

# Clear & Simple



# IKEA

# Clear & Simple

IKEA trademarks

Fönster

Typeface

Colour

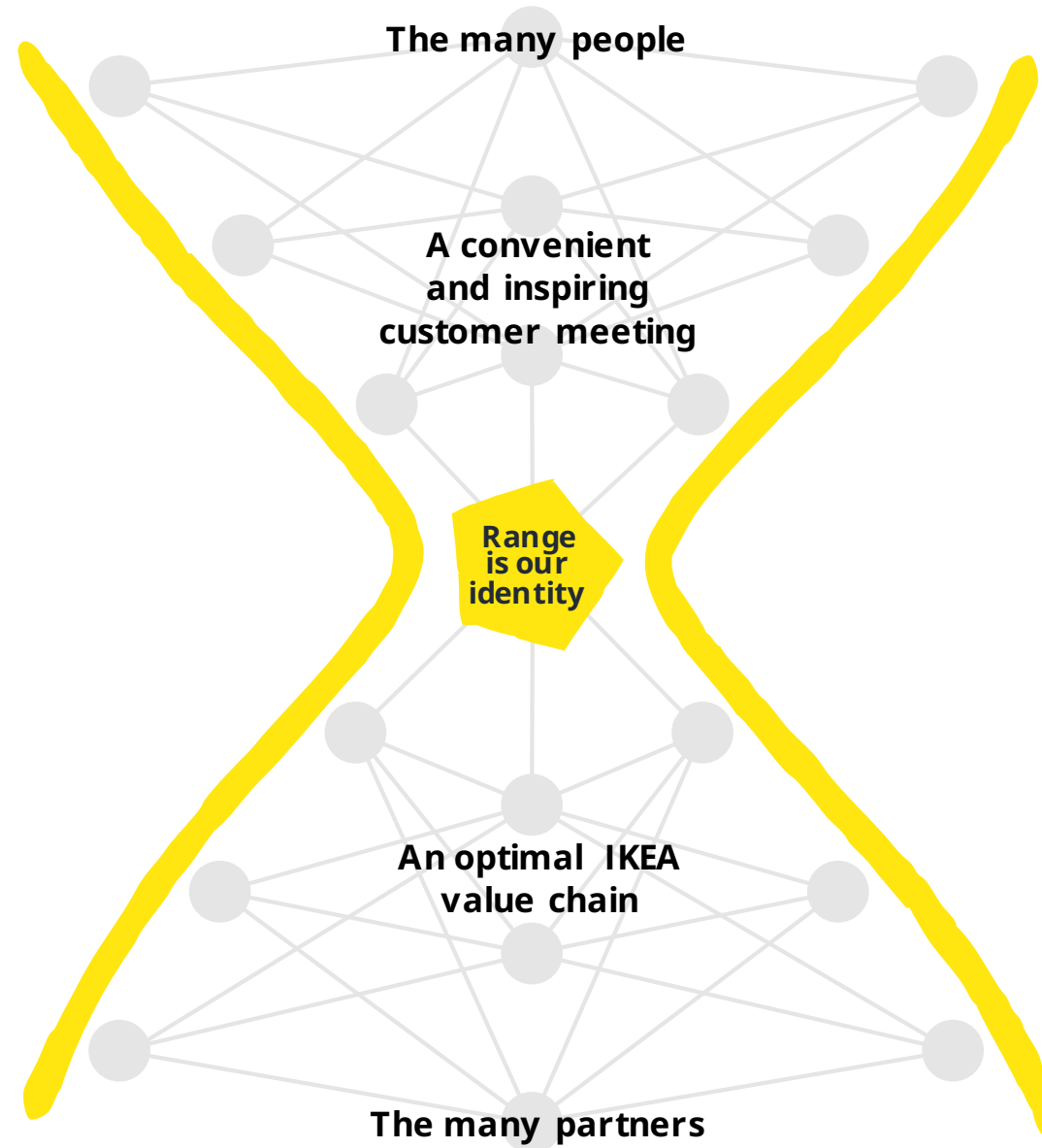
Photography

Price communication

Copyright

Co-branding





## IKEA Brand positioning statement



**"A better home creates  
a better everyday life"**



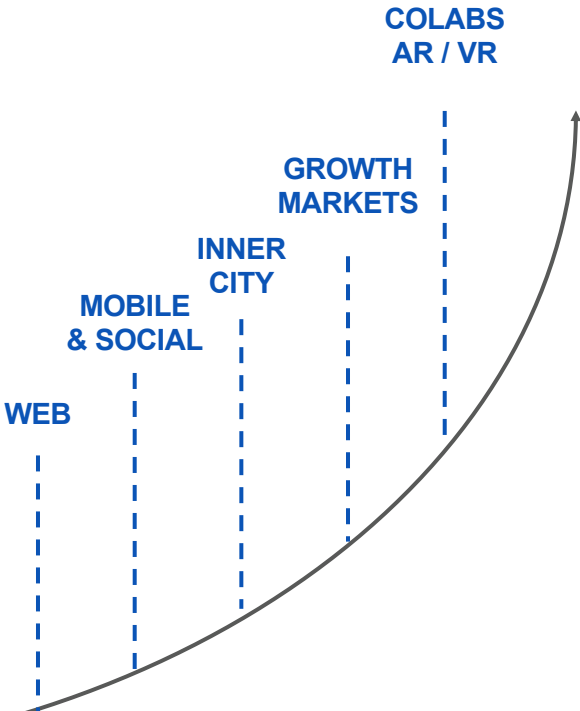


# IKEA Trademarks



# IKEA Trademarks: to build a strong brand.

Our trademark hasn't evolved since the arrival of the internet.



