



IKEA

Brand Guideline



**This brand guideline
consists of the
basic elements that
assembles IKEA**

IKEA





PLAN OF
NEW YORK
&
BROOKLYN









CONTENTS



12

Introduction

14

Tone of Voice

16

Audience Profile
Young Married Couples

18

Direction
Lagom

20

Rebirth

22

Logo Development
Logo Evolvment
Logo Construct

30

Logo
Logo
Logotype
Smallest space
Clear space

34

Proper Logo Usage
Arrangement
Scaling
Colour
Vertical alignmnet

36

Improper Logo Usage
Rearrangement
Colour
Vertical alignmnet
Shading and Outline

38

Typography

40

Colour Variation

42

Brand Versatility

INTRODUCTION

“To create a better everyday life
for the many people.”

Founded in Sweden by Ingvar Kamprad in 1943, IKEA is the world's largest furniture store that sells a wide range of eco-friendly, ready-to-assemble home furnishing products. In keeping our reputation since opening, it is vital to maintain a consistent and distinctive identity that is applicable to all our products. The IKEA concept consists of smart packaging for smart yet easy assembly between IKEA and its customers. This concept is strongly exerted into our rebranding.

This guideline documents the essential fundamentals to ensure the representation of our brand is displayed coherently and correctly.



TONE OF VOICE

IKEA has dedicated themselves in creating and selling affordable, easy, well-designed ready-to-assemble furniture, appliances and home accessories that are available for everyone.





AUDIENCE PROFILE





“Young Married Couples.”

Due to the increasing rates of young marriages in Singapore, our aim is to refine IKEA into a more modernized look and feel whilst retaining our core identity, which is simplicity. Young married couples' wisdom towards household appliances are usually challenged. The lack of experience with home lifestyle comes from their career-minded mentality.

A minimalist identity helps provide a hassle-free lifestyle to ease up their busy schedule. This creates a stronger relationship between the brand and young married couples.





DIRECTION

Hygge, meet Lagom!

Hygge (pronounced as hue-guh), translates roughly to 'coziness'. This Danish word encompasses a feeling of comfort, contentment, and well-being via enjoying the good things in life. IKEA closely follows Hygge by combining function, quality, design, and value — sustainability always in mind.

However, we feel that it still lacks "something."

Meet lagom, the secret of Swedish contentment. It means "Neither too much nor too little — the right amount is perfect." Lagom, "the median, the middle, the appropriate", shows consumers you do not need a lot to achieve a happy lifestyle. You just need to have the right things at the right amount.

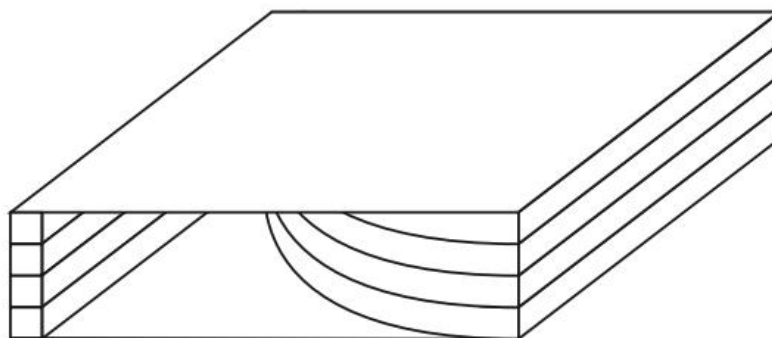
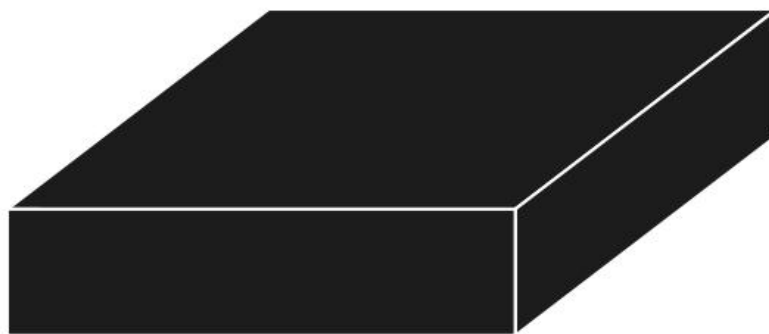


