 7. KFC's rebranding aims to enhance customer experience.
- 8. The new logo for KFC has a flat design.
- 9. KFC is abandoning its traditional branding entirely.
- 10. The bucket is no longer a symbol of KFC.
- 11. New menu items for KFC will include options for dipping.
- 12. KFC's brand transformation will be monitored by critics and brand experts.

Gap-Fill

13. KFC's rebranding initiative aims to refresh the brand's image and enhance customer experience, including a modernised depiction of the Colonel with a bolder outline and an added neck and _____.

14. The iconic bucket has been redesigned to display the brand name on either side of the Colonel instead of _____.

15. New offerings will include menu items tailored for _____.

16. KFC's focus has shifted from traditional quick-service restaurants (QSR) to quick _____ restaurants (QXR).



17. The comprehensive rebranding will manifest across packaging, digital platforms,
_____, and restaurant designs.

18. Several elements will be reimagined, including updates to typography and _____.

Answer

Multiple Choice: 1. To refresh the brand's image 2. JKR 3. The Colonel's depiction 4. McKinney, Texas
5. Quick experience restaurants (QXR) 6. The bucket

True-False: 7. True 8. False 9. False 10. False 11. True 12. True

Gap-Fill: 13. collar 14. beneath him 15. dipping 16. experience 17. advertising 18. illustration style

CATEGORY

1. Business - LEVEL6

POST TAG

1. Colonel
2. ESL learning
3. esl news
4. KFC
5. Level 6
6. rebrand

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