1943

Our current trademark doesn't adapt neatly or consistently to new environments / touchpoints. Consequently, IKEA trademark gets lost.

2018

# IKEA Trademarks: to build a strong brand.

Our new optimized IKEA logo.

1. The logomark has now been optimised for the 'future' of the brand.
2. Within the same amount of media space, we increase the optical size of the brand name by 15%. Building greater awareness and presence across all touchpoints. This is more necessary than ever before for the brand moving into the future.



Old



Current

# IKEA Trademarks: to build a strong brand.

As a complement to the blue and yellow IKEA logo, there are other authorised versions available. If it is not possible to use the IKEA logo in blue and yellow, use one of these versions.





# IKEA Trademarks: How to apply and work with?

## IKEA in running text

The word IKEA must always be written in capital letters. When used in running text, the word IKEA must always be written in the same size and typeface as the accompanying text.

**The ® in running text, shall only be used for headlines, titles, captions larger than 14 points in the IKEA typeface.** Any size under 14 points shall not use the ® at all.

The registered trademark symbol ® is set in 25% of the typeface size used in the headline.



# IKEA Trademarks: How to apply and work with?

## IKEA logo free zone

The free zone guarantees the clarity and visibility of the IKEA logo. Any messages or other visual elements must be placed outside the free zone.

**The 100% IKEA logo free zone:** to make sure the IKEA logo always stands out, the size of the free zone around the logo should always be 100%.

**The 25% IKEA logo free zone:** due to technical or practical circumstances, a 25% free zone can be applied. This should only be used for smaller spaces, e.g., digital applications and smaller print applications.



The 100% IKEA logo free zone



The 25% IKEA logo free zone

# IKEA Trademarks: How to apply and work with?

## IKEA logo on backgrounds

- The IKEA logo on a white background is always preferred.
- The second preferred background is the IKEA Brand yellow colour.
- The IKEA logo could also be placed on a light grey background.
- If you put the IKEA logo on a picture, always ensure it is clearly distinguished from the background.
- Never use the IKEA Brand blue colour as a background for the IKEA logo.
- Never place the IKEA logo on a black background, as it cannot be distinguished.



# IKEA Trademarks: to build a strong brand.

## IKEA logo size and placement

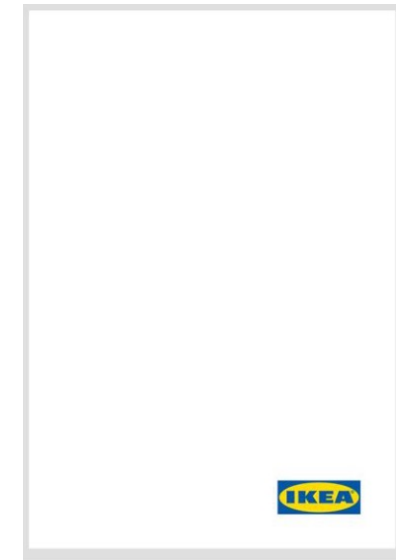
For consistency, always place the IKEA logo in one of the following places:



**Centred, horizontal and vertical.** In motion media as logo shot at the end of the video.



**Top left hand corner.** Following the standards of how to place the logo on websites.



**Bottom right hand corner.** As the sender of communication such as ads, price communication, PPT and brochures.



# IKEA Trademarks: to build a strong brand.

Authorised exemptions and deviations from the 100% IKEA logo free zone:



The IKEA logo and “Design and Quality IKEA of Sweden”, is only to be used on the IKEA products, on the packaging and on the assembly instructions.



The IKEA logo and “Taste and Quality IKEA of Sweden”, is only to be used on the IKEA food range packaging.

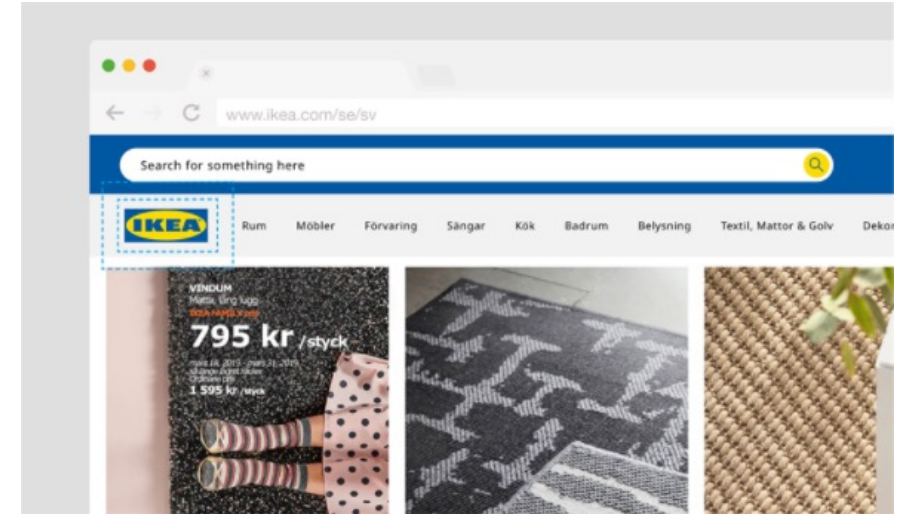


IKEA logo in non-Latin languages. This applies for all non-Latin versions.