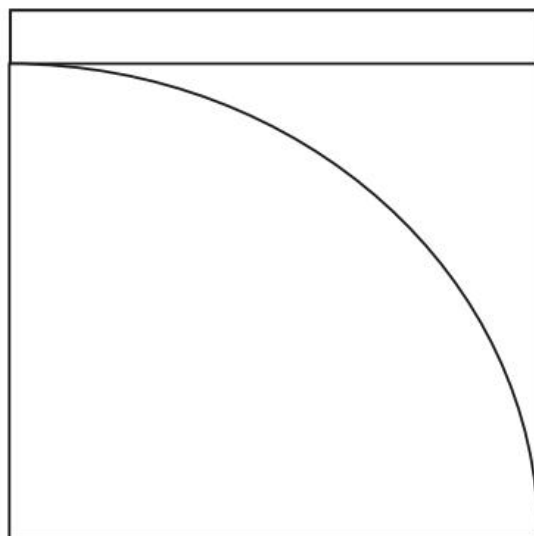
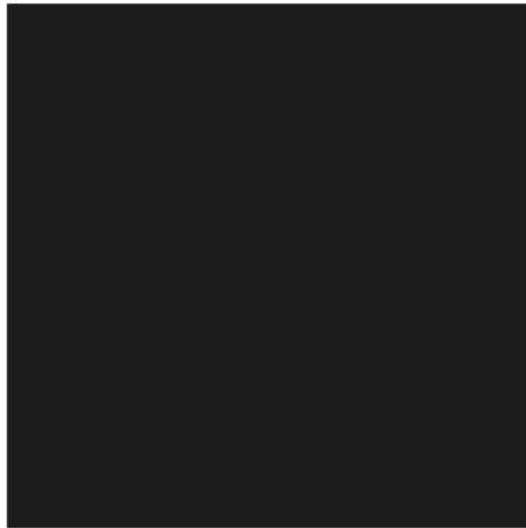


REBIRTH

Brand identity strongly yet subtly accompany products with minimal and distinct characteristic form. Hence, the rebirth of IKEA's logo. A minimal approach that can be applied on every product for an enhanced, and wider versatility.

Smart packaging for easy assembly



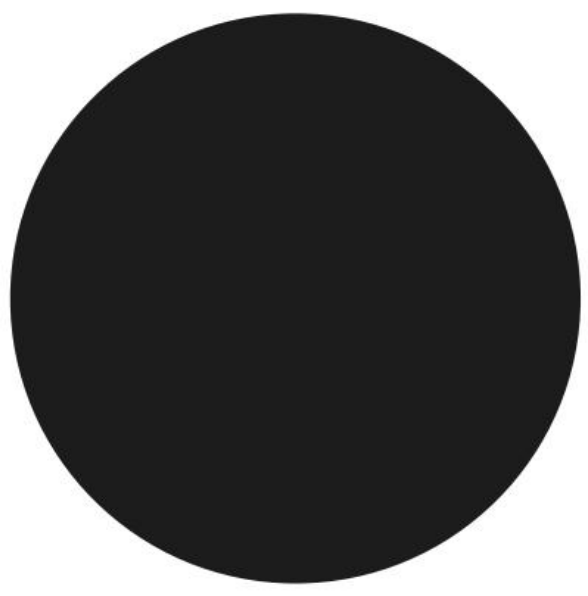


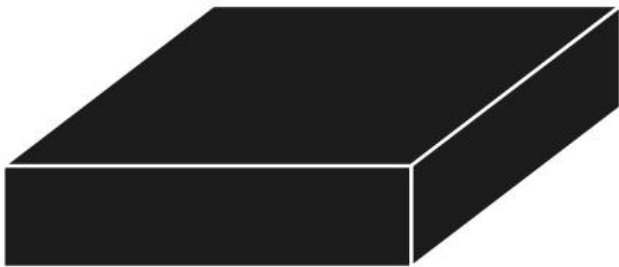


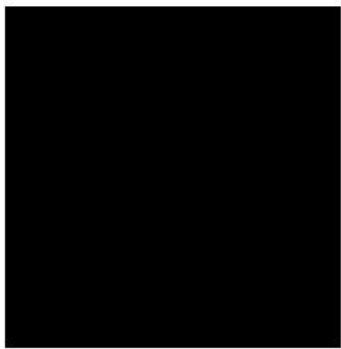
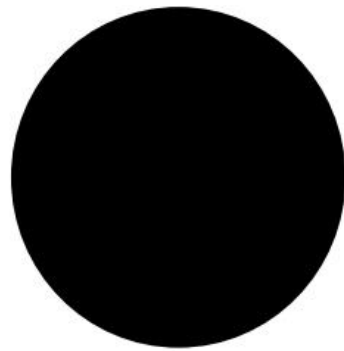
X 4



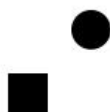
X 4







LOGO DEVELOPMENT



Logo evolutionment

In order to maintain a consistent brand identity in rebranding IKEA, minimalism was implemented into the original logo.

