

#12. January 2023

# **IKEA trademarks, trade dress and other distinctive features guideline**



# Hej!

This is an updated version of IKEA trademarks, trade dress and other distinctive features guideline, previously named Clear and simple. This version comes with several important updates, a partly new structure and more relevant examples, such as an updated section about collaborations, in line with the Branding collaboration guideline for the IKEA Brand, and an updated section about naming.

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IKEA is open to collaborations where it adds value, while being restrictive to co-branding. This chapter introduces the Branding collaboration guideline for the IKEA Brand and how to work with third-party financial services. [Page 76](#)

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*All links to further reading and downloadable material are highlighted with a blue box in the lower left corner.*

Example of link

# Together we build and strengthen the IKEA Brand

The IKEA trademark is one of the most well-known brands in the world and our most valuable asset. All IKEA co-workers and customers worldwide play an important role in contributing, caring for and strengthening our brand. With help from this guideline, we ensure consistent use of IKEA trademarks, IKEA trade dress and other distinctive features. This document is an investment to build trust and strengthen the IKEA Brand in a rapidly changing world.

Your input is essential to keep this guideline updated and relevant. Please contact us if you feel something needs to be added, is contradicting, or have other questions or ideas.

*Questions or input to improve this document? Please contact:*

[trademark.forum@inter.IKEA.com](mailto:trademark.forum@inter.IKEA.com)



# A good place to start

The IKEA trademarks, trade dress and other distinctive features manual is our long-lasting steering document to protect and secure IKEA distinctiveness. It describes the overarching why and what and ensures that we live up to Commitment #15, "Build one, unique IKEA Brand" and Mandatory #44 "to clearly and consistently apply the IKEA logo and the IKEA wordmark as the symbols for the IKEA Brand". This closely connected document describes how to use and apply the commitment and mandatory.

*The previous version of the IKEA trademarks, trade dress and other distinctive features manual (a new version is being developed):*

[Read more](#)

*The IKEA commitments and mandatories:*

[Read more](#)



The IKEA trademarks, trade dress and other distinctive features manual is our long-lasting steering document (currently being reviewed and updated).



The IKEA trademarks, trade dress and other distinctive features guideline describes how to use and apply the content from The IKEA trademarks, trade dress and other distinctive features manual.

# Building the IKEA Brand

Here we look into how to build one strong IKEA Brand, and making sure that we are recognised for who we are and want to be.

## When people see the IKEA logo, they recognise the IKEA Brand

The best way to build the IKEA Brand is to be clear, consistent and simple. The IKEA logo is recognised by people worldwide and represents the leading brand for home furnishing. Everything the IKEA Brand offers is identified by the IKEA logo.

The IKEA logo is our default trademark and we avoid all use of sub-brands. Consistent use of the IKEA logo will increase brand recognition and distinguish our offer from others on the market. IKEA blue-and-yellow logo must always be used and cannot be modified in any way.



## The IKEA logo is the symbol of the IKEA Brand

We have one vision, one business idea and one brand and everything we offer to our customers is branded with the IKEA logo. This makes it easy for our customers to recognise that IKEA is the sender.

**To make it easy to recognise the IKEA Brand, it is important to be consistent when using the IKEA logo:**

- The IKEA logo must be the symbol of instant recognition of the IKEA Brand.
- No use of sub-brands or sub-identities.
- Co-branding is used very selectively.





# Using the IKEA logo in different situations

Depending on the context, there are different approved and consistent ways of using the IKEA logo.

## Masterbrand


Sender for our offer.



## Companies

Sender used for corporate/franchisee. The signature consists of the IKEA logo and the company name.

*Corporate signature*

Inter IKEA Systems B.V. 

*Franchisee signature*

 Ingka Group  
An IKEA retailer

## Divisions/Sectors

Entities with granted permission to use the IKEA logo as an endorser and as a descriptive name, not directly connected to the home furnishing offer.

*IKEA Concept related sectors*



*Sub-sidiaries business*

 Museum

*Sub-sidiaries business*

 IKEA Foundation

## Product/Services

Sender used for products/services.

*For services*



*On product range*



Design and Quality  
IKEA of Sweden

*Non-Latin version*



איקאה

## Collaborations

Brand models used for collaborations.

*IKEA branded*

Text about the collaboration, our ambition, and how it will benefit our customers.



*Endorsement branded*

|   |                              |
|---|------------------------------|
| Assembly service provided for   | Assembly service provided by |
|  | taskrabbit                   |

*Reference branded*

In collaboration with 

---

 SPACE10

## Co-branding

When the IKEA logo and collaborating partner logo are used together as sender.

*Equal co-branded*

SONOS | 

*Temporary co-branded*

 | 

# The IKEA logo

One of the most fundamental things when building the IKEA Brand is using the IKEA logo consistently. On the following pages, you will find the guidelines for how and when the logo is used.

## A big logo is a good logo

The IKEA logo must always stand out. Therefore the logo is always used in the largest size possible, considering the context and specifics of the media. This ensures visibility and recognition and makes it clear that IKEA is the sender.

The size of the IKEA logo is measured by its height. As an exception, the IKEA logo optimised for small digital spaces is measured in pixels by the width of the logo.

The height of the IKEA logo shall not be smaller than 4,5 millimetre. A smaller size makes readability difficult.



A large IKEA logo makes it easy to identify IKEA as the sender.



A small IKEA logo makes it challenging to identify IKEA as the sender.

## Authorised versions of the IKEA logo

The IKEA logo in blue and yellow is always the first choice when communicating to make it easy to recognise the IKEA Brand. In some limited situations, the other authorised versions on this page are used. No other versions are permitted.

1. The blue and yellow IKEA logo is the first-choice version.
2. The black and white IKEA logo is only used when blue and yellow are not possible, for instance, when colour printing is not an option.
3. The reversed white IKEA logo is only used when colour printing is not an option or when the dark background makes the blue and yellow logo difficult to see.
4. The IKEA black logo is used on cardboard or transparent backgrounds such as products and packaging.
5. The embossed IKEA logo is only used on the IKEA products.
6. Logo application for motion media is always followed by the blue and yellow IKEA logo.
7. Optimised for small digital spaces – favicons and notification icons.

Authorised versions of the IKEA logo:

[Read more](#)



1. Blue and yellow IKEA logo.



2. Black and white IKEA logo



3. Reversed white IKEA logo



4. Black IKEA logo



5. Embossed/debossed IKEA logo



6. “Fönster” (window) logo  
More information on [page 18](#).



48 px



32 px



16 px

7. IKEA logo optimised for small digital spaces

More information on [page 26](#).

## Backgrounds that make the logo visible

To make the IKEA logo stand out and be clearly recognisable, it is preferred to place it on a white, IKEA Brand yellow or light grey coloured background. It is also permitted to use the IKEA logo on pictures if it is easy to distinguish the IKEA logo.

1. The IKEA logo on a white background is always the first choice.
2. The second preferred background is the IKEA Brand yellow colour.  
[See page 49.](#)
3. The IKEA logo can be placed on light grey if clearly distinguished.
4. It is permitted to use the IKEA logo on a backlit screen if it is clearly distinguished from the background.
5. The IKEA logo cannot be printed on black, as it will not be distinguished.
6. Never use a blue background, since the logo will be hard to distinguish.
7. If putting the logo on a picture, ensure it is clearly distinguished. Clear and bright pictures are preferred.
8. Never put the IKEA logo on a dark or complex picture if it is not clearly distinguished.
9. Never use a picture that interferes with the IKEA logo colour or shape.



1. On white



2. On IKEA Brand yellow



3. On light grey or neutral colours



4. On digital black



5. On printed black



6. On blue



7. On a picture



8. On a dark picture



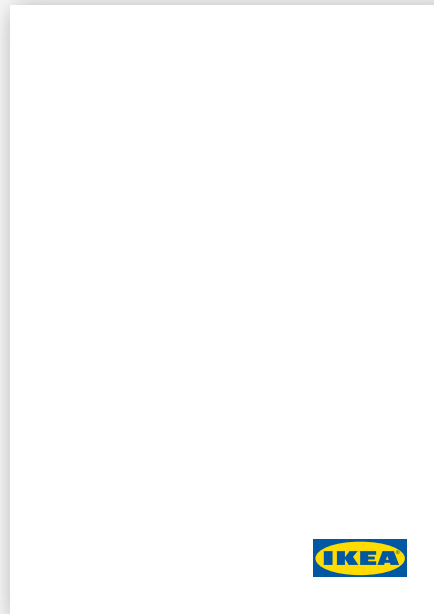
9. On a complex picture

## Consistent placement of the IKEA logo

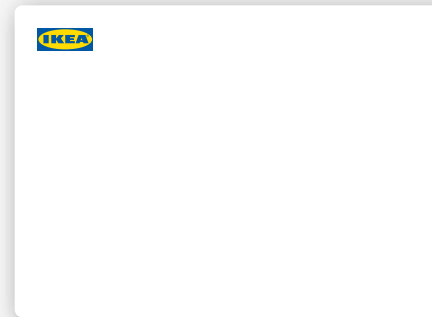
There shall always be a clear reason behind the placement of the IKEA logo. We follow the golden rules used by many others that we know that people are familiar with. Depending on the context, three placement options are possible.

- 1. Bottom right corner:** Used in mainly printed communication, such as outdoor posters, banners, brochures and advertisements. The reason for putting the logo to the right is that the receiver reads from left to right, the IKEA logo will, therefore, be a clear sender at the "end" of the message.
- 2. Top left corner:** Used in digital applications when the logo is part of the header/navigation bar. This to make it easy for the users to be sure which page they are visiting.
- 3. Centre:** Used in motion media and other screen application, when the logo is shown on its own to make it super clear that IKEA is the sender.

In left-to-right languages, the placement can be mirrored.



**1. Bottom right corner**



**2. Top left corner**



**3. Centre**

## The free zone makes the logo stand out

The free zone is an area surrounding the IKEA logo that is free from any type of visual information that may compete with, distract or draw attention away from the IKEA logo.

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.

To ensure the IKEA logo stands out at all times, the size of the free zone around the logo should always be 100%.

### When the 100% free zone can not be used

Due to technical or practical circumstances, a 25% free zone can be applied. This should only be used for smaller spaces, for instance, digital media, credit cards, packaging stickers, rack labels and printed media where the IKEA logo would be too small with the 100% free zone applied.

The IKEA logo-free zone must always be at least 25%.



The IKEA 100% logo free zone



The IKEA 25% logo free zone

## Authorised deviations from the 100% IKEA logo free zone

Some deviations are approved – the IKEA logo with Design and Quality IKEA of Sweden, the IKEA logo with Taste and Quality of IKEA of Sweden and the non-Latin versions of the IKEA logo should have a 25% free zone between the IKEA logo and the text below the logo.

These versions are only used for these specific applications:

- 1. The IKEA logo with Design and Quality IKEA of Sweden:** Used only on IKEA products, on the packaging and on the assembly instructions.
- 2. The IKEA logo with Taste and Quality IKEA of Sweden:** Used only on IKEA food packaging.
- 3. IKEA logo in non-Latin languages:** Used in markets where the IKEA name needs to be translated into the local language.

*The IKEA logo with Design and Quality IKEA of Sweden or the IKEA logo with Taste and Quality IKEA of Sweden:*

[Read more](#)



**1. The IKEA logo with Design and Quality IKEA of Sweden**



**3. IKEA logo in non-Latin languages**  
For more information [see page 17](#).



**2. The IKEA logo with Taste and Quality IKEA of Sweden**



## IKEA logo in non-Latin languages

The word IKEA is translated in markets that do not use a Latin alphabet. The non-Latin versions of the IKEA logo are registered with the respective trademark authorities by Inter IKEA Systems B.V.

The IKEA logo must always appear above the translation, except for all Indian languages, where the logo appears below the translation.

The IKEA logo with the translated word IKEA is the authorised version and should never be altered.

*\* Font used for translation.*

All IKEA logo in non-Latin languages:

[Read more](#)



ايكيا

**Arabic**

Noto IKEA Arabic \*



宜家家居

**Chinese**

Noto IKEA Chinese \*



איקאה

**Hebrew**

Noto IKEA Hebrew \*



**Indian - Kannada**

Noto IKEA Kannada \*



**Indian - Marathi/Hindi**

Noto IKEA Devangari \*



**Indian - Tamil**

Noto IKEA Tamil \*



**Indian - Telugu**

Noto IKEA Telugu \*



ไอเกีย

**Thai**

Noto IKEA Thai \*

## Fönster application of the IKEA logo

Fönster means "window" in Swedish, and the Fönster application of the IKEA logo is used as a symbol for how IKEA connects with the world and how the world connects with IKEA – creating a better everyday life for the many people. The Fönster application reflects transparency and the IKEA core values of openness, curiosity and optimism, and it provides extended opportunities to integrate the brand with emotional stories.

The Fönster application complements the existing and iconic IKEA blue and yellow logo (it does not substitute it). It is used to tag and brand IKEA content not consumed in traditional channels by highlighting specific detail and providing different perspectives. The Fönster logo should only be used in motion media and followed by the blue and yellow IKEA logo as the sender. It is the only way that the IKEA logo can be animated.

The Fönster logo is the only version of the IKEA logo that does not use the registered trademark symbol.

*Guidelines for how and where to use the Fönster application:*

[Read more](#)



## IKEA logo checklist

Using the IKEA logo in a consistent and clear way is fundamental when building the IKEA Brand. Use the checklist on this page as a reminder when communicating our offer and what we do.

- ✓ **Always** use the IKEA logo as the sender of all communication.
- ✓ **Always** use the IKEA logo in a size that makes it clearly visible.
- ✓ **Always** respect the IKEA logo free zone.
- ✓ **Only** use the authorised versions of IKEA logo.
- ✓ **Always** make the IKEA logo stand out from the background.
- ✓ **Only** use the authorised deviations of IKEA logo free zone for specific situation specified.
- ✓ **Only** use the Fönster logo as a complement to the IKEA logo in motion media.

# IKEA logo in use

On the following pages, you will find examples of how to use and apply the IKEA logo in various situations and for different carriers.

## Using the IKEA logo on products

All products must carry the IKEA logo with Design and Quality IKEA of Sweden as the product marking for the whole range and product offer. This will make it clear that the product is an IKEA product. In case the space is limited, only the IKEA logo is used instead.

The 100% IKEA logo-free zone is the desired free zone for clarity and visibility of the IKEA logo. If 100 % is not possible, for instance on smaller products, 25% can be used instead. No third-party logos can be used on products.

### 1. IKEA logo with Design and Quality IKEA of Sweden

The original product marking – can never be amended.

### 2. Only the IKEA logo

In cases where the first choice is not possible due to lack of space, only the IKEA logo is used instead.

Deviation from this is subject to exemption from Inter IKEA Systems B.V.



1. IKEA logo with Design and Quality IKEA of Sweden



2. Only the IKEA logo

## On packaging

The IKEA packaging is designed to strengthen the IKEA Brand. A black version of the IKEA logo is used for all packaging groups to secure consistency.

### 1. Home furniture accessories

IKEA logo placed on the front. On the back, the IKEA Design with Quality IKEA of Sweden logo is used.

### 2. Food

Only the black IKEA logo is used on food packaging.

### 3. Furniture

On the packaging label on flat packs, the logo with the text IKEA Design with Quality IKEA of Sweden is used. A large IKEA black logo is placed on the top of the flat packs.

### 4. Transport packaging

On transport and delivery parcels, a pattern of multiple IKEA black logos is used.

*The visual identity for IKEA packaging is currently being updated.*



1. Home furniture accessories



2. Food



3. Furniture



4. Transport packaging

## In-packaging communication

All communication inside the packaging must carry the IKEA logo with Design and Quality IKEA of Sweden placed on the front in the lower right corner. Always in black.