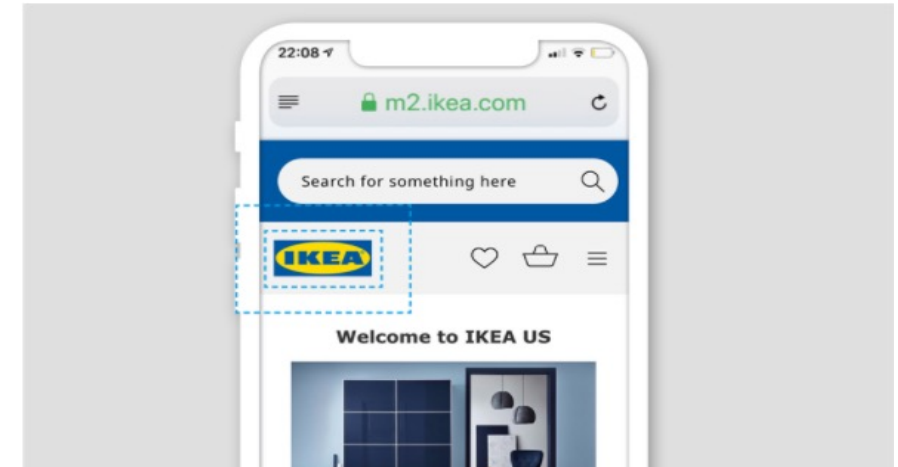
# IKEA Trademarks: How to apply and work with?

## IKEA logo on websites

All IKEA websites (global, national, micro or any other IKEA campaign site) and mobile websites should always use the IKEA logo, respecting the 25% free zone. To make the IKEA logo stand out and be clear and recognisable use a white or light grey coloured background and in a size where it will be clearly visible.



Desktop websites 25% IKEA logo free zone to objects, 100% IKEA logo free to text.

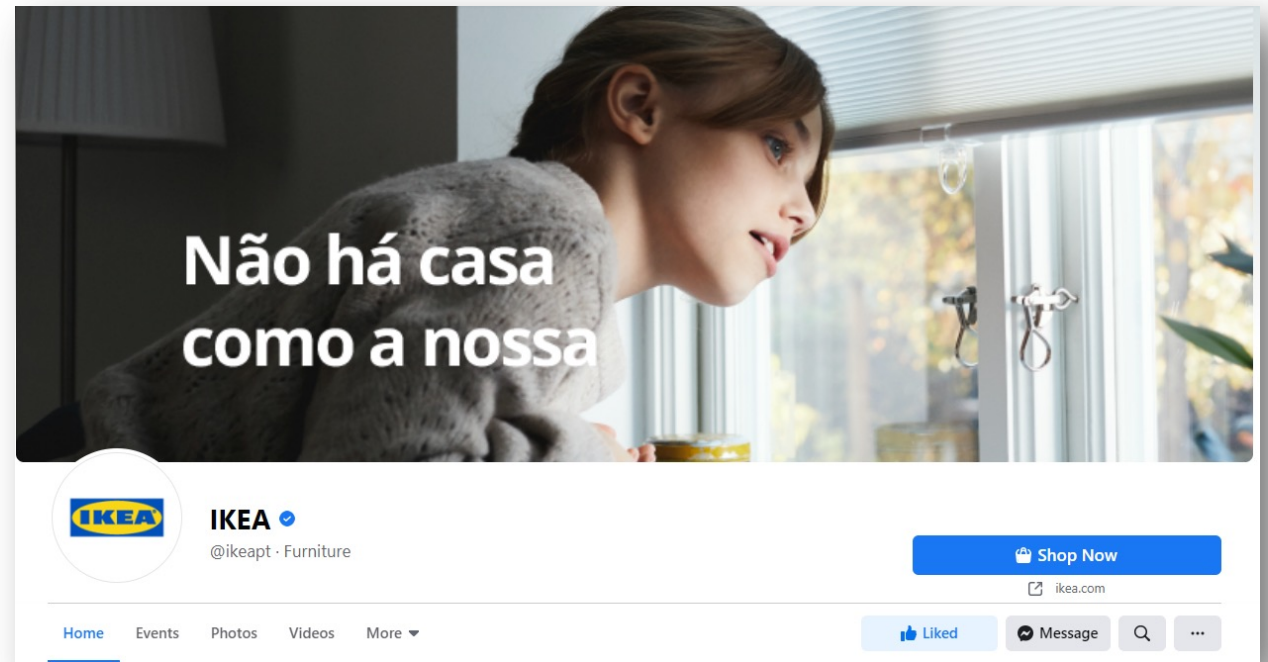


Mobile websites 25% IKEA logo free zone to objects, 100% IKEA logo free to text.