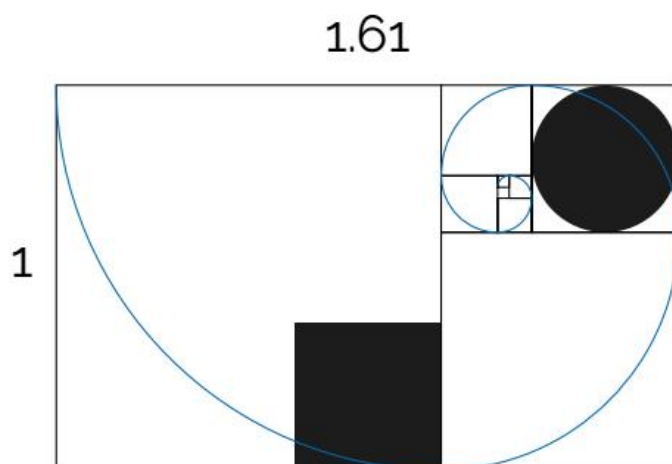
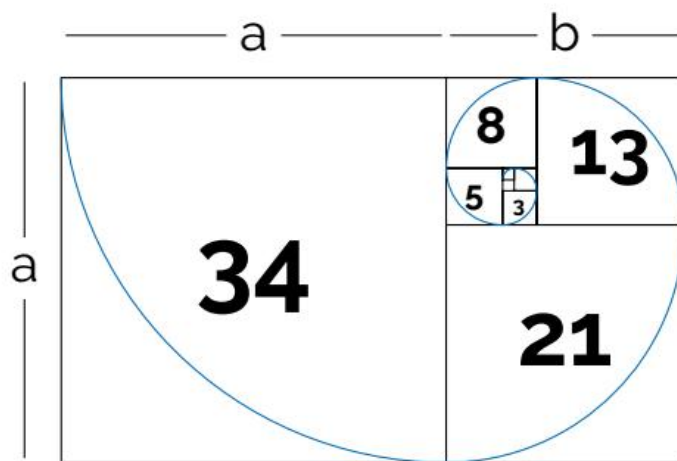
The original logo was dissected and rescaled into geometrical shape that delineates simplicity.



Logo construct

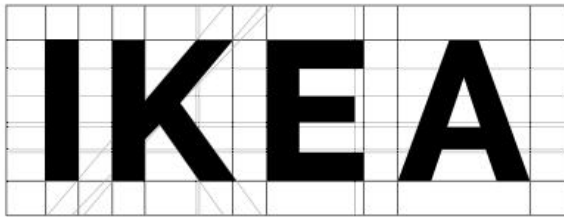
By applying golden ratio from the Fibonacci Sequence into our logo, we manage to find a composition that will draw the eyes to the important elements of the Logo, revealing the upwards diagonal direction from square to circle.

Fibonacci Sequence



LOGO

“By coalescing the old logo with the new direction, we managed to simplify the form into subtle geometrical shapes.”



The logotype,

An abridged mono-linear form made out from uppercase san-serif characters. The logo typeface utilises simplicity and the nature of structure in its form. This is to generate a contrast between modern type and traditional furnitures.



IKEA



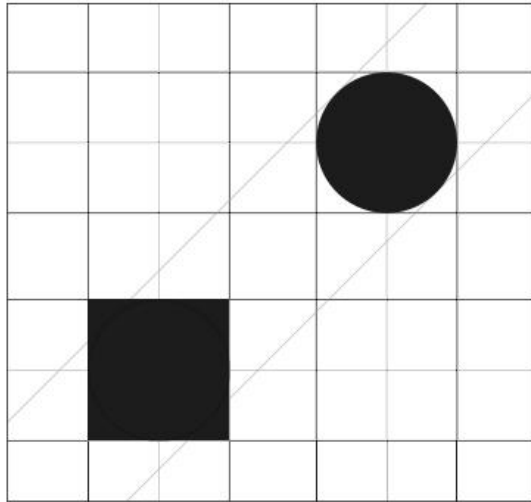
Smallest Scale

The smallest logo should be represented at 0.625" width



Clear Space

The clear space should be maintained around the logo. Spacing derived from the square in the logo



The logo,

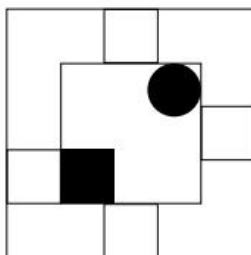
Two diagonally aligned box and circle in an elevating format. This minimalist approach represents IKEA's process of smart packaging for smart assembly between IKEA and its customers.

