

KCSA Strategic Communications Creates New Brand Identity for Wendy's/Arby's Group

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The Nation's Number Three Fast-Food Company Unveils New Look for Combined Restaurant Chains

KCSA Strategic Communications has completed the new brand identity for Wendy's/Arby's Group, Inc., formerly Triarc Companies, Inc.

Triarc, the parent company of sandwich chain Arby's, acquired Wendy's International, creating the third largest fast-food company, with more than 10,000 stores. Wendy's/Arby's Group required a new brand identity to embody the innovative spirit of both restaurant brands. The new brand identity also needed to illustrate the collective strength of the organization for its employees, franchisees and shareholders.

KCSA Strategic Communications worked closely with Wendy's/Arby's Group management to define and articulate the shared, core brand values of both Wendy's and Arby's, as well as reference identifiable visual characteristics from each.

"KCSA understood our values, vision and mission of the company," said Roland C. Smith, president and CEO of Wendy's/Arby's Group. "More importantly, KCSA understood our business objectives and delivered a corporate identity that will help accomplish them."

The brand identity is structured as a form reflective of the "W" and "A" in Wendy's/Arby's. The shape of the icon is inventive and supports Wendy's/Arby's' commitment to innovation and high level of quality.

"The Wendy's/Arby's Group brand identity is designed not only as an acronym, but as a spiral continuum, maintaining the idea of continuous, flexible movement forward," said Margaret Wiatrowski, creative director, KCSA Strategic Communications. "The overall visual direction remains neutral by introducing entirely new elements to the combined entity, both formalistically and typographically. The two entities are symbolically combined through a mutual sense of innovation, authenticity and tradition."

Wendy's/Arby's Group unveiled its new brand to key stakeholders the first week of October 2008.

The Creative Group at KCSA Strategic Communications specializes in delivering design-driven solutions, including brand strategy and development, corporate identity systems, website design and development, print and online advertising, print and online direct, marketing and sales collateral, books and publications, environmental graphics and exhibitions and comprehensive communications systems.

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