# IKEA Trademarks: How to apply and work with?

## IKEA logo in digital communications and social media

- Digital communication and social media must carry the IKEA logo.
- Make it as large and visible as possible, respecting the 25% IKEA logo free zone.
- Make the IKEA logo clearly distinguishable from the background. Plan for placement of the IKEA logo when choosing or taking a picture.
- Place text, tagline or any other information outside of the 25% free zone.
- All IKEA social media pages should always use the IKEA logo, respecting – where possible – the 25% free zone.



# IKEA Trademarks: How to apply and work with?

## IKEA customer clubs

When using the name of the IKEA customer club follow these principles:

1. The IKEA logo is the sender and always separated from and below the customer club text and communication.
2. Only use the customer club name (e.g. IKEA Family) in headlines and running text. Never as a stand-alone message. The only exception is on the member card. Set the text in bold and in the IKEA customer club blue colour or in white.





# IKEA Trademarks: How to apply and work with?

## IKEA customer clubs

The following principles are valid for all IKEA customer clubs:

- Respect the 100% IKEA logo free zone.
- Make the IKEA logo clearly distinguishable from the background.
- The name of the IKEA customer club should be used as an identifier to highlight offer and communication from the customer club.
- The name of the IKEA customer club shall always use title case and be bold and written in the IKEA typeface. The colour should be IKEA Family blue or white. Blue on white background and white on blue background.
- It is not permitted to create a separate visual identity for the IKEA customer club.

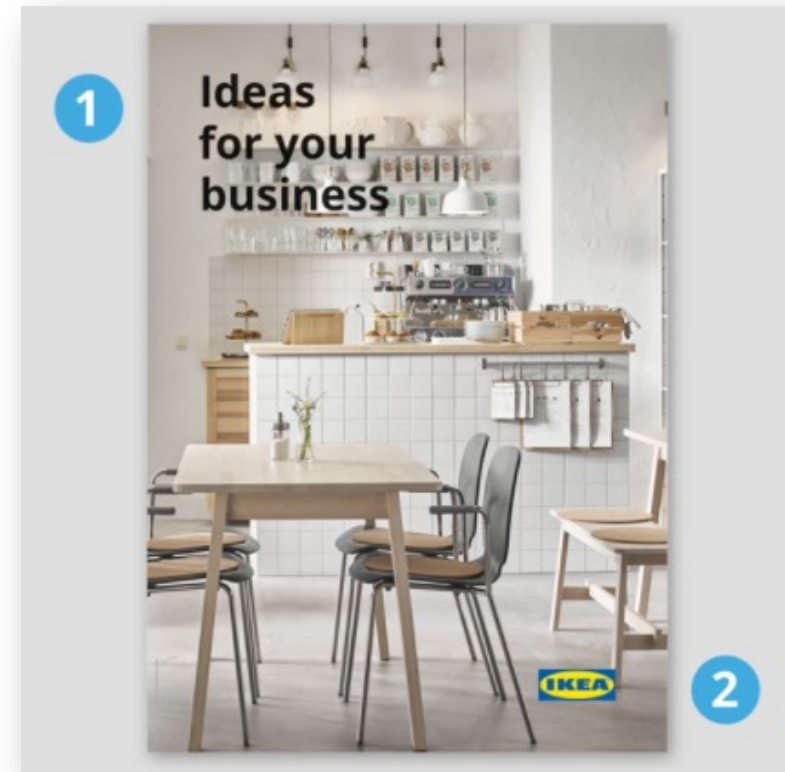


# IKEA Trademarks: How to apply and work with?

## IKEA for Business

When communicating the offer for businesses, always follow these principles:

1. Never use the phrase “IKEA for Business” or “IKEA Business” as a header.
2. The IKEA logo is always the sender.
3. It is allowed to refer to “IKEA for Business” as a location or a department name only in running text.



# IKEA FÖNSTER





# What is Fönster?

This new supporting logomark is a window between IKEA and the world. The Fönster is used when we want to connect with the many people through communications, using our personality and values to build an emotional connection.

## Three ways to use Fönster:

### 1. An invitation device

Fönster should be used to pinpoint and focus on emotional details of a story, allowing us to take the audience on a journey.

### 2. A claim-the-message device

Fönster should be used to visually establish IKEA early on in a communication to make sure everyone knows who is talking.

### 3. A highlighting device

Fönster should be used to visually emphasise a value by zooming in on a detail, enhancing the texture of a product or adding a human touch.

**Fönster must always be horizontally and vertically centered in any format.**





**Typesface &  
graphical symbols**

# Noto IKEA

in all alphabets

ä ț ā ħ d'  
ç z ê ß ů  
ï ℥ ș ю œ

Noto IKEA Regular

AaBbCc 123

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890(%&@\$€!?)

Noto IKEA Bold

**AaBbCc 123**

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890(%&@\$€!?)**

# Typeface and fonts

We only use Noto IKEA.

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz


1234567890,.,!?!%

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890,.,!?!%**





# Weight

We use regular and bold weight.