The form synthesizes well with IKEA's brand identity to find the balance between the modernity of form and the traditional range of home furnishing products.



Smallest Scale

The smallest logo should be represented at 0.625" high



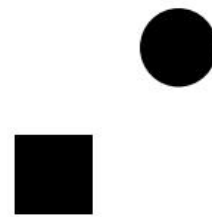
Clear Space

The clear space should be maintained around the logo. Spacing derived from the square in the logo

PROPER LOGO USAGE

“Use me like this.”

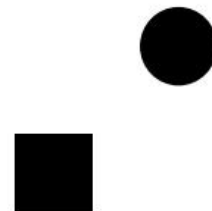
IKEA



Arrangement

This is the original placement that should be applied throughout all the elements.

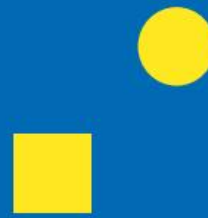
IKEA



Vertical alignment

Vertical alignment should be done in such where the logo is not altered.

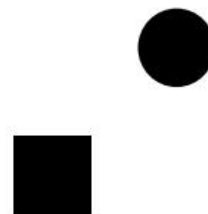
IKEA



IKEA



IKEA



Colour

IKEA's Blue and Yellow should always be applied whenever possible, if not, black is fine.



Scaling

The height of the IKEA logo should be identical to the height of the square.

IMPROPER LOGO USAGE

“Please do not use me like this.”

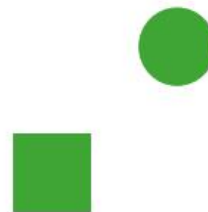
**IK
EA**



Rearrangement

Please do not rearrange the logo in any way other than the original placement.

IKEA



Colour

Please do not use any other colour other than IKEA's blue and yellow.



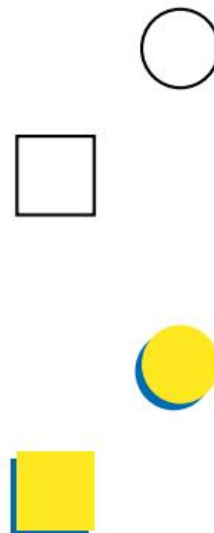
I
K
E
A



Vertical Alignment

Please do not rearrange the logo vertically in this manner.

IKEA



IKEA

Shading and Outline

Please do not add a shading to IKEA's logo.

TYPOGRAPHY

“Words, not only withhold meaning;
but also communicate through their form.”

Hence, we combined these three typefaces to establish a visual hierarchy.

Open Sans Bold | Header (28px)

Sphinx of black quartz, judge my vow.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * (

Playfair Display Regular | Subheader (21px)

Sphinx of black quartz, judge my vow.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * (

Raleway Regular | Body Copy (12px - 16px)

Sphinx of black quartz, judge my vow.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * (



**Header is Open Sans Bold
at 28 pixels**

Subheader is Playfair Display
Regular at 21 pixels

Body copy is Raleway Regular at
12 pixels to 16 pixels

COLOUR VARIATION

“A complimentary combo that has an intrinsically high-contrast when put together.”

It's no accident that the IKEA logo is blue and yellow, these are colours that forms the Swedish flag.

 Blue, a colour that paints the sky and sea, a hue that represents stability and trust. In heraldry, blue is used to symbolize piety and sincerity.

 Yellow, a colour that depicts sunshine, a hue that renders happiness and joy. Yellow produces cheerful mentality, and arouses positivity.

In combination, we get a combo that evokes emotions of optimism, stability and trust.

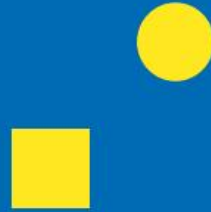


#006bb5



#ffe81e

IKEA



IKEA



BRAND VERSATILITY

“A minimal approach that can be applied on every product for an enhanced, and wider versatility.”