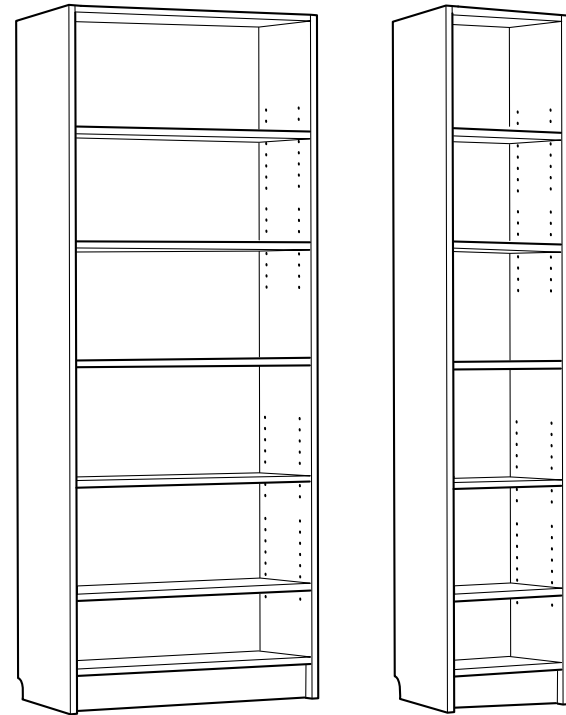
# UPPHETTA



Design and Quality  
IKEA of Sweden

Care instructions

# BILLY



Design and Quality  
IKEA of Sweden

Assembly instructions

## Price and product communication

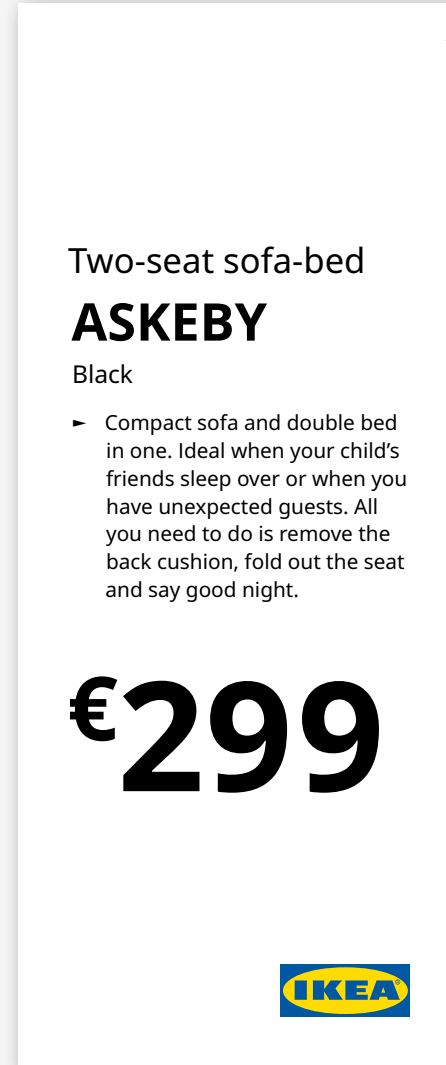
All price and product communication must carry the IKEA logo in the following way:

- The logo placed in the lower right corner.
- The blue and yellow logo is always the first choice
- The black and white logo is only used when colour printing is not possible
- Never place any third-party logo on the IKEA price tags, rack labels or product information pages.

### Price tag



### Price sign



### Story sign





# Digital communication

All digital communication must carry the IKEA logo.

## 1. IKEA website – desktop

Exemption to use the 25% IKEA logo free zone. Logo placed in the header as identification.

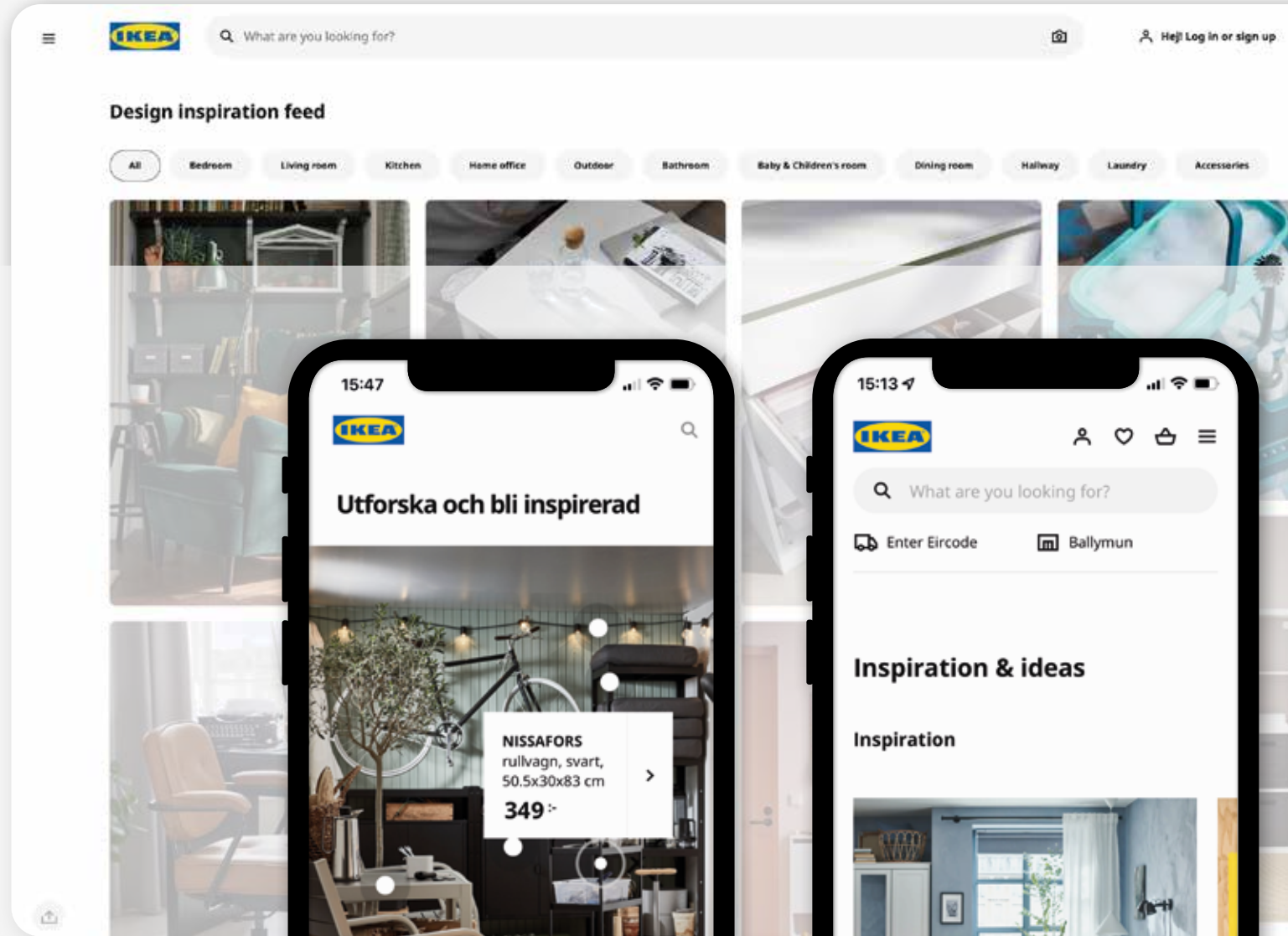
## 2. IKEA app home screen

Exemption to use the 25% IKEA logo free zone. Logo placed in the header as identification.

## 3. IKEA website – mobile

Exemption to use the 25% IKEA logo free zone. Logo placed in the header as identification.

1. IKEA website – desktop



2. IKEA app home screen

3. IKEA website – mobile

## Favicons and notification icons

The three authorised versions of the IKEA logo optimised for small digital places are proven to work well as favicons shown in web browsers and notifications. For all other occasions, the IKEA logo must be used (read more: [page 12](#)).

Since we only use three different versions of the IKEA logo optimised for small digital spaces – always select the closest to the given space for the favicon or the notification icon.

### The IKEA logo optimised for small digital spaces shall only be used for:

#### 1. Notifications

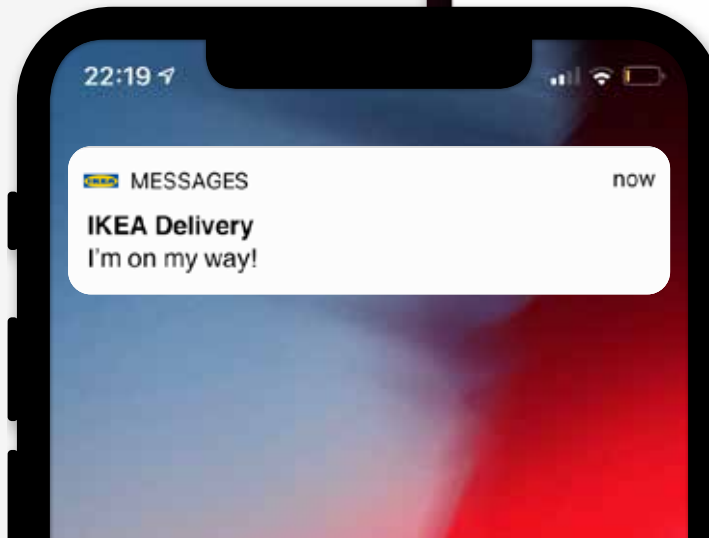
When a smaller size than 48x48 of the IKEA logo is needed.

#### 2. Favicons

The three optimised versions (16x16, 32x32 and 48x48 px) have improved legibility to work well as favicons in web browsers.

Any size above 48x48 px should use the IKEA logo.

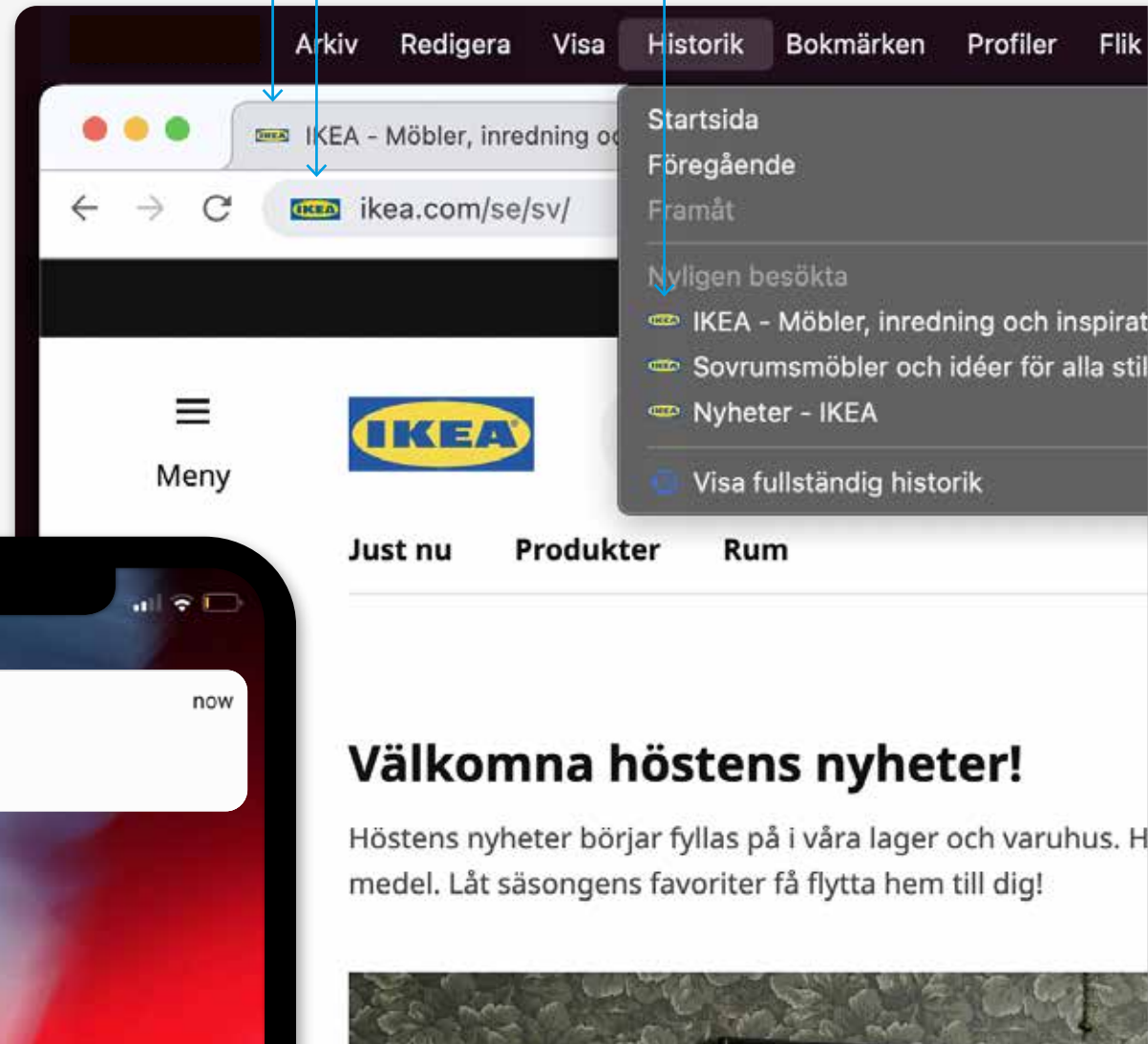
#### 1. Notifications



2. Favicon  
Web browser tab  
16x16 pixel logo.

2. Favicon  
Web browser URL field  
32x32 pixel logo.

2. Favicon  
Web browser history  
16x16 pixel logo.



# Motion media communication

## 1. Portrait format

The logo must be clearly distinguishable from the background in a motion picture, such as a room setting. Maximise the size of the IKEA logo and use the 100% free zone as guidance. The width of this format will set the size of the IKEA logo. Example: digital signage, such as digital board outside or in a subway station.

## 2. Square format

Maximise the size of the IKEA logo and use the 100% free zone as guidance. The width of this format will set the size of the IKEA logo. Example: mobile video.

## 3. Landscape format

The first choice is always to use the blue and yellow IKEA logo on white background. Maximise the size of the IKEA logo and use the 100% free zone as guidance. The height of this format will set the direction for the size of the logo. Example: TV commercials.

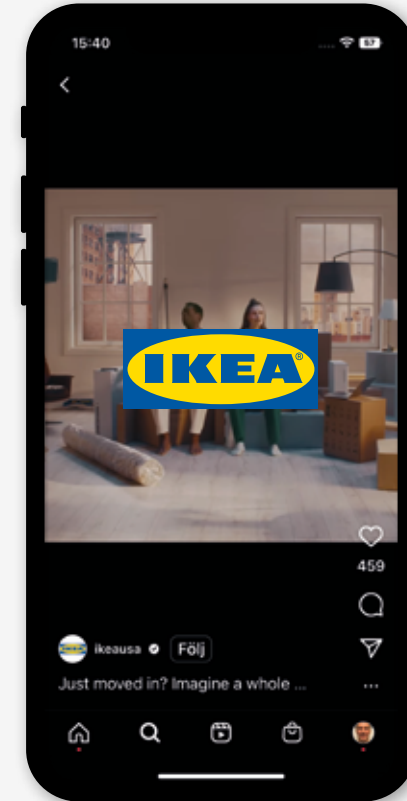
Motion media templates:

[Read more](#)

### 1. Portrait format



### 2. Square format



### 3. Landscape format



## Social media communication

The profile picture with the IKEA logo needs to be visible but does not have to be in the posted content.

