 As many people know the KFC is fast food restaurant. And in 1952 Harman met Sanders in Chicago. At the time, Sanders, a versatile and experienced cook, was working out of a successful restaurant in Corbin, Kentucky. During his time there, Harman visited this restaurant on a daily basis and sampled Sander's cooked chicken coated in a special mixture of herbs and spices. He loved the chicken and its coating so much that he proposed to Sanders that they work together to build the cooked chicken business. Once customers had tasted this special coating, then the business grew. It became known as "Kentucky Fried Chicken" and as a result of its popularity, franchise stores began to sprout up all over the country. The "Kentucky Fried Chicken" brand was changed to the abbreviation KFC from the early 1990s so as to move away from the fatty connotation of the word fried. The logo itself as shown to the left depicts the creator of KFC - Sanders himself. KFC has kept a remarkably consistent visual identity - maintaining the defining elements of Colonel Sanders' image while adapting to the visual shifts of the fast food industry. The new KFC brand will be followed by a 65,000 square foot logo in the Area 51 dessert - that can be seen from space - code-named the "Face from Space" and consisting of 14,000 white, 6,000 red, 12,000 eggshell, 28,000 black and 5,000 beige tiles. The new KFC logo was designed by San Francisco-based Tesser. The drawing has dynamism, depth and dimension, without resorting to shading, showing that a well-conceived set of shapes can communicate more directly and boldly than any amount of shading will ever do. The new brand conveys the efforts that KFC has made over the last couple of years to animate the brand with energetic and fresh ads and position it to compete against Crispin-led Burger King and McDonald's. This is a corporate logo design that works well across web, TV, print and environmental contexts and most of all, is appropriate for its audience, market and visual context. Kentucky Fried Chicken (KFC) is a fast food restaurant chain that specializes in fried chicken and is headquartered in Louisville, Kentucky, in the United States. It is the world's second largest restaurant chain (as measured by sales) after McDonald's, with 18,875 outlets in 118 countries and territories as of December 2013. The company is a subsidiary of Yum! Brands, a restaurant company that also owns the Pizza Hut and Taco Bell chains.

KFC was founded by Harland Sanders, an entrepreneur who began selling fried chicken from his roadside restaurant in Corbin, Kentucky, during the Great Depression. Sanders identified the potential of the restaurant franchising concept, and the first "Kentucky Fried Chicken" franchise opened in Utah in 1952. KFC popularized chicken in the fast food industry, diversifying the market by challenging the established dominance of the hamburger. By branding himself as "Colonel Sanders", Harland became a prominent figure of American cultural history, and his image remains widely used in KFC advertising. However, the company's rapid expansion saw it overwhelm the ageing Sanders, and in 1964 he sold the company to a group of investors led by John Y. Brown, Jr. and Jack C. Massey.

KFC was one of the first fast food chains to expand internationally, opening outlets in Canada, the United Kingdom, Mexico, and Jamaica by the mid-1960s. Throughout the 1970s and 1980s, KFC experienced mixed fortunes domestically, as it went through a series of changes in corporate ownership with little or no experience in the restaurant business. In the early 1970s, KFC was sold to the spirits distributor Heublein, who were taken over by the R.J. Reynolds food and tobacco conglomerate, who sold the chain to PepsiCo. The chain continued to expand overseas however, and in 1987 KFC became the first Western restaurant chain to open in China. The chain has since expanded rapidly in China, which is now the company's single largest market. PepsiCo spun off its restaurants division as Tricon Global Restaurants, which later changed its name to Yum! Brands.

KFC's original product is pressure fried chicken pieces, seasoned with Sanders' recipe of 11 herbs and spices. The constituents of the recipe represent a notable trade secret. Larger portions of fried chicken are served in a cardboard "bucket", which has become a well known feature of the chain since it was first introduced by franchisee Pete Harman in 1957. Since the early 1990s, KFC has expanded its menu to offer other chicken products such as chicken fillet burgers and wraps, as well as salads and side dishes, such as French fries and coleslaw, desserts, and soft drinks, the latter often supplied by PepsiCo. KFC is known for its former and current slogan "Finger Lickin' Good", which was replaced by "Nobody does chicken like KFC" and "So good" in the interim.

Frederick C. Klein, “John Y. Brown, Rich and Taking It Easy,” Wall Street Journal, April 1, 1975.

“How Kentucky Fired Chicken Became KFC”, Book Except of Food and Dining .November 24.2013

<http://wfpl.org/book-excerpt-how-kentucky-fried-chicken-became-kfc/>

“Harland Sanders Is Dead at Age 90,” Louisville Times, December 18, 1980.

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