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## Lorem ipsum dolor sit

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## Weight

We don't mix regular, bold, italic or different sizes within a text for design effect.

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**omnimagus** nimaioire prorunt rem  
cusand. Di niatiu nem **exere officiet** et.~~

~~Maximag **namust**, quidusae voloremolest  
utem aut Liquia **nihillo** **ressima** iostian  
ihilli **omnimagus** nimaioire prorunt.~~



## Case

We use sentence case for body copy and headlines.  
The only exceptions are “IKEA” and all product names,  
which are always uppercase letters.

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Lorem ipsum dolor sit

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omnimagus nimaioe prorunt rem cusand  
di niatiu nem exere officiet et estemquiim  
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nones omniet vent la dionsed mostorecu  
mosanda ndicia voluptae voluptaspero be-  
rum quiatis et explam ad qui aut quae om-  
nis que laborupta aliquo corem audit.

**IKEA**  
**BILLY** bookcase  
**KLIPPAN** sofa



## Case

We don't use all uppercase for body copy or headlines.

---

### ~~LOREM IPSUM DOLOR~~

~~MAXIMAG NAMUST, QUIDUSAE VOLORE-  
MOLEST UTEM AUT LIQUIA NIHILLO RES-  
SIMA IOSTIAN IHILLI OMNIMAGUS NI-  
MAIORE PRORUNT REM CUSAND  
DI NIATIU NEM EXERE OFFICIET ET ESTEM-  
QUIIM EUM IPSAE REMPORPOS SI DOLO  
ESSIM VIT, INVELIT QUIATQUASPEL IDEL-  
LEN DUCIT, QUE ALIIS NONES OMNIET  
VENT LA DIONSED MOSTORECU MOSAN-  
DA NDICIA VOLUPTAE VOLUPTASPERO  
BERUM QUIATIS ET EXPLAM AD QUI AUT  
QUAE OMNIS QUE LABORUPTA ALIQUO  
COREM AUDIT.~~



# Alignment

IKEA text is set flush left.

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## Lorem ipsum dolor sit

Maximag namust, quidusae voloremolest  
utem aut liquia nihillo ressimia iostian ihilli  
omnimagus nimaioire prorunt rem cusand  
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omnis que laborupta aliquo corem audit.



# Alignment

IKEA text is set flush left.

---

## Lorem ipsum dolor sit

Maximag namust, quidusae voloremolest  
utem aut liquia nihilloissima iostian ihilli  
omnimagus nimorunt rem cusand  
di niatiu nem exere officiet et esmquiim  
eum ipspos si dolo em vit,iatquaspel idel-  
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storecu mnda ndicia voluptaerom quiatis  
et explam qui aut quae omnis quorupta  
aliquo m audit iam, magnistuid re, quis  
eario exces volor bea dusantio.

## Lorem ipsum dolor sit

Maximag namust, quidusae voloremolest  
aut liquia nihillo ressimia iostian ihilli om-  
nimagus nimaiore prorunt rem cusand  
niatiu nem exere officiet et estemquiim  
eum ipsae remporpos si dolo essim vit,  
invelit quiatquaspel idellen ducit, que ali-  
is nones omniet vent la dionsed mostore-  
cu mosanda ndicia voluptae voluptaspero  
quiatis et explam ad qui aut quae om-  
nis que laborupta aliquo corem audit.





## Colour

We use black font on a white background or white font on a black background. Good contrast is key.

We only use coloured backgrounds or type when there's a clear and specific purpose.

---

### Dis molor maxim rat

Maximag namust, quidusae voloremolest utem aut liquia nihillo ressimia iostian ihilli omnimagus nimaioire prorunt rem cusand di niatiu nem exere officiet et estemquiim eum ipsae remporpos si dolo essim vit, invelit quiatquaspel idellen ducit, que aliis nones omniet vent la dionsed mostore-cu mosanda ndicia voluptae voluptaspero berum quiatis et explam ad qui aut quae omnis que laborupta aliquo corem audit.

### Dis molor maxim rat

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## Embellishments and Decorations

We don't use any typographical or graphical embellishments or decoration.

---

~~Dis molor  
maxim rat~~

~~Dis molor  
maxim|rat~~



## Letter spacing (Tracking)/Line spacing (Leading)

We don't tighten or spread out the line spacing for effect.

---

**Dis molor  
maxim rat**

Dis molor  
maxim rat



## Letter spacing (Tracking)/Line spacing (Leading)

We don't tighten or spread out the letter or line spacing for design effect.  
Use the auto setting and adjust for legibility when needed +/- 10%.

---

~~Maximag namust, quidusae voloremolest  
utem aut Liquia nihillo reissima iostian ihilli  
omnimagus nimaioe prorunt rem cusand.  
Di niatiu nem exere officiet et.  
estemquiim eum ipsae remporpos si dolo.~~

~~Maximag namust, quidusae voloremolest  
utem aut Liquia nihillo reissima iostian ihilli  
omnimagus nimaioe prorunt rem cusand.~~



## Proportional scale

Don't stretch or distort the typography. Always leave proportional scale at 100%.