Instagram post



Pinterest post



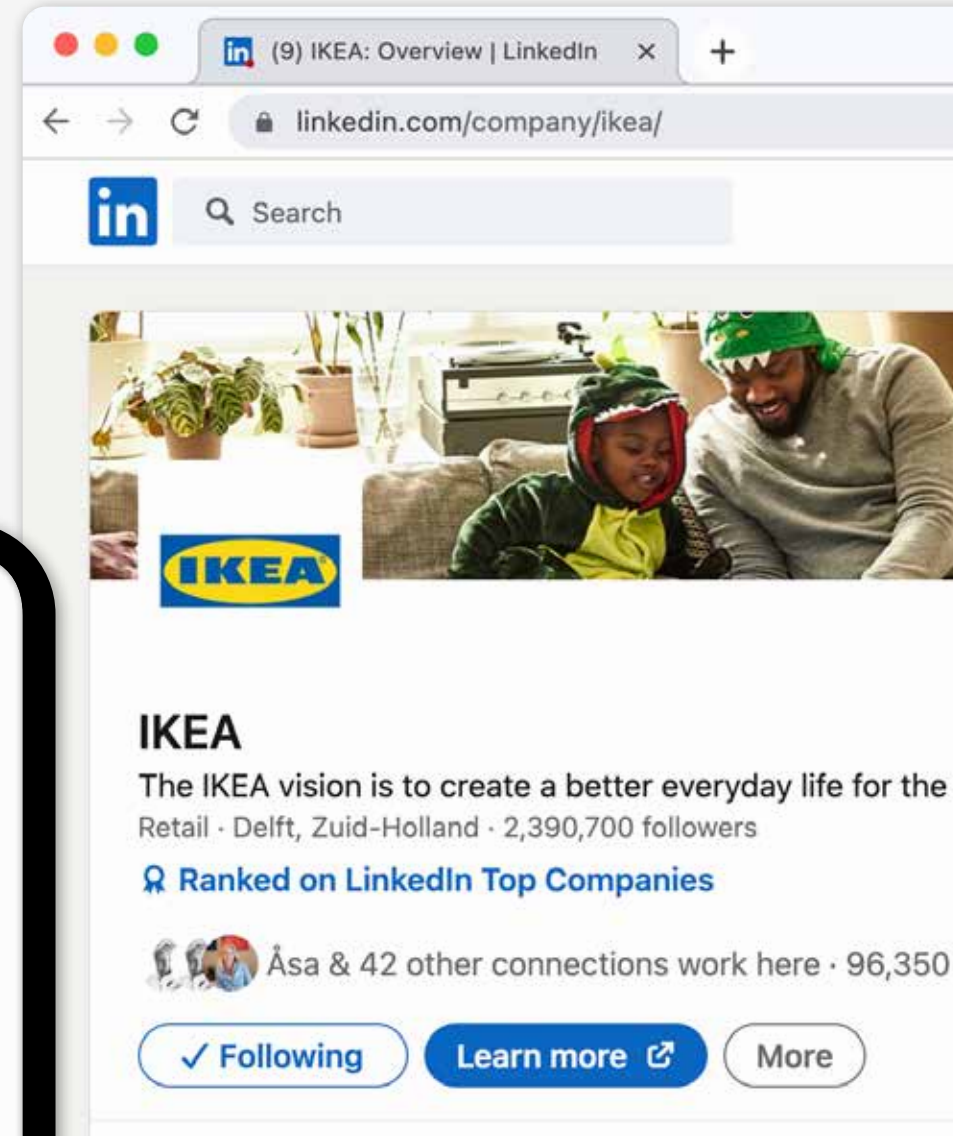
## Social media profile picture

Always use the IKEA logo as identification in social media for instant recognition. All profile pictures must carry the blue and yellow IKEA logo with the 25% free zone to make the IKEA logo as large as possible on a white background.

### Instagram



### LinkedIn



## IKEA app icons

All IKEA app icons must have the blue and yellow IKEA logo as identification, respecting the 25% free zone and the logo as large as possible.

There are two categories of IKEA apps:

### 1. Customer-facing apps

Always with the IKEA Brand yellow background. This category has two sub-categories, main shopping apps and functional apps.

#### - Main shopping apps

Only the IKEA logo on IKEA Brand yellow background.

#### - Functional apps

Place the IKEA logo on IKEA Brand yellow background, together with a graphic symbol in IKEA Brand blue, to identify the functionality of the app.

### 2. Internal apps

Always with a white background. The IKEA logo is placed together with a graphic symbol in black, to identify the functionality of the app.

### 1. Customer-facing apps



Main shopping app



Functional apps



### 2. Internal apps



## IKEA app loading screens

To make the IKEA logo stand out and be clear and recognisable, all IKEA apps must have a loading screen displaying the IKEA logo in the centre. The width of the screen will set the size of the logo. The logo shall always be as large as possible, following the 100% free zone as guidance.

The background of the loading screen can be one of the following:

### 1. White

A white background will make the IKEA logo stand out and be clear and recognisable.

### 2. IKEA Brand yellow

IKEA Brand yellow background can be used to signal entrance to an IKEA environment.

### 3. Picture

The white version of the IKEA logo can be used on a background with a picture. For motion media, the “Fönster” logo is used instead ([see page 18](#)).

1. White



2. IKEA Brand yellow



3. Picture



## Naming IKEA apps

### Naming in the app store

The app name must include the word IKEA when presented in the app store. IKEA must be written in upper case followed by a space and the app name sentence cased. Always use a descriptive name.

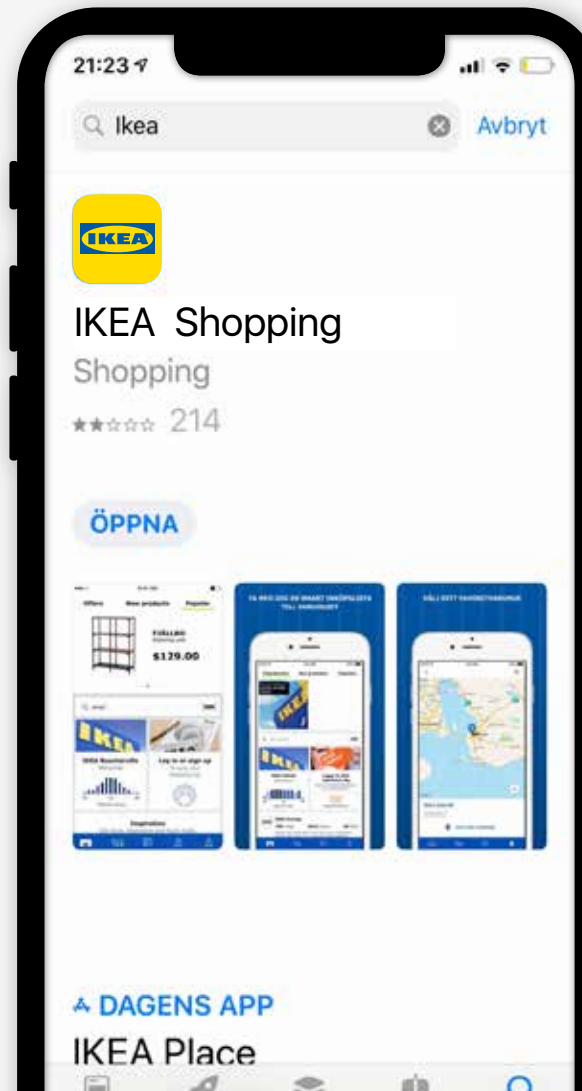
- A product range app should be written in all upper case, (e.g. IKEA TRÅDFRI).
- The word IKEA should be included in the name in the app store.

### Naming on the device

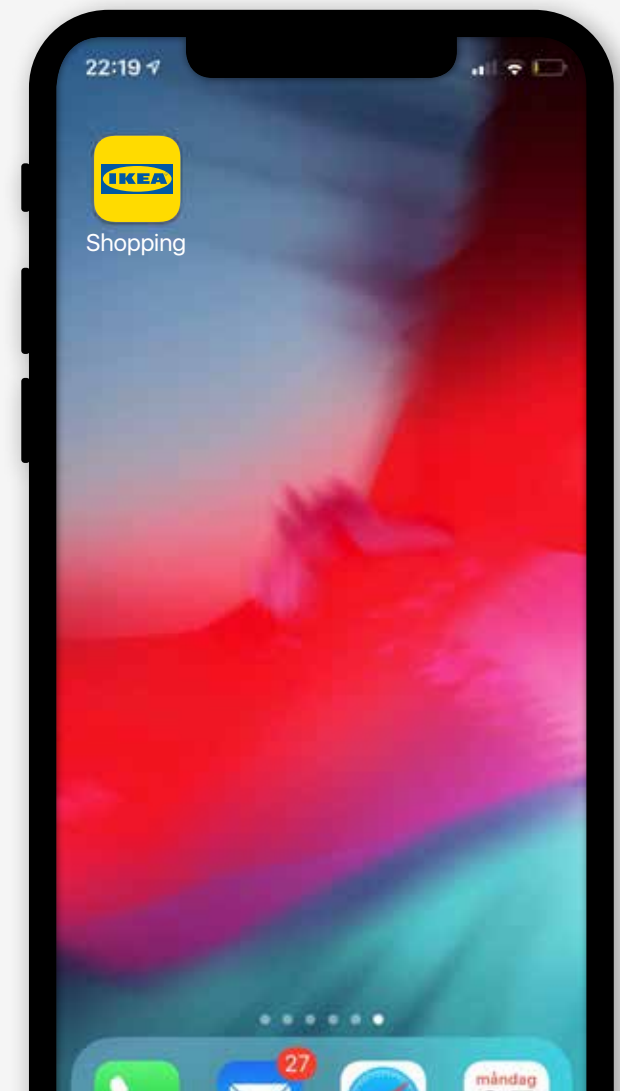
When the name is displayed on the device, it should be descriptive and relate to the full name without the word IKEA in the name. It should be as short as possible.

- A product range apps should be in upper case (e.g. TRÅDFRI).
- The word IKEA should be excluded when displaying the name on the device.

### Naming in app store



### Naming on device





## IKEA app home screens

All IKEA digital solutions must have a home screen displaying the IKEA logo in the header, preferably at the top left-hand corner, as an identification of the app. To make the IKEA logo stand out and be clear and recognisable, use it in a size where it will be clearly visible, respecting the 25% free zone on a white background. If possible, the logo can also be used inside the app.

IKEA app home screen



## IKEA cards

The IKEA cards are exempted from the 100% IKEA logo free zone. The design of all IKEA cards is decided globally to ensure consistency of the IKEA Brand identity in all markets. The design presents the IKEA logo as big as possible in the limited space.

All IKEA cards must carry the blue and yellow IKEA logo with the 25% free zone.

### 1. IKEA credit card

- The blue-and-yellow IKEA logo is placed in the top left corner.
- The logo of the payment system is placed according to industry standards.
- The logo of the card issuer is always placed on the back unless local legal regulations demand otherwise.

### 2. IKEA Family membership card

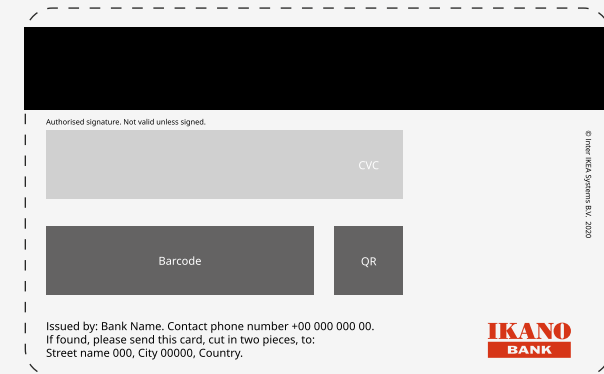
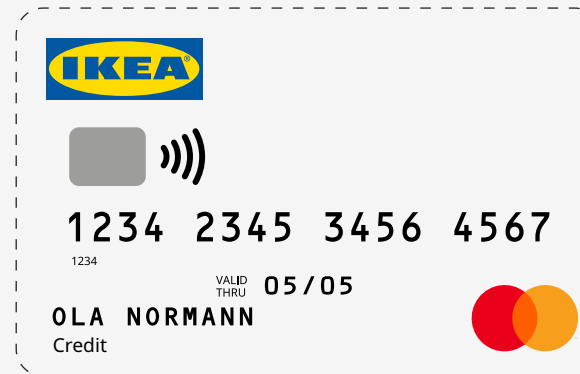
- The name of the loyalty programme is used as identification.
- The IKEA logo is placed in the bottom right corner to clarify that IKEA is the sender.

### 3. IKEA for Business membership card

- The name of the business programme is added at the top, opposite the IKEA logo that sits in the top left corner.

The final design of IKEA cards may change and will be approved by Inter IKEA Systems B.V.

### 1. IKEA credit card



### 2. IKEA Family membership card



### 3. IKEA for Business membership card



## IKEA customer loyalty programme

It is not permitted to create a separate visual identity for the IKEA customer loyalty programme.

- The name of the loyalty programme is used in headlines and running text. Set in Sentence case in Noto IKEA Bold, in IKEA Family blue or white.
- The IKEA logo is always used to indicate the sender of the communication.
- The name can never be used as a logo or stand-alone message.
- These rules are valid for all IKEA customer loyalty programmes.

### Poster



Join our **IKEA Family** club for free and enjoy member benefits and rewards

Sign up in the IKEA Family member's area or online at [www.IKEA.xx/Family](http://www.IKEA.xx/Family)



### Billboard



## IKEA for Business

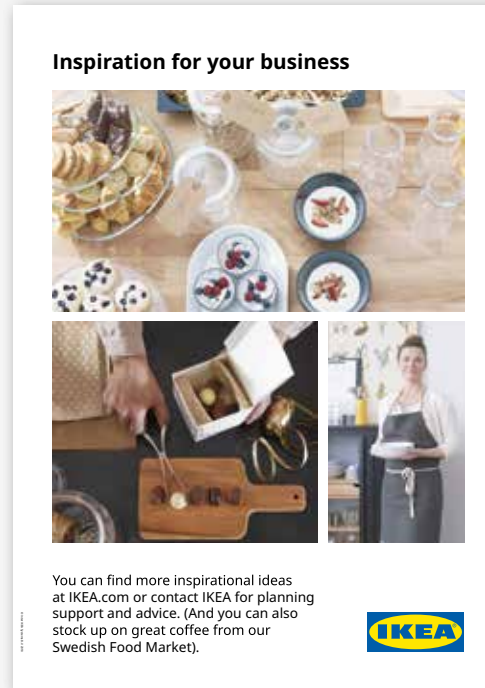
When communicating the offer for IKEA for Business – follow these rules:

- The name IKEA for Business is used to communicate the IKEA offer for businesses.
- The name IKEA for Business is also used to help customers recognise the offer in the physical IKEA customer meeting points and the business section of the IKEA website.
- IKEA for Business should never be used as a logo or a header in any communication (since it risks creating a sub-brand).
- All IKEA for Business communication must be signed off with the IKEA logo.
- It is not permitted to create a separate visual identity for IKEA for Business – it must follow IKEA visual identity.

*IKEA for Business guideline:*

[Read more](#)

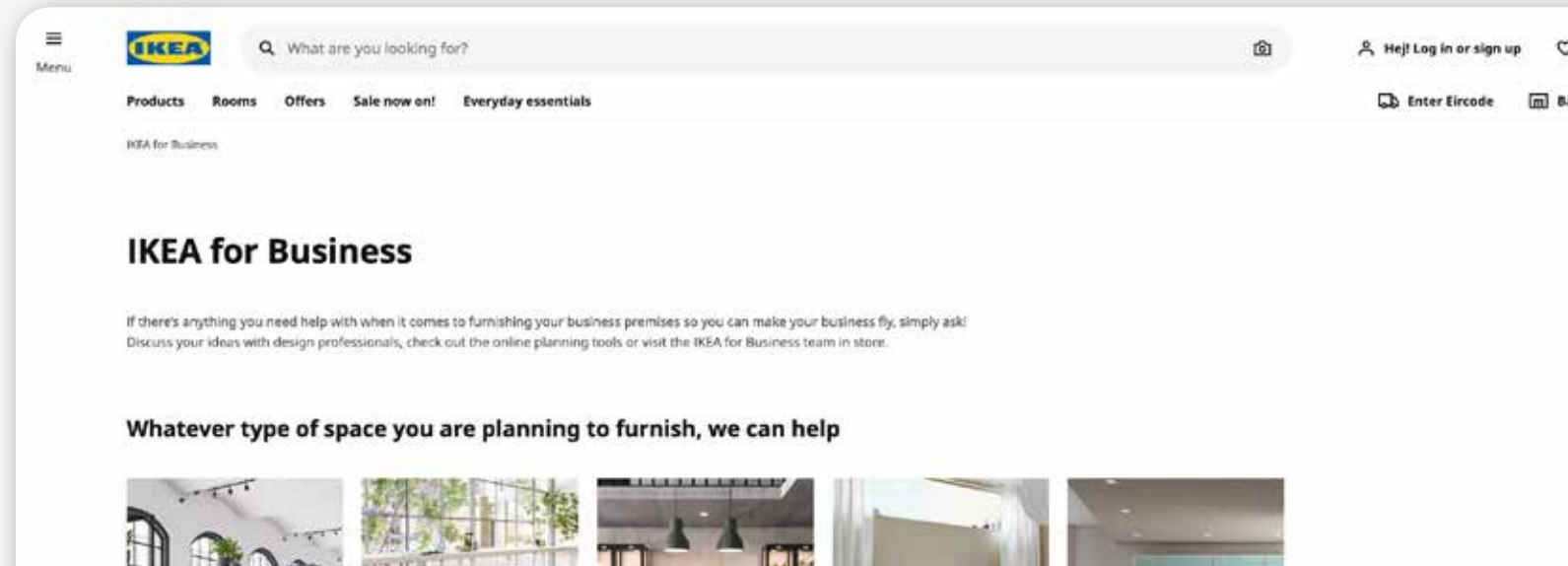
### Print ad



### Brochure



### IKEA website



## External marketing communication

All external marketing communication must carry the blue and yellow IKEA logo.

