

Ikea Identity Guidelines

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IKEA - Why They're So Successful

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Manual Writing

Ikea Identity Guidelines

Make it colorful. Use the colors of the identity to keep it playful and to highlight and structure information. Floors, walls, and staircases can be painted too, but be careful not to overdo it. Instead, pair solid blocks of color with a white foundation to keep it light and inviting. Make it human.

IKEA Co-create - brand identity, guideline and assets.

Logo evolution In order to maintain a consistent brand identity in rebranding IKEA, minimalism was implemented into the original logo. The original logo was dissected and rescaled into geometrical...

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Community engagement - IKEA

We've come a long way since Ingvar Kamprad founded IKEA in 1943. From being a tiny Swedish business, selling through a mail-order catalogue, IKEA has become one of the most well-known home furnishing brands in the world. Today, there are hundreds of IKEA stores around the globe, and more are coming.

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IKEA tone of voice

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