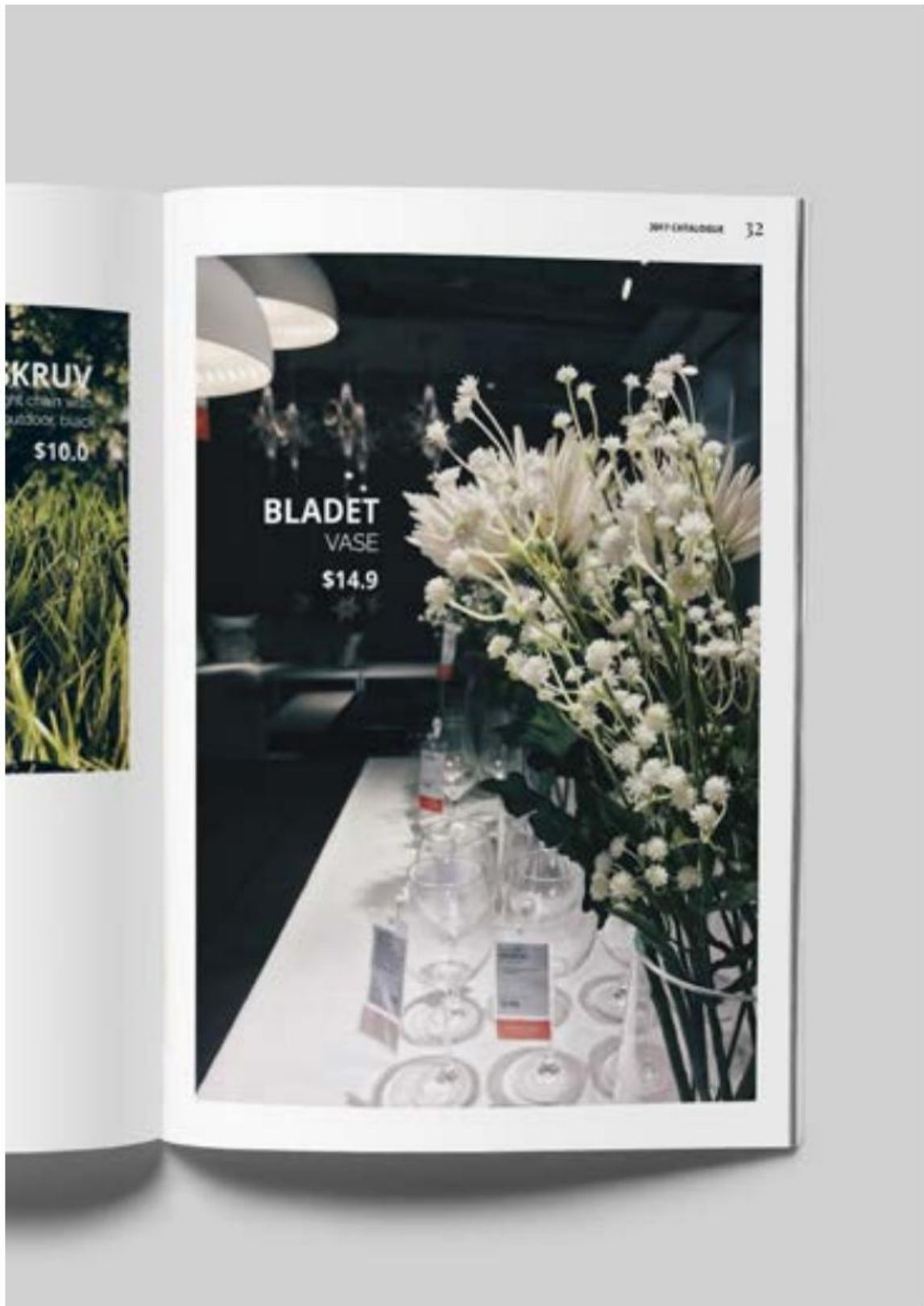














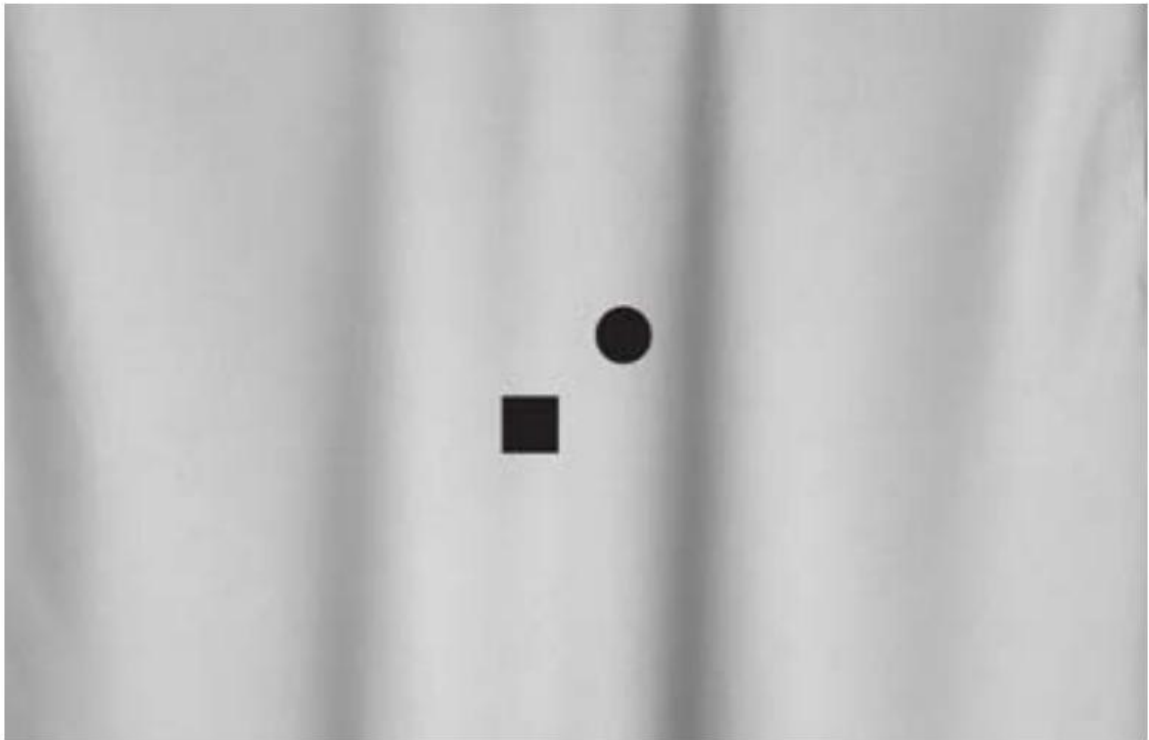








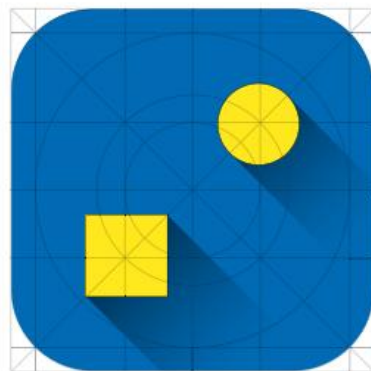