- Place the logo in the lower right corner.
- For digital communication, the 25% IKEA logo free zone can be used to make the logo bigger and more prominent.

### Billboard



### Digital ad



### Print ad



## Shopping centres

When the IKEA store is located in a shopping centre, it is permitted if the IKEA logo needs to appear next to other logos or symbols of other companies.

### 1. Sign tower

To make navigation easy for customers, always place the shopping centre logo first and then place the IKEA blue and yellow logo below as the second logo of the anchor tenant. The logos of all other tenants must come after or below the IKEA logo.

### 2. Shopping centres

When the IKEA customer meeting point is located as part of a shopping centre, it is important to clearly indicate the IKEA Brand and follow the IKEA trade dress.

### 3. Billboard

IKEA retailers may support destination marketing. The IKEA logo is the first logo placed next to the shopping centre logo as the anchor tenant. All the logos of other tenants come after the IKEA logo.

*Branding collaboration guideline for the IKEA Brand:*

[Read more](#)



1. Sign tower



2. Shopping centres



3. Billboard

## Use of third-party equipment

Third-party branding for third-party equipment used at IKEA is allowed as described in the Branding collaboration guideline for the IKEA Brand:

- The focus is on the benefits for customers at IKEA, and the purpose and meaning behind the initiative.
- Third-party branding must always be neutral in the visual expression and never conflict with the IKEA trade dress.
- No marketing communication from a third party is allowed.



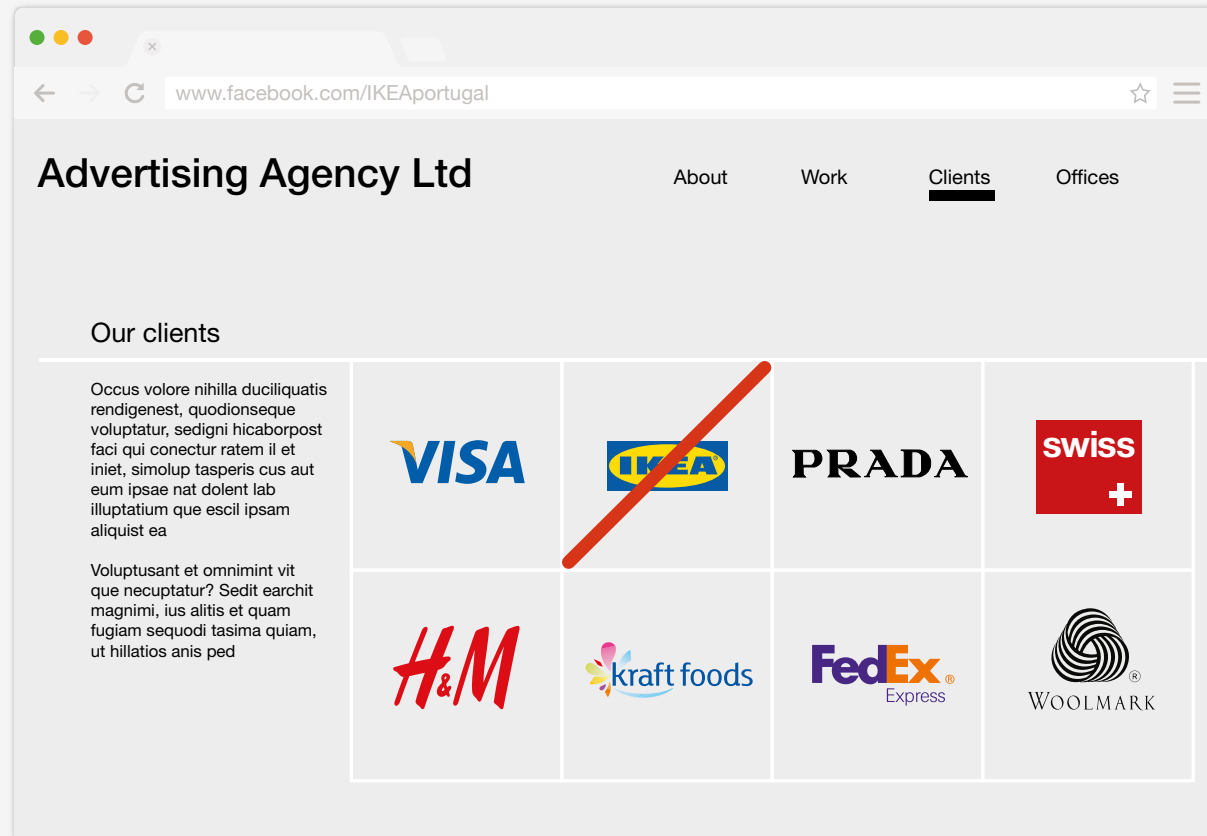
**An electric vehicle charging station as an example of the use of third-party equipment.**

*Branding collaboration guideline for the IKEA Brand:*

[Read more](#)

## No third-party use of IKEA trademarks

It is important to protect the IKEA trademarks in all situations. Therefore, no third party can use the IKEA trademarks. This means that it is not allowed for suppliers to use IKEA trademarks to promote themselves. All use of trademarks used in collaborations must be done according to the Branding collaboration guideline for the IKEA Brand.



External partner website

Branding collaboration guideline for the IKEA Brand:

[Read more](#)



## IKEA corporate signature

A consistent corporate signature for all IKEA companies and organisations helps build the IKEA Brand and be cost-effective.

### The corporate signature consists of:

- The IKEA company or organisation name.
- The IKEA logo.

The two elements together form the signature and may never be separated or altered in any other way.

The company or organisation name size is given in per cent and refers to the height of the IKEA logo.

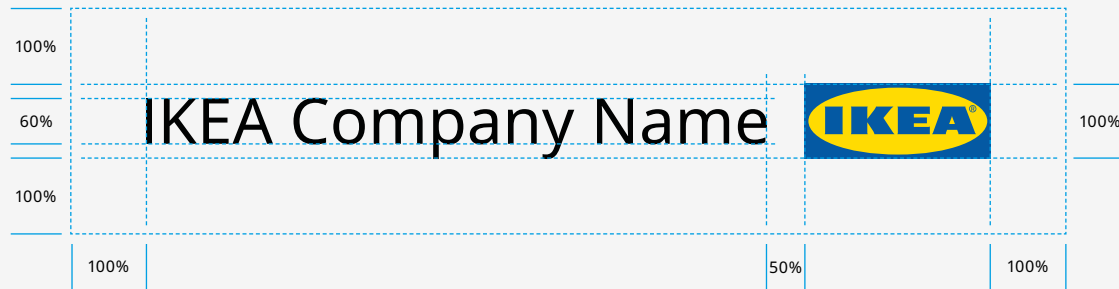
**Font:** Noto IKEA Regular

**Kerning:** Metrics

**Letter spacing (tracking):** 0


Use the signature to communicate an IKEA company or IKEA organisation on stationery material – [see page 42](#).


IKEA Company Name 





IKEA corporate signature setup and free zone

### Examples of corporate signatures

IKEA Älmhult AB 

IKEA Components AB 

Inter IKEA Systems B.V. 

Inter IKEA Systems Services SpA. 

## IKEA corporate signature stationery

The blue and yellow IKEA corporate signature version is used on all stationery material.

### Stationery templates consist of:

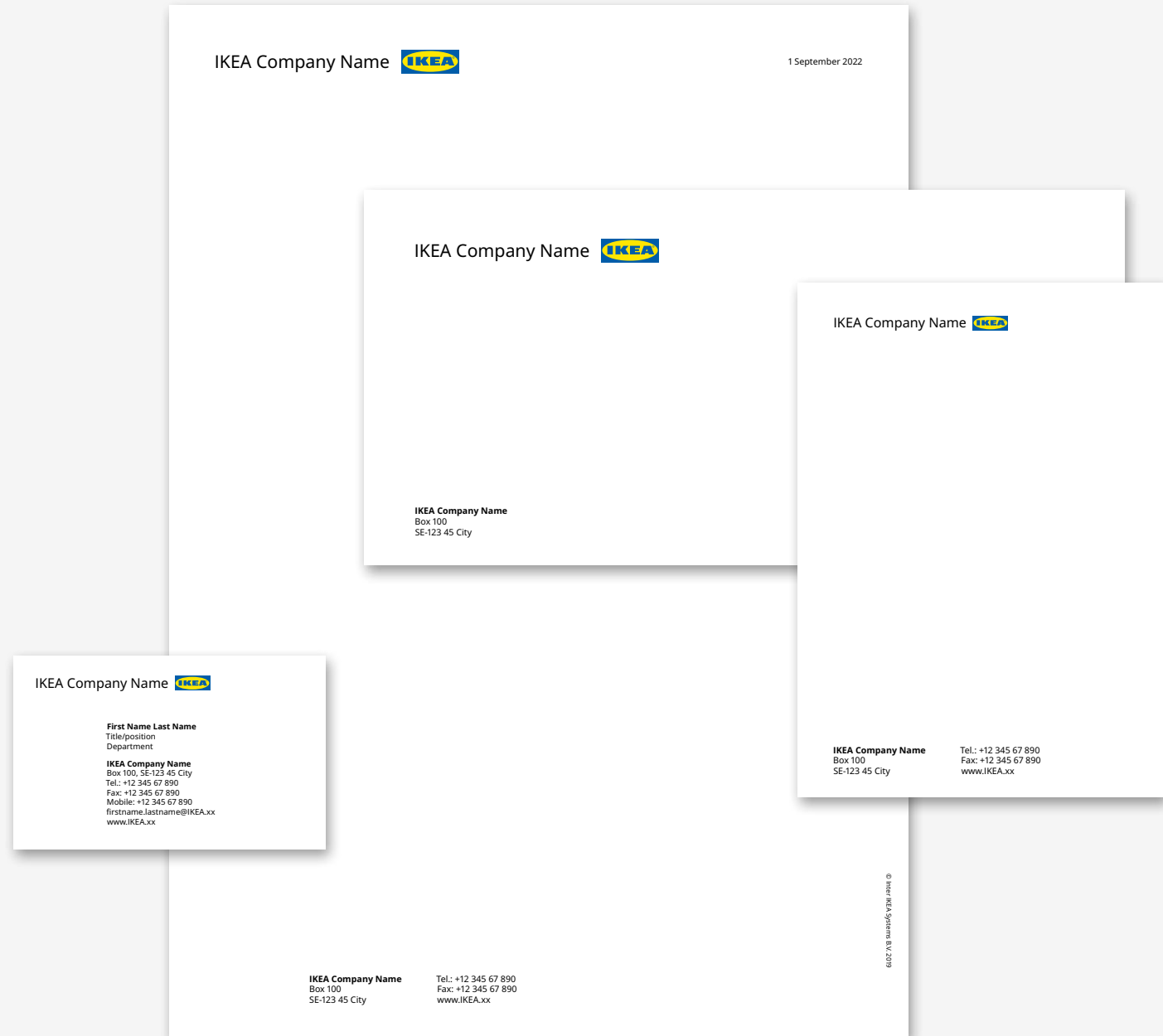
- Letter, 1st and following pages
- Business card
- Envelope E65
- Envelope C5
- Envelope C4
- Address sticker

*IKEA corporate stationery templates:*

[Read more](#)

*Internal communication templates:*

[Read more](#)



## E-mail signature

The e-mail signature must either be in the local language or in English. The disclaimer text must be in English. Never use the IKEA logo, other IKEA trademarks, or any other images or symbols in the e-mail signature.

### Setting up your e-mail signature

How to set up your e-mail signature may vary depending on which Office version you have. Go to where you will set up your e-mail signature and follow the instructions to the right.

Hej!

This is an example of a message. This is an example of a message. This is an example of a message. This is an example of a message. This is an example of a message.

**Name Lastname**

Title  
Department Name  
Company Name  
+00 00 000 00 00  
name.lastname@ikea.com

Legal disclaimer when applicable. Legal disclaimer when applicable. Legal disclaimer when applicable.

1. Select and copy the contact information text to the above.
2. Choose "New" or "Edit" (if you already have a signature) and paste in the whole text, including the disclaimer.
3. Mark the whole text and change the font into Noto IKEA Latin Regular, 8 pt, black colour.
4. Mark your name and choose Noto IKEA Latin Bold, 8 pt, black colour.
5. Mark the disclaimer and choose the grey colour.
6. Finally, replace the pasted text with your name, address, and other information.
7. Click OK to save your new signature and close all windows. Your auto signature is now ready to use.

## IKEA franchisee signature

A consistent signature for all IKEA franchisees helps build the IKEA Brand and be cost-effective.

The franchisee signature is used in corporate communications when a franchisee organisation communicates internally or externally with media, authorities and the public. The franchisee signature shows that the sender of the message is the franchisee itself, when they do not speak on behalf of total IKEA brand and value chain.

### The franchisee signature consists of:

- The IKEA logo.
- The franchisee name and descriptor – An IKEA retailer.

The franchisee signature comes in two versions to be used where it fits the area and placement the best:

1. Horizontal setup
2. Vertical setup.

The two elements together form the franchisee signature and may never be separated or altered in any other way.

All franchisee signature originals:

[Read more](#)



**Franchisee**  
An IKEA retailer



**Franchisee**  
An IKEA retailer

### 1. Horizontal version

### 2. Vertical version

### Examples of franchisee signatures



**Ingka Group**  
An IKEA retailer



**Ingka Group**  
An IKEA retailer



**Falabella SA**  
An IKEA retailer



**Falabella SA**  
An IKEA retailer



**Al-Futtaim**  
An IKEA retailer



**Al-Futtaim**  
An IKEA retailer



**Ikano Retail**  
An IKEA retailer



**Ikano Retail**  
An IKEA retailer

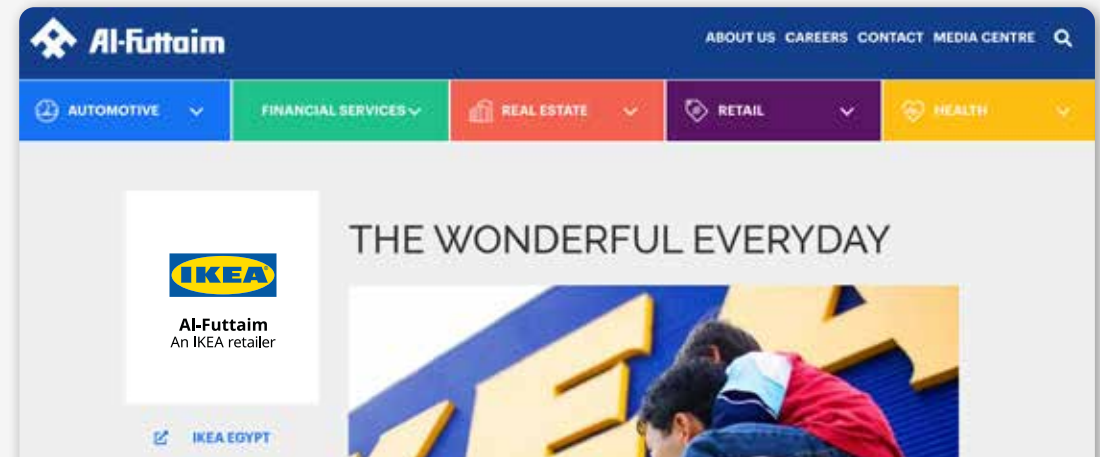
## IKEA franchisee signature

Everything marketed under the IKEA brand shall be signed off with the IKEA logo. Occasionally the IKEA franchisees, the retail organisations operating under the IKEA Brand, wants to communicate a specific message related to mainly their IKEA business. In these cases, the IKEA franchisee signature is used since the message does not relate to the total IKEA offer.



Ingka brochure

AI-Futtaim web



## IKEA endorser signature

The IKEA Brand plays a supportive and linking role for businesses and other initiatives with the granted use of the IKEA logo.

Using the IKEA logo with the business/initiative name strengthens the visual link to IKEA.

IKEA Foundation and IKEA Museum have been granted an exemption to use the IKEA logo as an endorser.

### The endorser solution signature consists of:

- The business or initiative name.
- The IKEA logo.