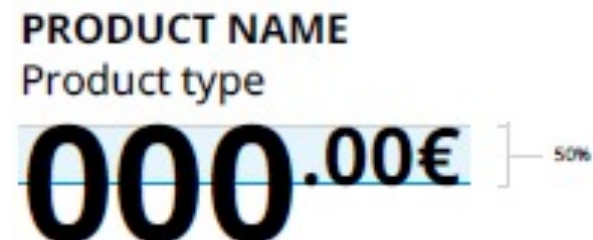
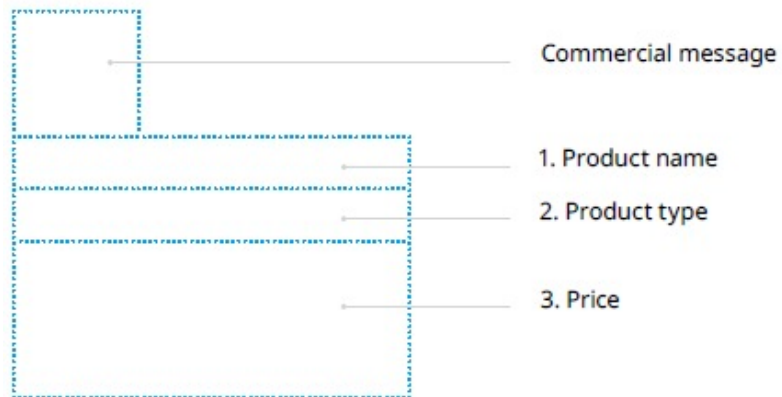
---

~~maxim~~

~~maxim~~



# Typography guide



# Colour



# Work with IKEA Brand colours

The blue and yellow IKEA logo is the symbol for instant recognition of the IKEA Brand.

The IKEA Brand blue and the IKEA Brand yellow colours enhance our uniqueness and our Swedish heritage.

By using them with a clear purpose in a consistent way, they make the recognition of IKEA stronger and stronger over time.



**IKEA Brand Blue**  
Pantone 2935 C and 2935 U  
CMYK \* 100 / 60 / 0 / 0  
sRGB 0 / 88 / 163  
HEX #0058A3  
L\*a\*b\* 34 / -2 / -64  
NCS S 3060-R90B  
Textile Turkish Sea 19-4053 TCX



**IKEA Brand yellow**  
Pantone 108 C and 108 U  
CMYK \* 0 / 5 / 100 / 0  
sRGB 255 / 219 / 0  
HEX #FFDB00  
L\*a\*b\* 88 / 1 / 95  
NCS S 0570-G90Y  
Textile Lemon 13-0752 TCX



# Work with IKEA

## Brand colours

The IKEA Brand blue colour creates attention to the offer, thereby making it stand out. Using the blue to frame the IKEA offer works as a strong visual signal to further strengthen IKEA.

The purpose of the IKEA Brand blue colour is to:

- create attention
- frame the IKEA offer.

Yellow is an optimistic colour giving customers a positive impression when meeting the IKEA Brand, everywhere, anytime. The purpose of the IKEA Brand yellow colour is to:

- highlight and create attention
- signal entrance to the IKEA store or customer meeting point.



## **We're cool with black and white**

Just because we're a playful brand doesn't mean we have to use colours all the time.

Don't be afraid of white space or a simple black and white theme.



## **Blue and yellow are for the IKEA logo**

The combination of blue and yellow are reserved for the IKEA logo and the store facades.



**Potential pitfall**

We don't use pastels in our communication. You can find pastels and other shades in IKEA homefurnishings because we offer a wide style selection, but we don't use those colours in our communication.

**Potential pitfall**

Avoid tones, shades, and fades.

**Potential pitfall**

We like bold colours, but we don't overdo it by using lots of different colours in the same piece of communication.

# Copy

Conversational

Add to the message

Accessible

Respect the reader

We have a point of view and we're happy to share it

# Conversational

IKEA writing is like a friendly conversation. The pacing, word choice, and structure all make IKEA copy casual and natural.

Whether we're reporting on business performance or explaining a product feature, we write like we're speaking to a friend.

Because we write like we speak, use contractions (like "we're" and "I'm") and avoids formalities (like "sir").



## Add to the message

When copy appears with an image, it always adds meaning and value. We use copy to build on the story, offer a different perspective, or give the reader new information. IKEA copy and images always work together to strengthen the message.



# Accessible

We want as many people as possible to understand us.  
Our copy is clear and easy to understand.

Being accessible doesn't mean we're plain or boring.  
In fact, we have to be interesting to attract our audience  
and make our copy as accessible as possible.

We can be playful and have fun, but it's never at the  
expense of our audience.



# ME-ING.

Buried beneath all the things we squeeze into our lives every day, there is something we shouldn't forget to take care of. Ourselves. The bathroom is probably the only place in the home where every one of us can be 100% alone. This small, wonderful and private moment is where you can escape the outside world, even if it's only for a couple of minutes.

## It's OK to change your mind.

IKEA simply asks you to present your receipt with the items unassembled and in their original packaging within 100 days for a full refund.

Applies to everything except AS-IS, assembled, opened, unwrapped or used items, cut fabrics, plants and products damaged after leaving the store.