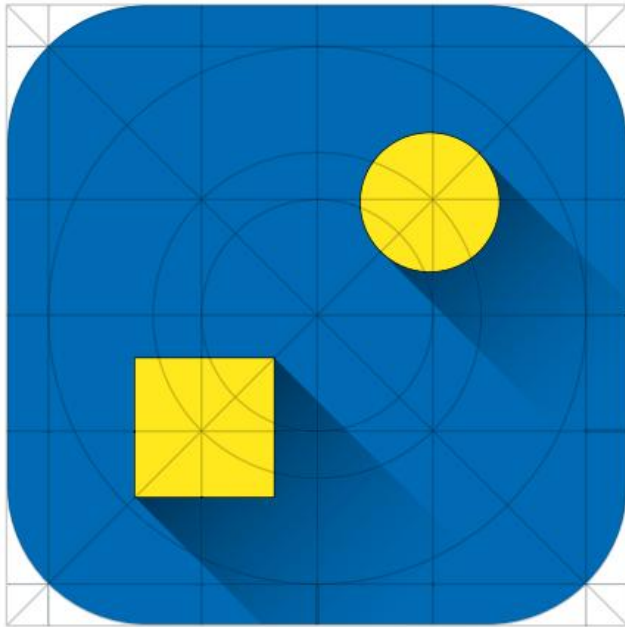








Application icon







This is the end of IKEA's Brand Guideline, We hope you enjoy your stay.



Essence of Living