The endorser signature comes in two versions to be used where it fits the area and placement the best:

- 1. Horizontal setup**
- 2. Vertical setup.**

The two elements together form the endorser signature and may never be separated or altered in any other way.

*All endorser signature originals:*

[Read more](#)



1. Horizontal version



2. Vertical version



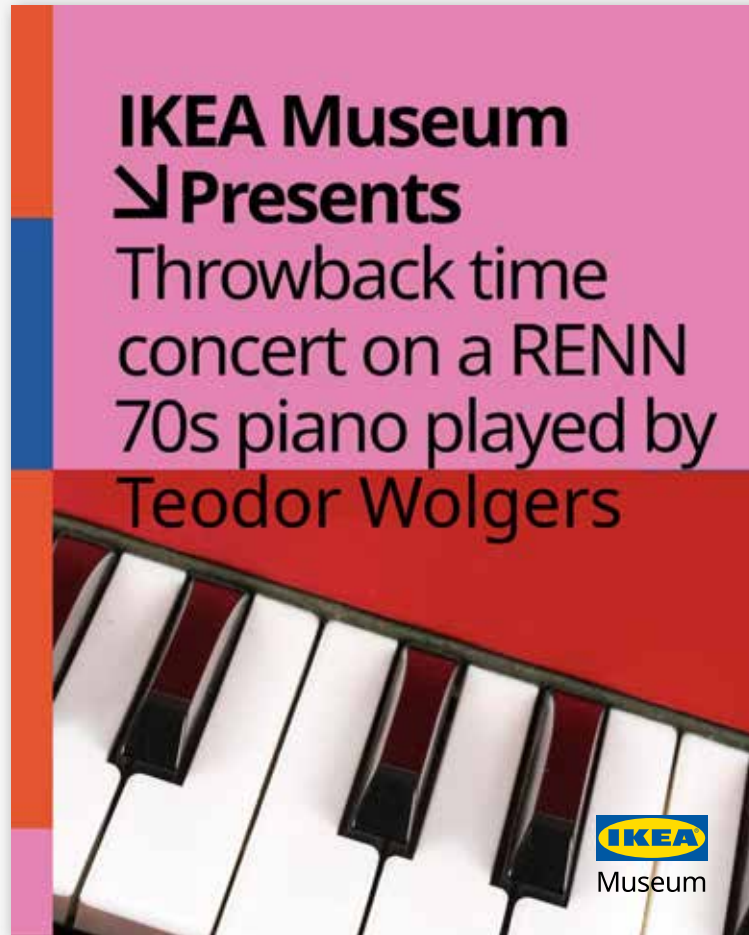
1. Horizontal version



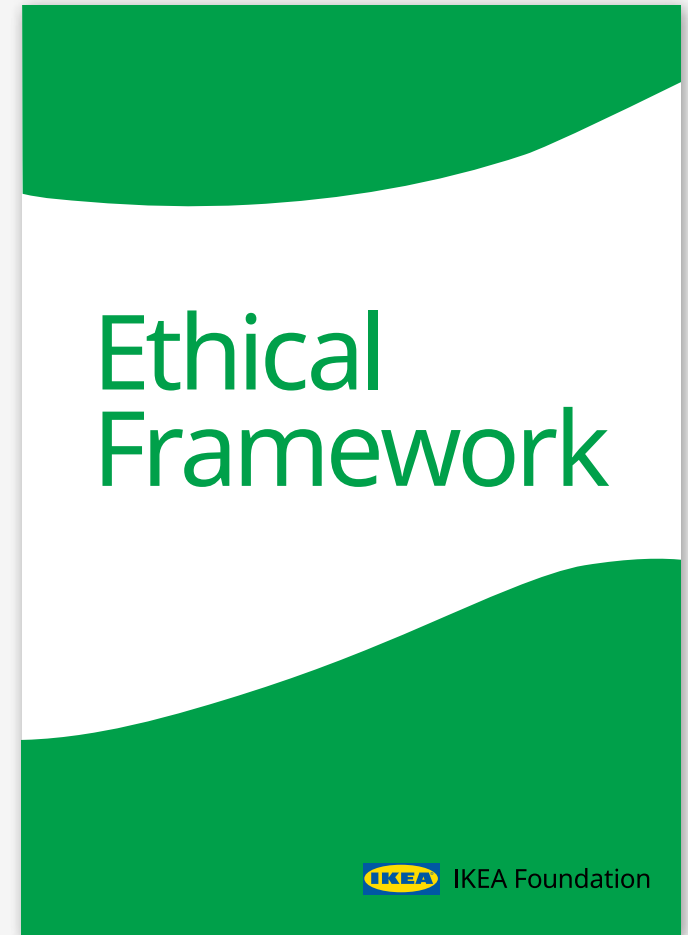
2. Vertical version

## IKEA endorser signature

The endorser signature makes it clear that the communication comes from a specific IKEA organisation and does not relate to the total IKEA Brand.



IKEA Museum poster



IKEA Foundation brochure

# IKEA Brand colours

Working consistently with the IKEA blue and yellow brand colours secures instant recognition of the IKEA Brand. The following pages introduce the purpose, when, and how to use them.



## IKEA Brand colours

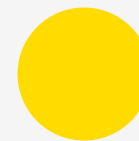
The IKEA Brand blue and the IKEA Brand yellow colours enhance our uniqueness and Swedish heritage. Using them with a clear purpose in a consistent way makes the recognition of IKEA stronger and stronger over time.

The IKEA Brand colours should only be used according to the authorised colour codes, as presented on the right.



### 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

All IKEA Brand colours and additional colour codes:

[Read more](#)

## IKEA Brand yellow colour

Yellow is an optimistic colour giving customers a positive impression when meeting the IKEA Brand. The purpose of the IKEA Brand yellow colour is to highlight and create attention and signal entrance to an IKEA store or other customer meeting point. The Brand colours shall never be used as decoration, and any overuse and abuse will damage the perception of the IKEA Brand identity.

### 1. IKEA app

The IKEA logo on IKEA Brand yellow creates instant recognition of the IKEA Brand and signals entrance to IKEA.

### 2. BTI communication

The primary use of yellow highlights the price message and strengthens the perception of the IKEA low-price profile.

### 3. IKEA shopping bag

The yellow IKEA bag is a unique shopping tool, and yellow makes it easy to find.

### 4. IKEA co-worker clothing

The Brand colours create instant recognition of the IKEA Brand and make co-workers easy to find.



1. IKEA app



2. BTI communication



3. IKEA shopping bag



4. IKEA co-worker clothing

## IKEA Brand blue colour

The IKEA Brand blue colour creates attention to the offer, making it stand out. Using the blue frames the IKEA offer and creates a strong visual signal that further strengthens IKEA.

### The purpose of the IKEA Brand blue colour is to:

- Create attention
- Frame and connect to the IKEA offer

Never use the IKEA Brand blue colour as decoration. Overuse will not contribute to building the IKEA Brand.

#### 1. IKEA store

The big blue IKEA store facade supports instant recognition of the IKEA Brand and creates attention to the home furnishing offer in an impactful way.

#### 2. IKEA shopping app

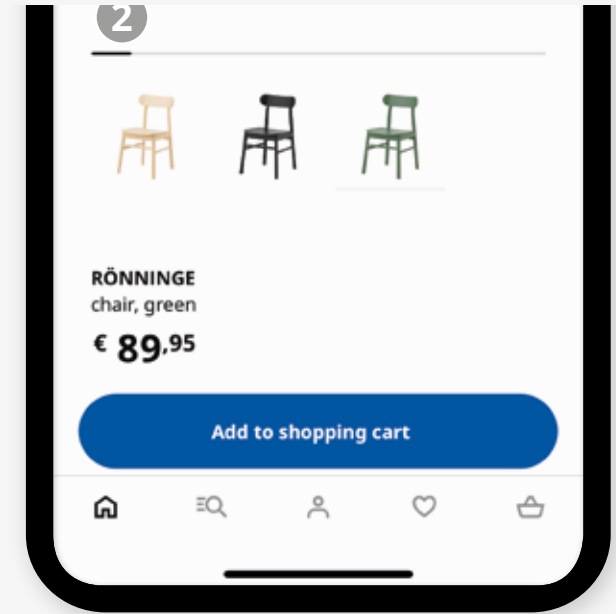
The IKEA Brand blue is used in digital customer meeting points to create attention to primary actions during the shopping experience, such as adding and purchasing the product.

#### 3. IKEA FRAKTA bag

The blue IKEA bag is a unique, iconic product. Blue creates attention and distinguishes it from others.



1. IKEA store



2. IKEA shopping app



3. IKEA FRAKTA bag



4. IKEA co-worker clothing

# IKEA wordmark

When placed on the blue facades of our big stores, the yellow IKEA wordmark combined with the blue facade resembles a 3D version of the IKEA logo. This chapter introduces the strictly limited use of it.

## Strictly limited use of the IKEA wordmark

When placed on the well-known blue store facades, the yellow IKEA wordmark resembles a 3D version of the IKEA logo. The wordmark can also be used on flags and navigation towers to make the IKEA store easily recognisable. The wordmark can never be used for any other communication.

The letters (font) of the wordmark are not the same letters as used in the IKEA logo.

All use of the IKEA wordmark shall be approved by Inter IKEA Systems B.V.



## The IKEA wordmark in non-Latin languages

The non-Latin version is the authorised version and may never be altered. The word IKEA is translated in markets that do not use a Latin alphabet.

The non-Latin versions of the IKEA wordmark are registered with the respective trademark authorities by Inter IKEA Systems B.V.

The IKEA wordmark must always appear above or in front of the translation. The translation is shown first in languages that are read from right to left.

The size of the no-Latin word of IKEA is adjusted to harmonise with the IKEA wordmark.

\* *Font used for translation*

*IKEA wordmark in non-Latin languages originals:*

[Read more](#)

### Vertical setup



### Horizontal setup



#### Arabic

Noto IKEA Arabic \*

**IKEA**  
اِيكيا

**IKEA** اِيكيا

#### Hebrew

Noto IKEA Hebrew \*

**IKEA**  
איקאה

**IKEA** איקאה

#### Thai

Noto IKEA Thai \*

**IKEA**  
ไอเกีย

**IKEA** ไอเกีย

#### Chinese

Noto IKEA Chinese \*

**IKEA**  
宜家家居

**IKEA** 宜家家居

#### Indian – Tamil

Noto IKEA Tamil \*

**IKEA**  
ஐகியா

**IKEA** ஐகியா

#### Indian – Telugu

Noto IKEA Telugu \*

**IKEA**  
ఐకియ

**IKEA** ఐకియ

#### Indian – Kannada

Noto IKEA Kannada \*

**IKEA**  
ಐಕಿಯ

**IKEA** ಐಕಿಯ

#### Indian – Marathi/Hindi

Noto IKEA Devangari \*

**IKEA**  
आइकिया

**IKEA** आइकिया

# No sub-brands

We use the IKEA logo as the clear sender without any sub-brands or sub-identities. The following pages introduce the one-brand strategy and how to work with it in a consistent way.

## We build the IKEA Brand and do not create sub-brands

The IKEA Concept does not allow any sub-brands or sub-identities meaning that the IKEA logo is always the sender of communication and on the IKEA products.

Using the word IKEA in IKEA PS and IKEA 365+ is due only to legal reasons, as third parties own PS and 365+ trademarks.

# We build the IKEA Brand



**Always** use the IKEA logo as the sender of all communication.



**Never** create a new trademark, logo or symbol with the IKEA trademarks.



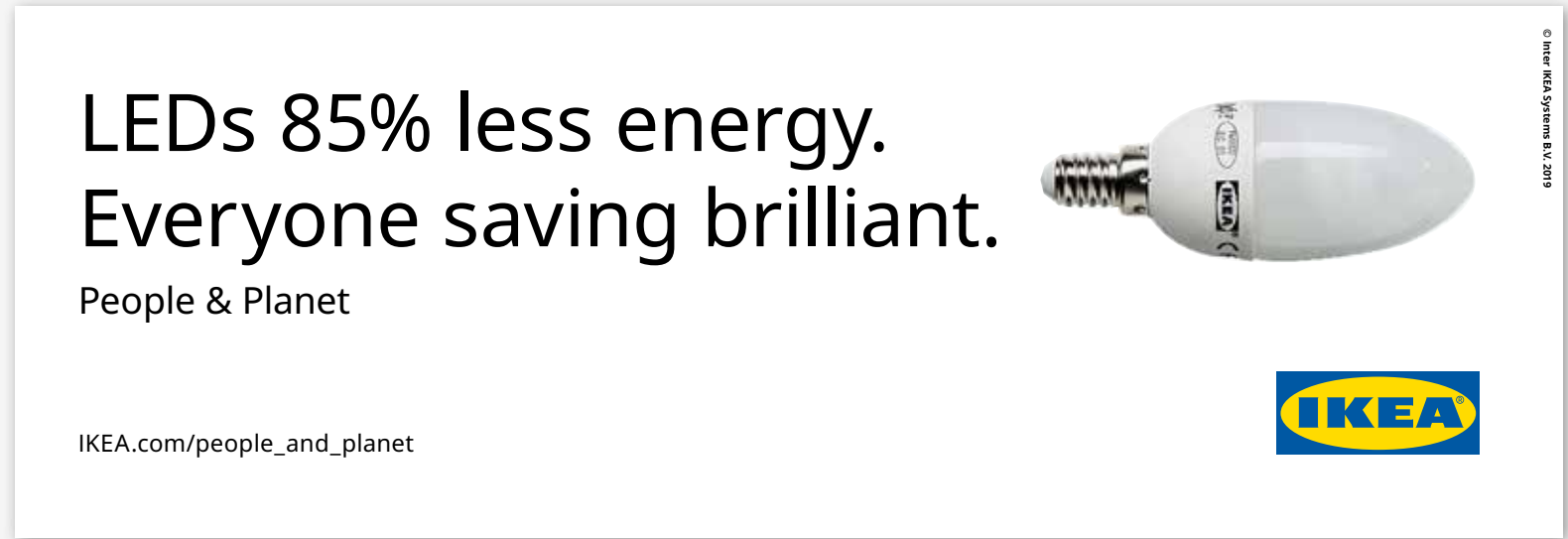
## The IKEA logo as the clear sender

All communication must carry the IKEA logo as a sender.

- The name of a project/initiative/topic is written as text in Noto IKEA and placed in connection to the message.
- The IKEA logo is used to clearly indicate the sender of the information.
- We do not create project or campaign-related logos to avoid the risk of creating sub-brands.

**Yes!**

**Name placed in connection to the message. The IKEA logo as the sender.**



**No!**

**Creating and using non-descriptive names.**



# Naming

On the following pages, we look into how to secure and work consistently with naming of IKEA home furnishing products, descriptive naming, domain names and IKEA in running text.

## Naming of IKEA home furnishing products

IKEA home furnishing product names shall support customers and co-workers in identifying IKEA products in the buying process. To emphasize the Swedish profile and limit the risk of infringements, the following principles apply:

- The name shall be selected from the categories shown in the IKEA Product Naming Category System.
- The name shall be a Swedish word.
- Try to select words containing "å", "ä" and "ö" to emphasize Swedishness.
- Do not select words which 1) are Swedish or Scandinavian family names, 2) words which are, or are likely to be, third parties' trademarks, or 3) words which associate with other well-known phenomena, or 4) repelling/offensive words, or swearwords in any language spoken outside the Nordic countries.
- Avoid words with less than four letters, though preferably use short names.
- Do not use descriptive terms or names alluding to describing the product.

# BILLY

# FRÖET

# SÄBÖVIK

## IKEA naming approach

IKEA is committed to one unique IKEA Brand and one IKEA identity. Everything we do, including naming, shall build the IKEA Brand. We do not support any sub-brands.

### Follow these simple rules:

- Use descriptive and common words in the local language. The name should strive to describe the topic in an obvious way that does not need further explanation.
- Use Sentence case and UK English for global/central naming. On local level, names should be easy to translate and localise. Local grammar and spelling rules apply for localised or translated names.

### Do not:

- Do not create non-descriptive names with "IKEA" in them (unless approved by Inter IKEA Systems B.V.).
- Do not create names that may be perceived as a sub-brand.
- Do not invent new, non-existing words.
- Do not mash words together to create a new word.
- Do not spell names with ALL CAPS, unless it is an approved exception.
- Do not mimic Swedish language spelling.