## We use the cheapest delivery drivers. You.



good form,  
you feel in your heart.  
good function,  
you feel in your body.  
good price,  
you feel in your wallet.  
put them together,  
you feel good all over.

Good design made better – for everyone.

# Respect the reader

IKEA copy treats the audience with respect. We never tell our readers what they should think or how they should feel. When we use quotes, they're truthful and accurate.

We get to the point as quickly as possible because our readers' time is precious.

We do a lot of research to understand life at home, and we're happy to share our insights in a friendly, non-judgmental way.

We don't just tell people what to do (Ex: "click here"), we let them know what they can expect (Ex: "find a sofa").





**BEKVÄM step stool** This simple step stool represents everything we believe in – developed for making a real difference, and contributing to a better everyday life. The function let smaller children be part of family time around the table. The handle makes it easy to move the stool to wherever you need it. The construction and quality is sturdy, made of solid wood that is a renewable material. And the untreated surface makes it possible for you to personalise to fit your style, by painting and decorating it anyway you want. And to a price that anyone can afford. That's democratic design.



# THANKS!

Creating the best place to work is an ongoing commitment. *Thanks!* is one more way to show you how much we appreciate your energy, enthusiasm and dedication, day after day – even when it's late, or raining, or computers act up, or lines get long, or tempers get short... What you do here matters! This place would not be the same without you.

So, as you enjoy *Thanks!*, remember that it is much more than a monetary investment. It is truly a symbol of our most sincere *Thanks!*



## How to make an adaptable 2-in-1 dining space

01.10.15

If you've got keen eyes you might have noticed this stay-at-home supper club style set up from this year's catalogue (if you haven't check it out here, there's even a fun movie too). What you can't see is that the whole solution can be folded away when the party wraps up. Come have a closer look and see how it's done.

For all you do. For being here. For your energy and experience. For speaking up. For listening. For your point of view. For saving the day. For cutting costs. For staying on budget. For being in so many meetings. For starting over again. For thinking twice. For answering 9,731,192 emails. For catching an error. For learning more. For coming. For staying. For working harder. For finishing the job. For tying up loose ends. For sticking with it. For trying. For failing. For trying again. For solving problems. For crunching the numbers. For getting it done. For not giving up. For saving that data. For refilling the paper tray. For satisfying all those customers. For returning the call. For smiling on tough days. For fixing those glitches. For making long lines a bit shorter. For assembling so much furniture. For your point of view. For working holidays. For being patient. For never saying never. For getting up early. For staying late. For moving those trolleys. For making a little difference. For making a big difference. For training someone new. For straightening those shelves. For sharing your expertise. For figuring things out. For doing your best to make us better. For working together with us, so well and for so long. **For all you do. For all you have done. Thanks!**

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## Assembly



### Sometimes it's nice to have someone else assemble it

Our products are specifically designed to be simple to assemble, so that you can easily do it yourself. Or, if you prefer, our Assembly Service partners can build your IKEA furniture in your home for you.

The assembly service includes a free **1-year guarantee on workmanship**. To support our **Secure It** campaign we secure all tipping furniture to the wall, helping create safer homes together.

We can assemble your furniture from **£15-£65 per item** with a minimum service spend of **£20**.

To book this service, talk to one of our co-workers in the store or alternatively you may book online using **TasidRabbit\*** within the London area. Our store in Warrington has a different local service offer.

Terms and conditions apply

\*Please make sure to book via this link to take advantage of IKEA prices. Available in certain London areas only. Enter your postcode on the link above to see if your area is covered.

# This book is for anyone who ever talks, writes or sings at IKEA.

## **We have a point of view and we're happy to share it**

When there's a positive way to look at something, we find it.  
When there's a good reason to take a stand, we take it.  
When there's a convention that should be challenged, we challenge it.

We tell stories that are human and relatable. IKEA copy isn't shy about both the good and the challenging in life. We're truthful and optimistic.

IKEA is both a humble and proud company, which is a balancing act. When it comes to talking about the good things we do, we focus on the positive outcome, not the effort we put in.

If there's a joke to be made, it's usually at our own expense because we're comfortable laughing at ourselves.

We avoid clichés because they're unoriginal and generic.  
We find the IKEA way to say what we want to say.





# Illustration/Animation

These guidelines help you recognise and achieve the IKEA tone of voice when creating or using illustrations and animations, including in film.

The examples are specific to each guideline. They may or may not be good or bad examples of other media and guidelines.

**Don't create sub-brands**

**Contemporary, but not trendy**

**Simple and graphic**

**No cartoons**

**True to our design roots**

**Use the symbols library**

## Don't create sub-brands

There are no sub-brands under the IKEA Brand.  
We don't use a specific illustration, animation, shape,  
or icon to establish a new identity for IKEA in any way.  
This goes for both internal and external communication.  
The IKEA logo is our only brand symbol.

