

# Naming

The logo created by the company when it first established, is distinctive, ownable. It has the iconic levels through years, since 1987.

- (a) The Chicken chef's hat look friendly and welcoming, it provides context for consumers get to know the founder was the passionate cook and innovator who worked behind the back in the early days and became famous.
- (b) The dynamic three stripes provide critical cues to the brand - "Winner", designed to be instantly identifiable.
- (c) All letterforms are using Arial Bold in upper case.

This is the logo representing Winner's Fried Chicken in all brand communication.

Besides, Winner's Fried Chicken naming in other languages:

勝利家鄉雞 (Chinese)

Ayam Goreng Winner's (Bahasa Malaysia)





# Clear Space & Size

## The Clear Space

The logo must be reproduced with a clear area around it which is free from other graphic elements. This area is known as the 'Clear Space'.

The minimum clear space surrounding the logo has been specifically designed to give it sufficient room, whilst not inhabiting most applications.

The clear space on each side of the signature should always be equal to or greater than the height of the "W". This minimum amount of space is required in all directions surrounding the logo, including when it is at the bottom or top of a page.

## The Colours

The logo should always be PANTONE 1805 or CMYK (C21 M95 Y80 K12)

## The Font

The brand name should always appear in the font Arial Bold.

## The Minimum Size

The logo is to retain its legibility even at small sizes. However, there is a limit. Never reduce the logo to a size smaller than 20mm in width.

# Logo Treatment

To demonstrates the correct rendering of the logo across all Winner's Fried Chicken brand communications.



Colour Logo



Colour reversed-out logo



Greyscale Logo



Greyscale reversed-out logo

# Colours

The colour has been the same since the beginning.  
It is recognizable and should never be substituted.

It's used in a simple way, making familiar  
connection to the audience and leveraging  
Winner's Fried Chicken 'ownership' of the colour.



**PANTONE 1805**  
Spot Colour



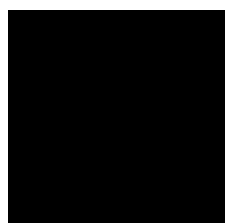
**C21 M95 Y80 K12**  
Process Colour



**#CC3333**  
Web Safe



**R180 G40 B46**  
RGB



**PANTONE**  
BLACK



**C0 M0 Y0 K100**  
Process Black

# Typefaces

## The Brand Font

Arial is used for Winner's Fried Chicken typeface because it is clear and highly legible. Plus, its simple, well-crafted letters provide a trustworthy and professional appearance.

It must be used for all communications materials, such as signages, stationeries, brochures, leaflets, posters and advertisements.

## The Communication Font

Myriad Pro creates the perfect balance as the communication font, with its clean and contemporary linear features.

## Branding Font

### Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**RSTUVWXYZ12345678910**

**abcdefghijklmnopqrstuvwxyz**

*Only used for Branding*

## Communication Font

### Myriad Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**RSTUVWXYZ12345678910**

**abcdefghijklmnopqrstuvwxyz**

*Headlines. Highlighting key words or phases*

### Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

RSTUVWXYZ12345678910

abcdefghijklmnopqrstuvwxyz

*Body copy, minimum point size - 6pt*