# We use descriptive naming



**Always** use descriptive words in local language when naming services, events, locations, initiatives, facilities and other areas.



**Never** create custom, non-descriptive names that pose a risk of sub-branding for the IKEA Brand.

## Descriptive names to avoid sub-brands

Touchpoints, internal projects, departments and training programs must have a descriptive name in the local language communicated separately from the IKEA logo. To support the IKEA one-brand strategy and avoid sub-brands, no new logos or symbols shall be created.

**Yes!**

**Descriptive names for internal projects or touchpoints.**



**No!**

**Creating and using non-descriptive names.**



## IKEA domain names

IKEA domain names contain the IKEA trademark and facilitate online availability and performance for our services and business offer. They identify internet locations with a text-based level.

### An IKEA domain name consists of:

1. A top-level domain such as .com (global) or .se (local).
2. A second-level domain (the IKEA trademark).
3. To refer to a specific part of the website, a subdomain or a subfolder (4) can be used.

# IKEA.com

- |                        |                            |
|------------------------|----------------------------|
| 2. Second-level domain | 1. Global top-level domain |
|------------------------|----------------------------|

# IKEA.se

- |                        |                           |
|------------------------|---------------------------|
| 2. Second-level domain | 1. Local top-level domain |
|------------------------|---------------------------|

# kitchen.IKEA.com

- |                                   |                        |                            |
|-----------------------------------|------------------------|----------------------------|
| 3. Third-level domain (subdomain) | 2. Second-level domain | 1. Global top-level domain |
|-----------------------------------|------------------------|----------------------------|

# IKEA.com/kitchen

- |                        |                            |                          |
|------------------------|----------------------------|--------------------------|
| 2. Second-level domain | 1. Global top-level domain | 4. Directory (subfolder) |
|------------------------|----------------------------|--------------------------|

## Rules for IKEA domain names

The IKEA domain names are part of the intellectual property portfolio of Inter IKEA Systems B.V. They are valuable assets and must be carefully protected.

To request the registration of an IKEA domain name, or to request changes to an IKEA domain, you can contact Inter IKEA Systems B.V. through [dnsadmin@Inter.IKEA.com](mailto:dnsadmin@Inter.IKEA.com) attaching a completed application form.

*Application form:*

[Read more](#)

### The following rules protect the IKEA trademarks and prevent fraud:

- Only Inter IKEA Systems B.V. (IISBV) can register and own IKEA domain names.
- Companies operating under the IKEA trademarks may use IKEA domain names, but they are not allowed to register these themselves.
- Companies that do not operate under the IKEA trademarks cannot use the IKEA trademark in their domain name (unless they have received a special exemption).
- Follow the IKEA domain name conventions to safeguard the distinctiveness of the IKEA trademarks structure where possible.

## Using IKEA domain names for public websites

The following rules apply for public websites used by IKEA trademark users:

### Top-level domain names:

- The generic top-level domain name .com is reserved for content applicable to all franchisees.
- The country-specific top-level domain names are reserved for content limited to a specific country (not applicable for all franchisees).

### Second-level domain name:

- The second-level domain is limited to the word IKEA.
- When promoting or referring to the IKEA website, always write the word IKEA in capital letters.

### Third- and fourth-level domain names:

- These subdomains describe the content they are referring to. When using subdomains, use a clear description of the content you are referring to.

about.IKEA.com

Subdomain

Global initiative

family.IKEA.se

Subdomain

Local initiative

### When choosing a subdomain, make sure it:

- Is simple and short (it is recommended not to have more than eight characters and, in exceptional cases, a maximum of 15)
- Relates clearly to the purpose of the content
- Does not infringe on third-party rights
- Is not offensive or negative
- Is universally understood
- Is not a sub-brand
- Is approved by the DNS (Domain Name System) subject matter experts supporting your business from a technical perspective

The depth of the domain shall be limited to the fourth level maximum (where possible).



## Using IKEA domain names for internal websites

IKEA trademark users can use the domain names presented on this page for websites or other digital solutions that are not searchable online or password-protected.

- Keep the subdomains name short, no more than eight characters and, in exceptional cases, a maximum of 15.
- Limit the solution to a maximum depth of a two-subdomain structure, where possible.

### For global internal initiatives:

[subdomain].ikea.com

### For Inter IKEA internal:

[subdomain].inter.ikea.com

### For franchisees' internal:

[subdomain].ingka.ikea.com  
[subdomain].dairyfarm.ikea.com  
[subdomain].alfuttaim.ikea.com  
[subdomain].housemarket.ikea.com  
[subdomain].miklatorg.ikea.com  
[subdomain].alhomaizi.ikea.com  
[subdomain].northernbirch.ikea.com  
[subdomain].ikano.ikea.com  
[subdomain].sarton.ikea.com  
[subdomain].mapa.ikea.com  
[subdomain].alsulaiman.ikea.com

## Domain names for customer-facing e-mail services

To protect the IKEA trademarks against external security threats such as phishing, IKEA trademark companies must follow the rules on this page when requesting a domain name for customer-facing e-mail services (B2B and B2C). One example is the e-mail used to send customers IKEA Family promotions and news.

### Top-level domain names:

- The generic top-level domain name .com is reserved for e-mail services that serve all franchisees.
- The country-specific top-level domain names are reserved for e-mail services that do not serve all franchisees.

### Second and third-level domain name:

- The second-level domain is limited to the word IKEA and the third-level domain to "e-mail".

### Fourth-level domain name:

- The fourth-level domain name describes the service the e-mail is providing.

### Top-level domain names

---

@delivery.email.IKEA.com

Global initiative

@family.email.IKEA.be

Local initiative

### Second and third level domain name

---

@delivery.email.IKEA.com

Second-level global initiative

@family.email.IKEA.be

Third-level local initiative

### Fourth level domain name

---

@delivery.email.IKEA.com

Fourth-level global initiative

@family.email.IKEA.be

Fourth-level local initiative

## When choosing a subdomain, make sure it is:

- Simple and short
- Relates clearly to the purpose of the e-mail
- Does not infringe third-party rights
- Not offensive or negative
- Universally understood
- No sub-branding
- Approved by e-mail subject matter experts supporting your business from a technical perspective

## IKEA in running text

The word IKEA is a trademark and must never be used as a noun or instead of a name of a company or group of companies in running text. It shall always be used as an adjective, followed by a noun.

When used in running text, the word IKEA must always be written in the same font and size as the rest of the text.

### Using the registered trademark symbol ®:

- The ® is only used for headlines, titles, captions larger than 14 points/24 pixels in the IKEA typeface. Any size under 14 points/24 pixels shall not use the ® at all. The ® is never used in running text, no matter the size.
- The registered trademark symbol ® is in 25% of the typeface size used in the headline.
- A baseline adjustment is needed to place top of the R in the registered trademark symbol ® aligned with the top of the A in the word IKEA.
- The tracking must be adjusted to place the ® closer to the A.

### Yes!

**Use the ® symbol in headlines, titles and captions in a size larger than 14 pt/24 px.**

---

# 19 new IKEA® stores in 2018

Headline in 64 pt. ® symbol in 16 pt (25% of headline size).

### No!

**Never use the ® symbol in body copy.**

---

~~The registered trademark symbol ® shall not be used in body copy, like this IKEA® for example.~~

# IKEA trade dress

To meet new consumer demands for integrated and seamless experiences in all touchpoints, we need to secure a common visual identity recognised as uniquely IKEA. This chapter explains how to use a consistent visual expression and multi-channel strategy to make the IKEA Brand grow even stronger.

## Building the visual expression together

The IKEA trade dress is the result of everything we do — from flat pack boxes stacked in the warehouse, the navigation of the IKEA website to the layout of the IKEA store and the appearance of room-sets. Everyone and everything plays a role in creating the visual expression of the IKEA systems, methods and solutions.

All trade dress elements are essential tools to build the IKEA Brand image and the appearance of the IKEA Concept in every market. The trade dress is developed for a multi-channel strategy - always showing the same visual expression to make the IKEA Brand grow even stronger.

*IKEA trade dress guideline:*

[Read more](#)

# The IKEA trade dress is the visual expression of the IKEA Concept

[Link](#)

## IKEA trade dress for physical customer meeting points – using the IKEA wordmark

The IKEA store trade dress builds the IKEA Brand and creates recognition among the many people when they see the big blue and yellow stores. It is a unique marketing tool and a valuable asset that builds and introduces the IKEA Brand to the market – helping the IKEA Brand stand out and create a landmark.

The IKEA store trade dress consists of all the parts that create the distinct and unique image of the IKEA store.



### The external IKEA store dress elements include the following:

- IKEA blue and yellow colours
- IKEA wordmark
- The “home furnishings” signature
- IKEA yellow store entrance
- Yellow front of entrance/exit canopy
- Yellow store entrance parking
- IKEA flags
- National and Swedish flag
- IKEA navigation tower without other brand names and other messages
- IKEA facade banner
- Store entrance sign: red text on yellow background
- Store exit sign: white text on blue background

### Optional

- Outdoor sign with opening hours
- Non-Latin version of the IKEA wordmark



*IKEA trade dress for physical customer meeting points guideline:*

[Read more](#)

## IKEA trade dress for physical customer meeting points – using the IKEA logo

The IKEA trade dress for all other IKEA customer meeting points than the big stores, such as those in urban areas, shopping centres and IKEA pick-up points, are created according to the guideline for IKEA meeting points trade dress. They all use the blue and yellow IKEA logo.



*IKEA trade dress for physical customer meeting points guideline:*

[Read more](#)

# IKEA digital design system

Consistent digital use of IKEA trade dress elements, such as the IKEA Brand colours, and other distinctive features, ensures strong brand recognition and brand personality.

## Header icons

Recognisable IKEA icons are used in the header across the IKEA web experience. The icons represent the shopping tools used in the IKEA store and online, for instance, the IKEA shopping bag. They are part of IKEA visual digital language to guide the customer in their shopping journey.

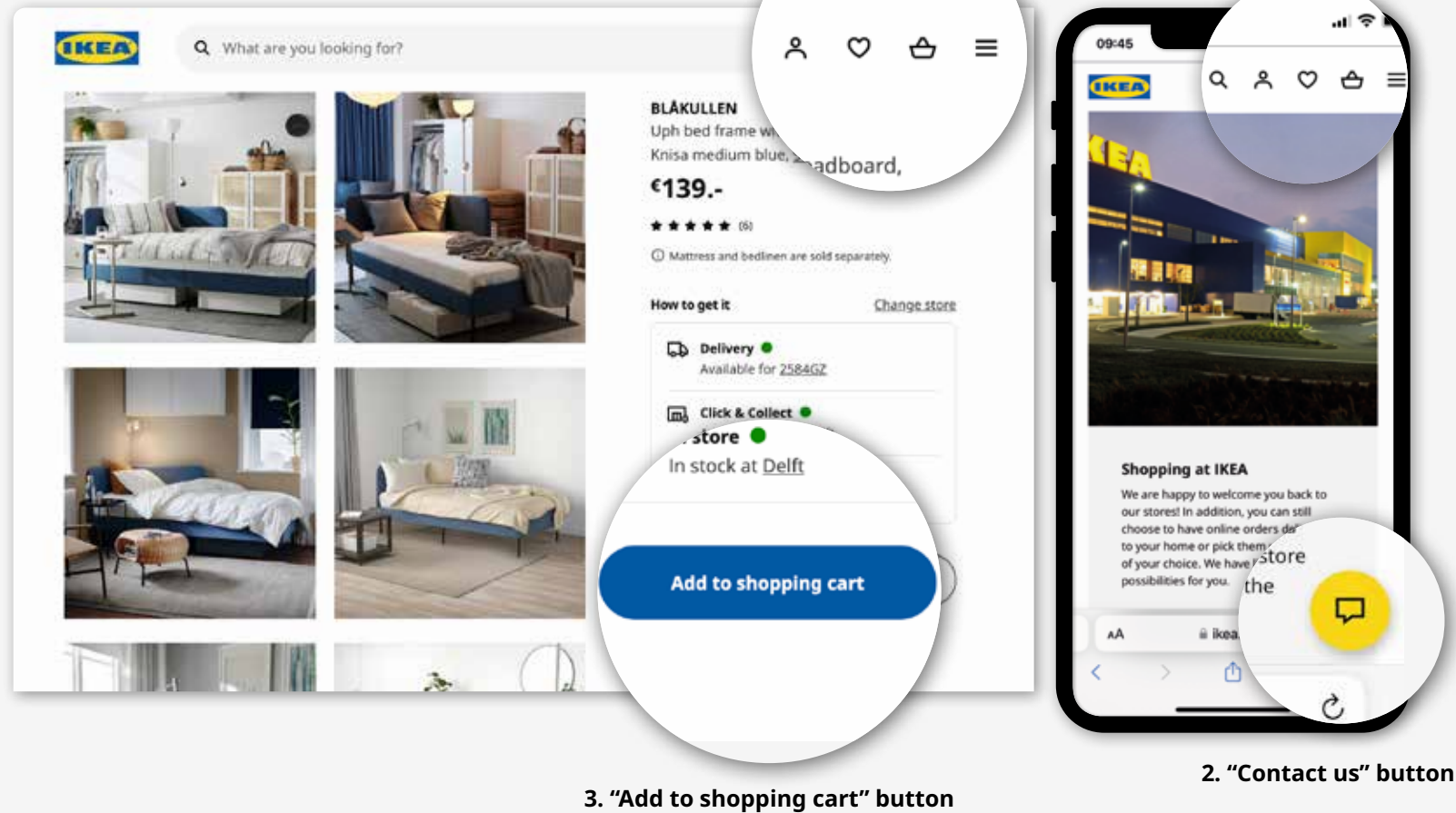
## “Contact us” button

IKEA Brand yellow highlights the option that provides the customer with support from IKEA customer service. It signals that the customer can enter a dialogue with an IKEA co-worker or service chat.

## “Add to shopping cart” button

The IKEA Brand blue is the main signal and highlights the purchase progress – from the beginning to the final confirmation of an order. IKEA Brand blue highlights the purchase progress – such as the beginning of a purchase moment or the final confirmation of an order.

*The SKAPA system is currently being formalised.*



1. Header icons

1. Header icons

3. “Add to shopping cart” button

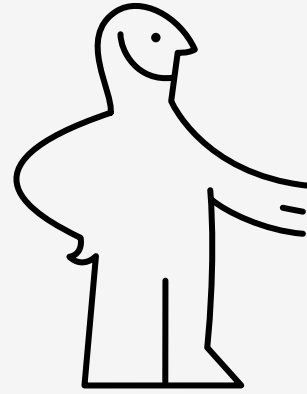
2. “Contact us” button



## Other trade dress elements with strong IKEA recognition

The IKEA Brand is associated with several features and tools used at IKEA for many years. They carry high recognition and value for the IKEA Brand and are used strategically, smartly and with great care. It is crucial to never overuse them.

These IKEA elements have a strong power of recognition today and for years to come. It is crucial to use them in a proper context, and usage shall always be agreed with Inter IKEA Systems B.V.