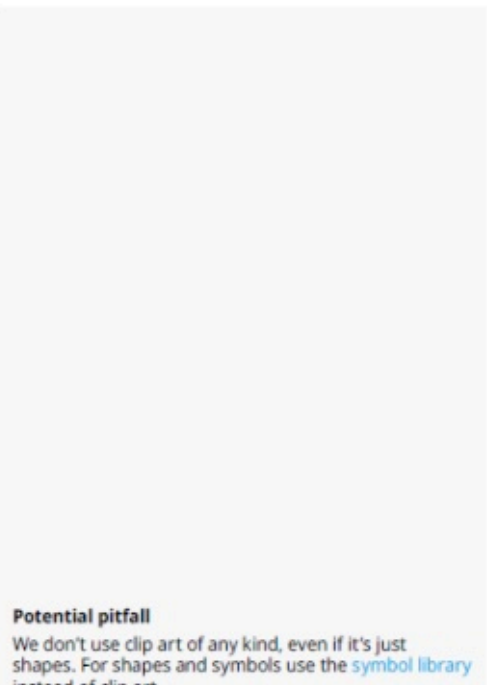
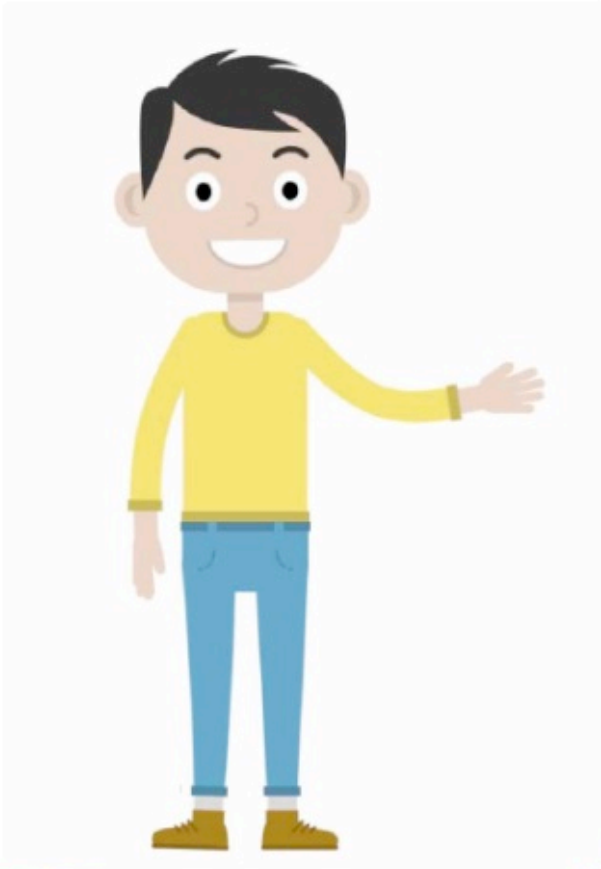




## No cartoons

Cartoons are exaggerated and satirical illustrations. They often ridicule or stereotype, and are goofy just for the sake of it. IKEA illustrations are none of these things.

Our illustrations are playful without being cartoonish. They always have a meaning beyond getting an easy laugh.



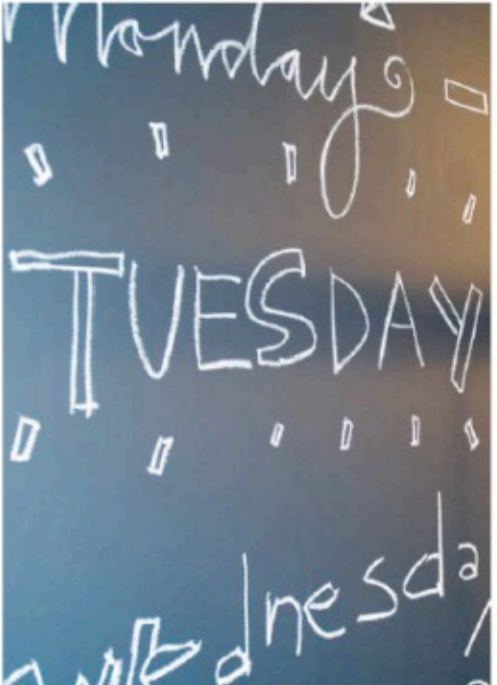
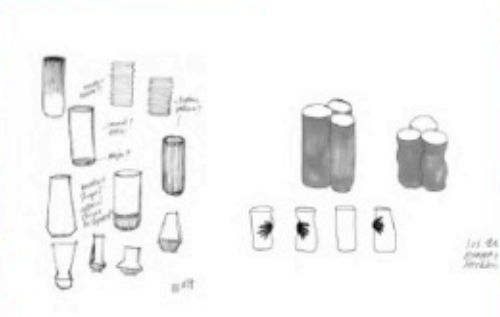
#### Potential pitfall

We don't use clip art of any kind, even if it's just shapes. For shapes and symbols use the [symbol library](#) instead.

## True to our design roots

We use styles that celebrate and reflect our long tradition as a design company. Our hands-on and humble design background is expressed well with hand drawn and blueprint-like styles.

Material choices, like pencil and chalk, showcase our heritage of design too.





[illegible]



# Price Communication

**We must always have price communication in all the content produced.**

Price and product communication supports how we present the IKEA product range. Communication about IKEA products, including food and service products, is created as part of the product development process. The price is an integral part of a product and its communication. Taken together, price and product communication are an essential support for how customers meet the IKEA offer.



# Tack