**IKEA assembly character**



**IKEA FRAKTA bag**



**IKEA packaging**



**Co-worker clothing**



**IKEA products with iconic design**



**IKEA shopping tools**



**IKEA hot dog**



**"Hej!" message**

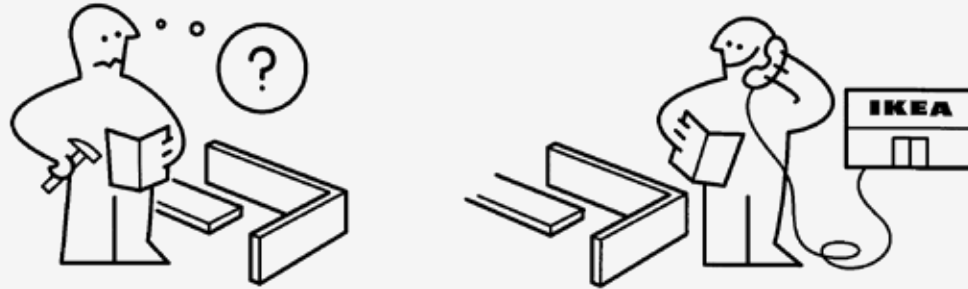


**Allen key**

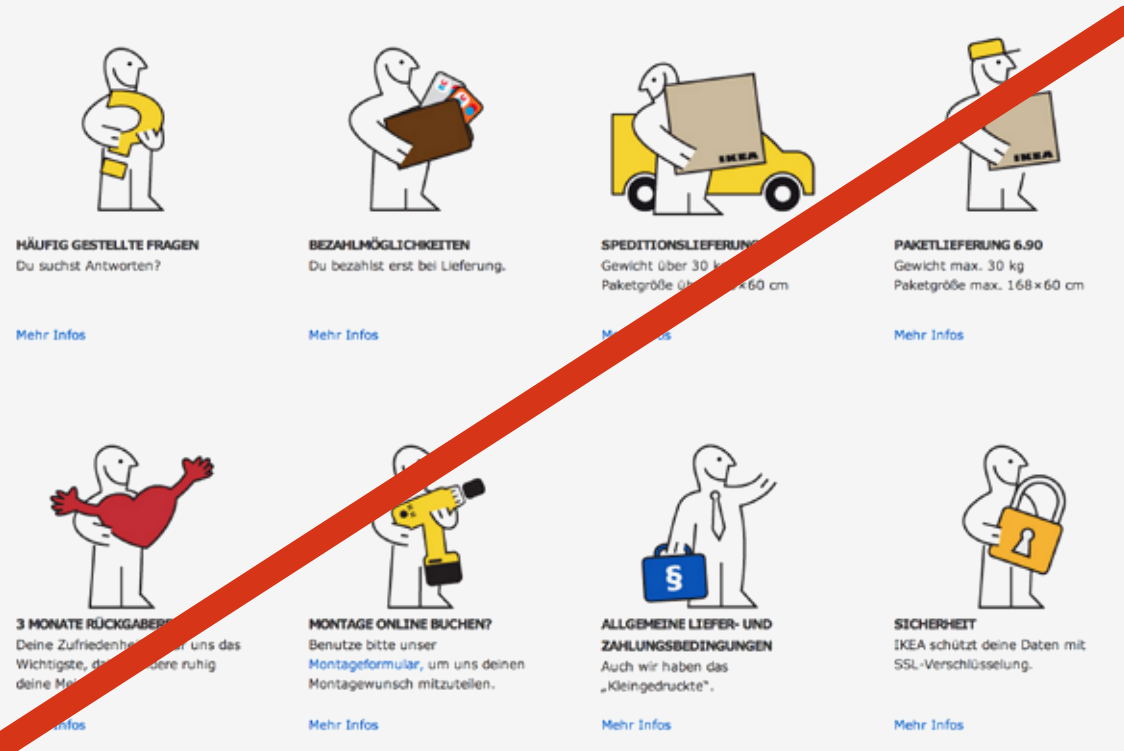
## IKEA assembly instruction character

A strong IKEA Brand is built with one symbol, the IKEA logo, to make the recognition of the IKEA Brand clear, consistent and cost-efficient. Using other symbols, such as the IKEA assembly instruction character, may weaken the clear brand recognition, even internally. Therefore, the IKEA assembly instruction character, is only used for assembly instructions.

### OK to use in assembly instructions



### Not OK to use for any other communication



## Many things build a strong trade dress... even this bag

This bag was “designed” in Taiwan in 1987 by a highly entrepreneurial IKEA co-worker. He saw the need for something more flexible than the IKEA shopping trolley for customers to carry around the store. The solution was a big yellow plastic bag for use in the store and an identical blue one for customers to buy and take home. IKEA shopping bags do not carry the IKEA logo but the IKEA name on the handle. Since they have been sold to millions of customers worldwide, they are instantly recognisable as coming from the IKEA store.

Replacing these bags for another one with the IKEA logo is not cost-effective. Therefore, both bags shall be kept. Follow the rules, but stay flexible for the sake of great opportunities...

...and let's start building more of these instantly recognisable elements in all of our channels!



# Collaborations

IKEA is open to collaborations where it adds value, while being restrictive to co-branding. This chapter introduces the Branding collaboration guideline for the IKEA Brand and how to work with third-party financial services.

## A guideline for all collaborations connected to the IKEA Brand

The collaborations we engage in shall always help us fulfil our vision, follow the Three Roads Forward and make the IKEA Brand even stronger. The Branding collaboration guideline for the IKEA Brand is mandatory for all collaborations that we want to communicate. It helps us define why and when we team up, how to choose our partners, brand our collaborations and share our learnings across IKEA.

The framework for the IKEA Brand is based on a careful mapping and analysis of needs. It helps us maximise brand impact, reduce risks and make our collaborations even more clear. The framework covers all kinds of strategic and time-limited partnerships, from range development to retail and other initiatives for customers and stakeholders. It will be updated continuously to ensure it's relevant and helps us stay creative and innovative.

*Branding collaboration guideline for the IKEA Brand:*

[Read more](#)

## Branding collaboration guideline for the IKEA Brand.

IKEA is open to collaborations where it adds value, while being restrictive to co-branding. We always build the IKEA Brand and live up to our promise to the many people.

November 2021

**Latest version**

Created and owned by Inter IKEA Systems B.V.



## Financial services

To help customers finance or pay for IKEA products, we often need partnerships to, for instance, issue a credit card, provide a loan or offer an instalment plan.

Entering into a partnership with a third party shall comply with The Branding collaboration guideline for the IKEA Brand. Any third-party use of IKEA trademarks requires a written trademark license agreement with Inter IKEA Systems B.V.

The card design must follow the global credit card design and needs to be shared with Inter IKEA Systems B.V. for prior approval before production. See more on [page 34](#).

**Your new bed is built to last. Make sure your budget does too.**

Split your payment in three with our **3 instalments plan** from IKEA Financial Services.

Find your way to pay at [IKEA.com/financialservices](https://www.IKEA.com/financialservices)

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*Branding collaboration guideline for the IKEA Brand:*

[Read more](#)

## Use of third-party trademarks in connection to financial services

### 1. Payment methods

In most cases, customers must be informed about the options to pay for their purchases at the entrance and during check-out, both at physical and digital customer meeting points. To help customers to pay, it is permitted to show the symbols of accepted payment methods. It is not permitted in these areas to promote any trademarks of banks as providers of financial services.

### 2. ATM services

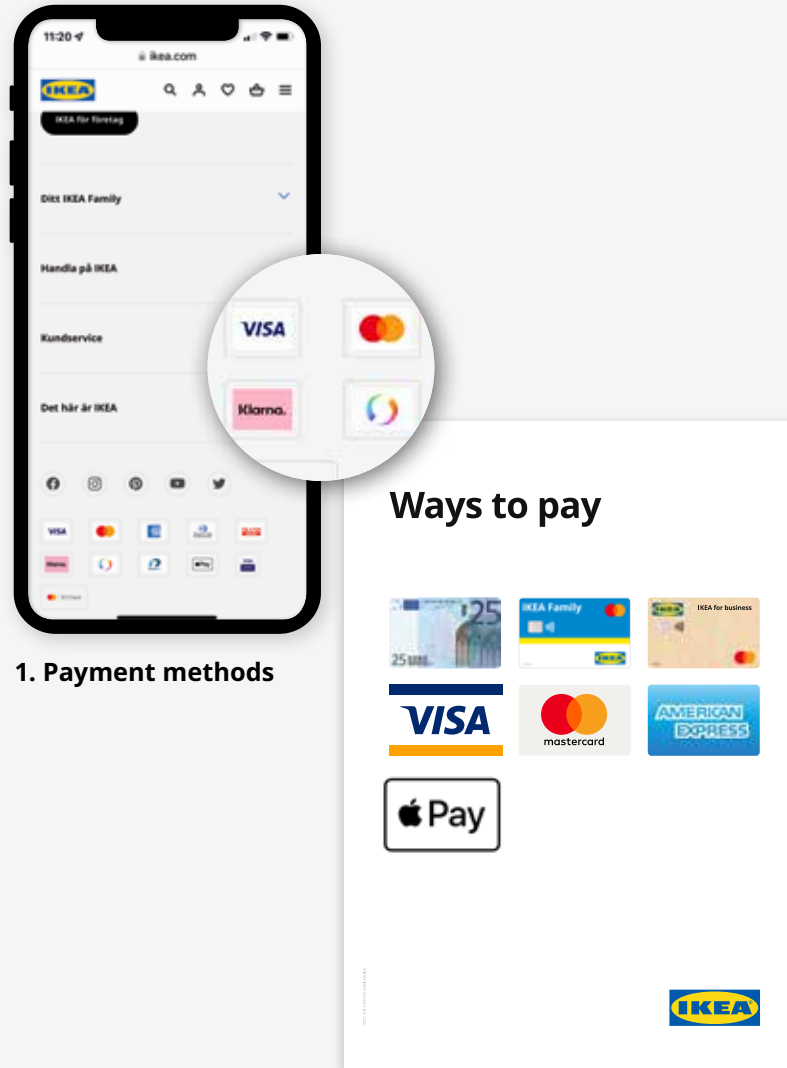
In cases where IKEA provides ATM services and cash points from a third party, the equipment shall have a neutral look, without any prominent branding or advertising. Any communication on or around the equipment shall focus on the service, not the operating company.

If customers are charged an additional fee when using cards, it is permitted to communicate the name of the bank, or association of banks, on the machine with informative communication. No visually dominant advertising is accepted.

It is permitted to show symbols of accepted payment cards to inform and guide customers.

*Branding collaboration guideline for the IKEA Brand:*

[Read more](#)



1. Payment methods



2. ATM services

## Applications for financial products provided by third-parties

### On the IKEA website

When communicating the application process for financial products and credit cards, in cooperation with a third party, all IKEA communication must be branded with the IKEA logo. The financial service partner may be mentioned in plain text without their logo or through an endorsement brand model.

When the customer enters the third-party website or faces the third-party communication, these must be branded with the third-party logo, without any parts of the IKEA visual identity. IKEA may be mentioned in plain text or shown with an endorsement brand model.

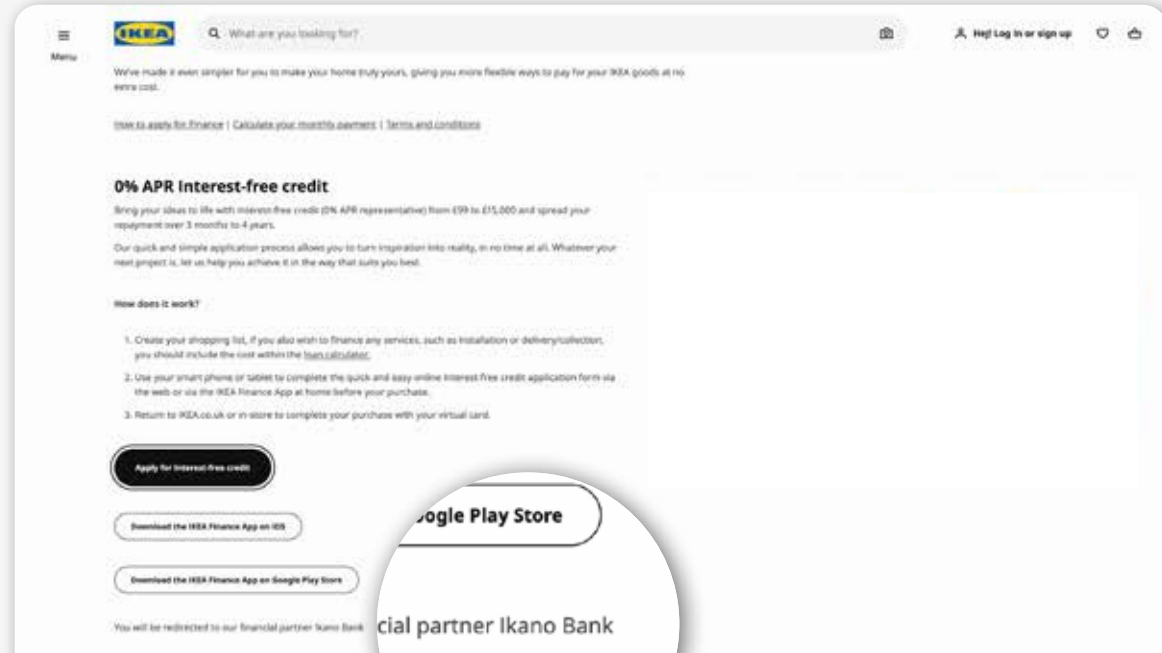
### On the financial service partner website

Entering into a partnership with a third party shall comply with the Branding collaboration guideline for the IKEA Brand.

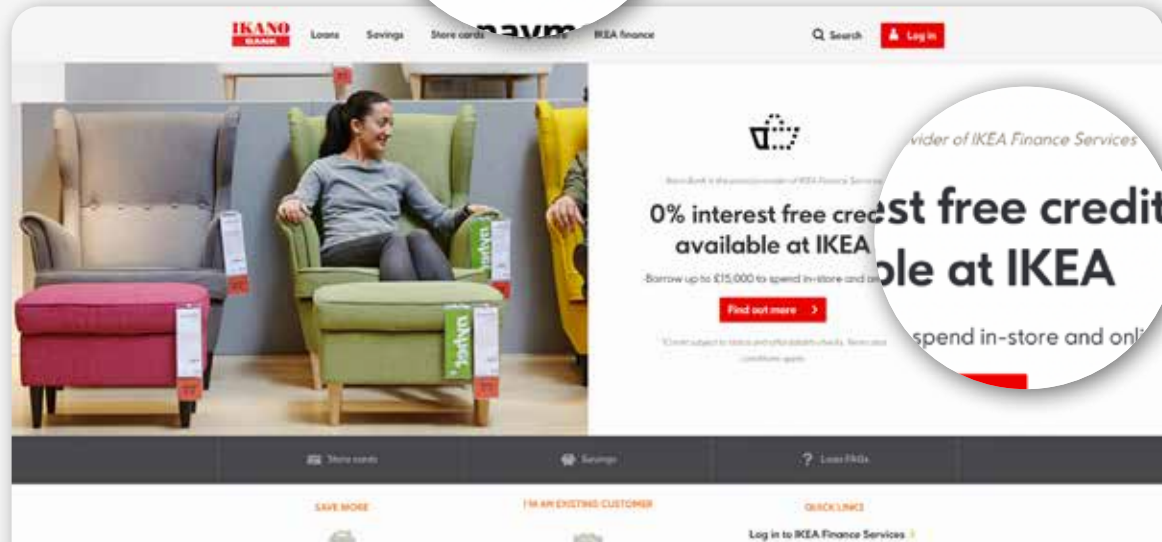
Any third-party use of IKEA trademarks requires a written trademark license agreement with Inter IKEA Systems B.V.

*Branding collaboration guideline for the IKEA Brand:*

[Read more](#)



IKEA website



Financial service partner website

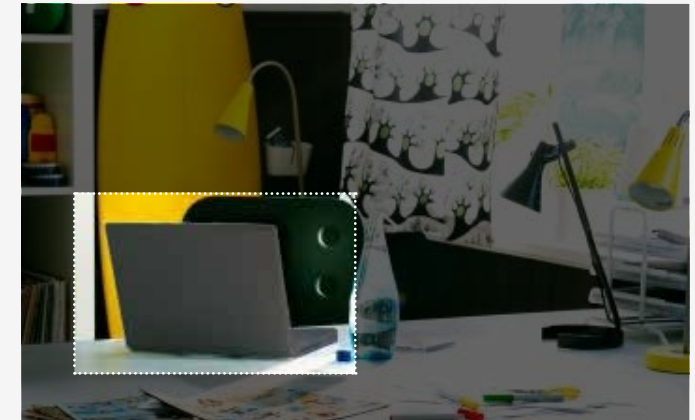


## Propping

When propping, always try to use products from the IKEA range. Third-party products may only be shown in a room setting or in a photo if identical or similar products are not included in the IKEA range. Any propping that shows a third-party trademark needs to be covered by an agreement between an IKEA company or Inter IKEA Systems B.V. and the owner of the trademark in question — otherwise we are at risk of copyright infringement.



Only use generic-looking products where you cannot see the third-party trademark to avoid infringement of intellectual property rights.



When using an approved third-party product never display the design or its trademark prominently.

### Marketing communication

If third-party products are used, the general rule is to never display them or their trademarks too prominently. The photo should be blurred or shot from an angle so that the trademark is not visible. In particular, never use any iconic third-party products. It must always be clear to customers that the IKEA store offers home furnishings.



Only use generic-looking products where you cannot see the third-party trademark to avoid infringement of intellectual property rights.



It is permitted to mention third-party manufacturers/retailers and colour code or wallpaper name, written in Verdana, but never use their logo.

### Store communication

Props normally carry the trademark of the manufacturer. Consequently, there is no need to further promote these trademarks in the IKEA store.

## Strengthening the IKEA Brand, not competing with it

We sometimes need to strengthen our commerciality and complement our total offer to customers by using third-party quality and certification marks.

Quality and certification marks may be used when they are well known and well positioned which makes the communication clear, simple and fast. They can also be used to highlight a particular quality of the product or service offered.

Always remember that third-party marks may only act as an endorser for an IKEA product or service and never compete with the IKEA logo.

### Three categories of third-party product quality and certification marks:

1. Quality marks.
2. Certification and service certification marks: e.g. organic and health marks, environmental and/or social marks.
3. Awards and “Best in Test” marks.

#### 1. Quality marks

Woolmark, cotton and leather.



#### 2. Certification marks and service certification marks

EU Organic (organic mark), UTZ Certified (environmental/social mark), ASC (environmental/social mark) and FSC (service certification mark).



#### 3. Awards and “Best in Test” marks

Stiftung Warentest and Best Buy.



## Using quality and certification marks to strengthen the IKEA offer

Numerous quality and certification marks are used today to promote the IKEA offer. Using too many may weaken the IKEA trademarks and the impact of the IKEA Brand. To strengthen the competitiveness of the IKEA offer follow the rules below:

- All quality and certification marks must be nationally well known.
- The mark may only be used according to the visual directions defined by Inter IKEA Systems B.V., and only as an endorser.
- Any use of quality and certification marks which are not in accordance with these directions must be approved by Inter IKEA Systems B.V.
- Usage must never infringe on a third-party trademark or copyright.
- Third-party quality or certification marks may only be used if the right to use the mark has been secured. The IKEA offer must fulfill all requirements for use and, if required, a proper license must have been obtained.

### Rules when using third-party marks:

- The third-party mark must be established/well known on the market
- Never place a quality or certification mark together with the IKEA logo
- Quality and certification marks must only be used as endorsers
- Never overuse quality and certification marks
- Never infringe a third-party trademark or copyright

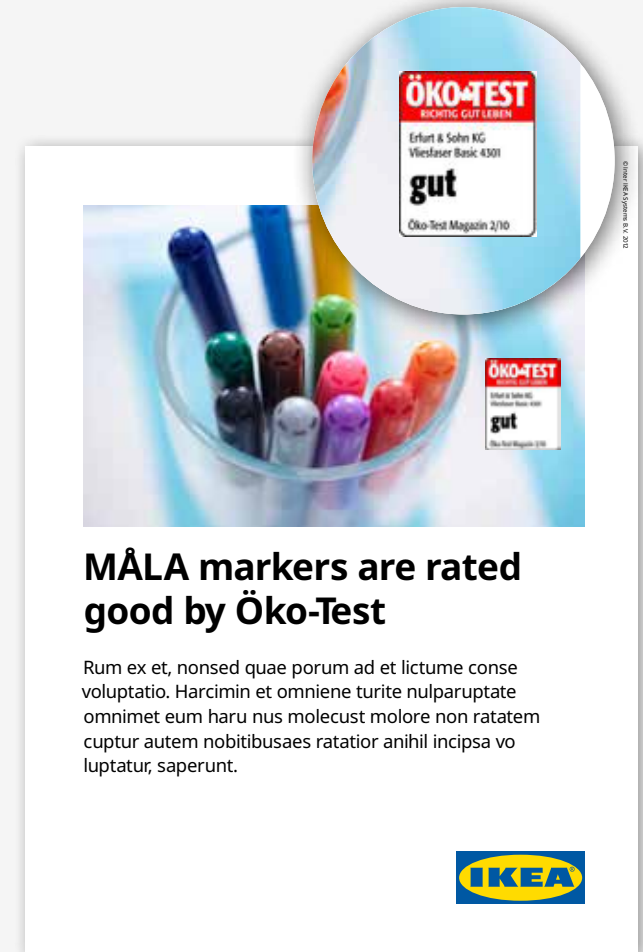
## Rules for using third-party quality and certification marks

The following rules apply for placing any third-party mark.

- When using a quality mark, place it with all other product specifications as seen here, above left, or on a stand-alone tag to enhance the visibility of the quality mark.
- Organic and health marks, environmental and/or social marks, and local service certification marks shall be used selectively and only if they strengthen the IKEA offer.
- Awards and “Best in Test” marks shall only be used to strengthen the IKEA home furnishing offer. The use of such marks is strictly controlled.



When organic or environmental/social marks are used, the IKEA logo must be the dominant logo and clearly the sender.



“Best in Test” mark placed close to the headline. It is clearly smaller and visually separated from the IKEA logo.

Awards and “Best in Test” marks may be placed in connection to the message or the product information to act as an endorser. When used, the IKEA logo must always be the dominant logo to clearly communicate who the sender is.

# Copyright notice

The following pages introduce how to work with consistent copyright notice placement in different communication carriers to build a strong IKEA brand.

## The Inter IKEA Systems B.V. copyright notice

The Inter IKEA Systems B.V. copyright notice shall always be written on a single line and published in all IKEA publications, including drafts and working documents.

### Set up of the Inter IKEA Systems B.V. copyright notice:

1. The word copyright or © symbol.
2. The name of the owner
3. Year of first publication.
4. If parts of the material have been published in different years, a proper copyright notice may look like: “© Inter IKEA Systems B.V. 2010, 2019. Year of first publication and year of modification (if relevant).
5. When a publication is continuously being modified or updated, (such as this document), a hyphen is used between the first year it was published and the current year to date – the year of first publication and the year of latest modification.

© Inter IKEA Systems B.V. 2021

- 1.
- 2.
- 3.

© Inter IKEA Systems B.V. 2010, 2021

- 1.
- 2.
- 3.
- 4.

© Inter IKEA Systems B.V. 2010–2021

- 1.
- 2.
- 5.

## Use of Inter IKEA Systems B.V. copyright notice

The copyright notice shall be positioned in a visible place. The size of the notice can vary depending on the material that is copyrighted and its function. To fulfil the purpose, the copyright notice must be easily readable and never smaller than 7 pt in the IKEA font.

- Always ensure that the copyright notice is separated from text, pictures and other visuals.
- Make sure that the visual field of the IKEA logo is not interfered by the copyright notice.

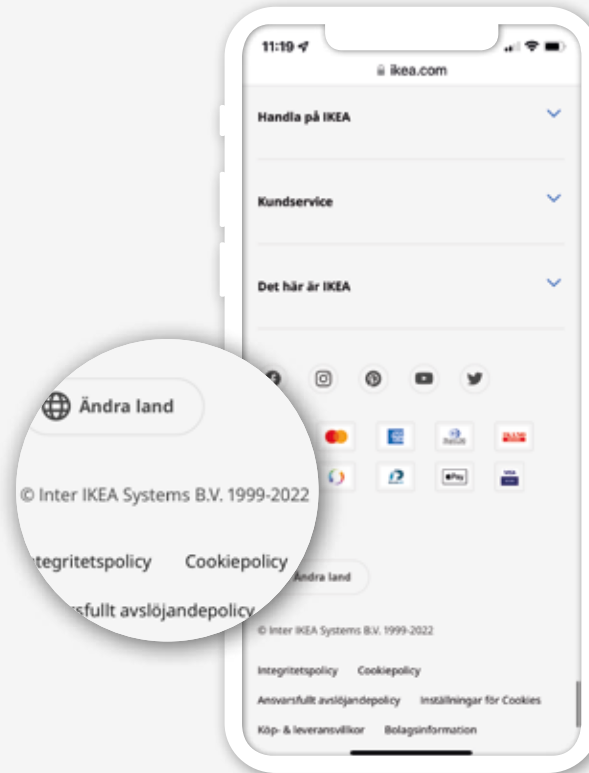
### 1. Horizontal

The copyright notice is placed in the website footer on websites, social media, internal guidelines, and product packaging.

### 2. Vertical

The copyright notice is positioned in the top right corner on for instance ads (print/TV) and store communication. When used vertically, it shall be read from top to bottom.

### 1. Horizontal



### 2. Vertical



# Appendix

Here you will find the IKEA linking guideline, the IKEA Brand colour and additional colour codes and information about the IKEA logo file formats.



## IKEA website linking guideline

Linking to external and third-party websites is only allowed to complement the content and information on IKEA websites. Otherwise, there is a risk of weakening the IKEA Brand and the IKEA trademarks.

Always link with caution and never over-use or clutter IKEA websites with links to other's websites.

### **Linking to third-party websites is only allowed if those sites are in line with the IKEA values and when the purpose is to support and strengthen:**

- Strategic partnerships such as UNICEF, WWF and Save the Children.
- Services connected to the IKEA Concept and purchases at IKEA, such as transport services, assembly services and financial services.
- Third-party offers to strengthen IKEA customer clubs.
- Third-party quality and certification marks to support sales and the IKEA home furnishing offer.

### **How to link to third-party websites:**

- Always ensure that the linking terms and conditions on the IKEA website protect the IKEA company or organisation from becoming responsible for content on third-party websites and for loss and damage due to such use.
- Secure permission in advance from the owner of the external website
- Conduct periodic follow-ups to ensure that external links are not out-of-date. Remove obsolete links and update when required.
- Always ensure a "return" or "way back" link to the IKEA website.

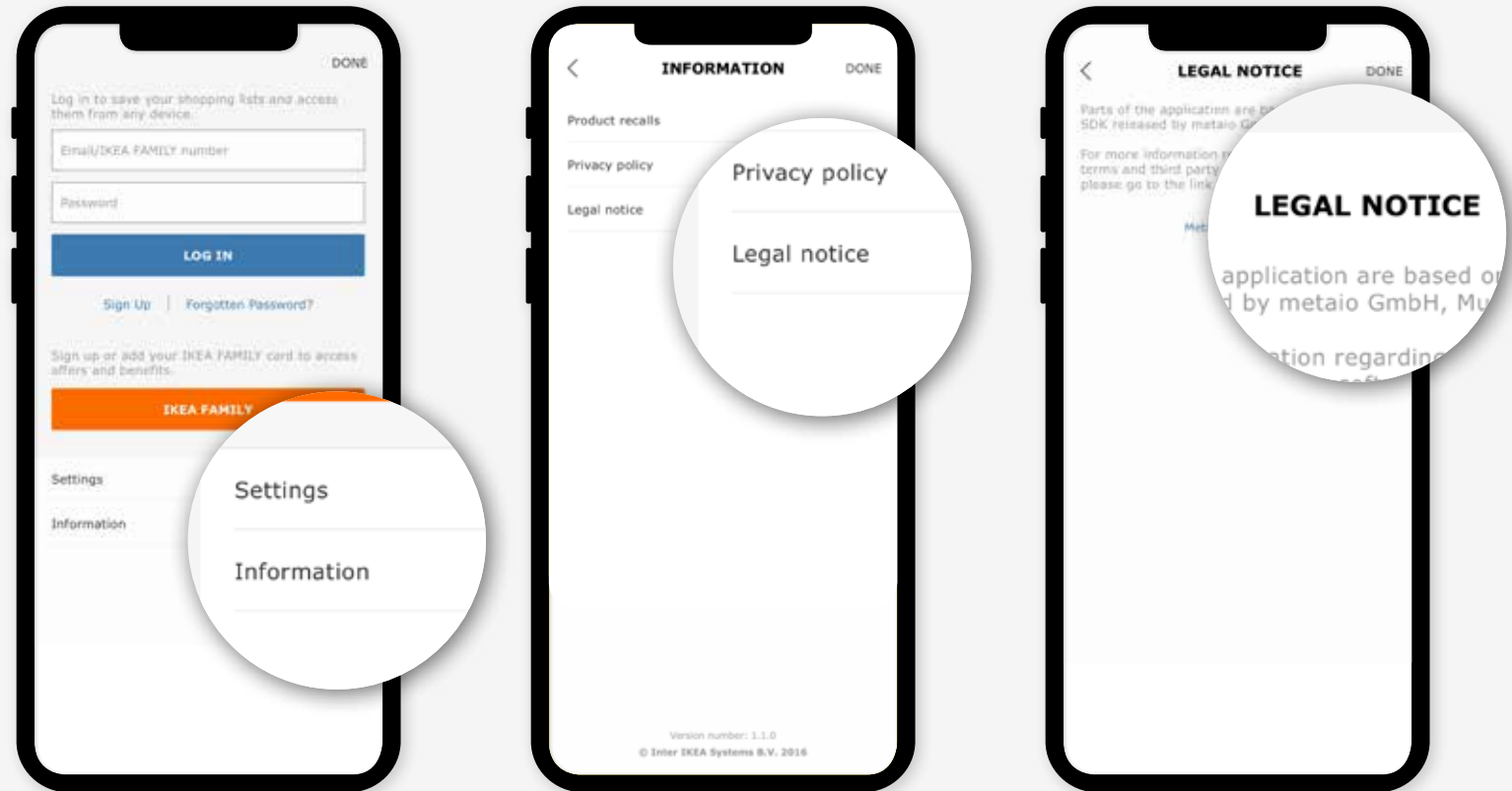
### **Linking to third-party websites is never allowed if:**

- Third-party advertisements or links are used as revenue by the IKEA retailer.
- A link does not facilitate or lead to the purchase of IKEA products (e.g. third-party companies in the home furnishings or home decorating sector, IKEA suppliers, advertising agencies, companies which advertise IKEA products or services etc.).
- Temporary commercial activities (even if co-operation facilitates the purchase of IKEA products).

## Third-party licenses in IKEA apps

Some IKEA apps use third-party technology and licenses. In such cases, it may be required to include certain information regarding such technology or licenses in the IKEA app. The third-party name should, in that case, be included in the IKEA typeface. Use of a third-party logo is not permitted. The technology or license information should always be displayed in a menu, under "about", "information" or "license" not on the home screen of a mobile app.

- Place the license and/or technology information under a menu, as in the example from the IKEA Store app to the right.



## IKEA Brand colours and additional colour codes

It is important to always use the right colour codes to not create a scattered impression.

By staying true to the IKEA Brand colours, not diverting to any other nuances, we help customers to interact with IKEA easier and clearer, and at the same time support the IKEA Brand to stand out better.

The only addition to the IKEA Blue brand colour is the lighter blue for IKEA Family. No other exemptions are valid.



### 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



### IKEA trade dress blue

NCS ..... S 4550-R80B



### IKEA trade dress yellow

NCS ..... S 1070-Y10R



### IKEA Family blue

Pantone ..... 3005 C / 3005 U  
 CMYK ..... 100 / 31 / 0 / 0  
 sRGB ..... 0 / 119 / 200  
 HEX # ..... #0077C8  
 NCS ..... S 2065-B



### IKEA co-worker blue 1

Pantone 19-4027 TCX



### IKEA co-worker blue 3

Pantone 19-4053 TCX



### IKEA co-worker blue 2

Pantone 19-3921 TCX



### IKEA co-worker yellow

Pantone 13-0752 TCX

## IKEA logo file and colour formats

The IKEA logo folder on IKEA toolbox has four subfolders including the IKEA logo in different file and colour formats.

Choose file and colour formats depending on where to use the IKEA logo.

### Print

Use the EPS file when printing the IKEA logo. Colour format: CMYK or PANTONE.

### Digital

Use the SVG file when using the IKEA logo in different digital context such as apps and web. Colour format: sRGB.

### Signage

Use the EPS file when producing signs with the IKEA logo. Colour format: CMYK, PANTONE or 3M special foil.

### Textile

Use the EPS file when printing the IKEA logo on textile. Colour format: PANTONE. [See page 91](#)

### CAD drawings

Use the DWG file when making CAD drawings. Colour format: CMYK.

### MS Office applications

Use the PNG file when using the IKEA logo in Word etc. Colour format: sRGB.

## File formats

### EPS

Vector graphics format that is used for print and graphic productions in software such as InDesign and Illustrator. Can be scaled infinitely.

### PNG

File format used for PowerPoint presentations. The format allows transparent background and high-resolution files. Employs lossless data compression.

### SVG

An SVG file can be scaled to different sizes without losing quality — in other words, the format is resolution-independent. Used for websites and other digital applications.

### DWG

The DWG format is probably the most widely used format for CAD drawings.

## Colour formats

### CMYK

Cyan, Magenta, Yellow and Key Colour (black). Colours that are used in four-colour printing. CMYK colours are described with a percentage specification for each colour. Only EPS files are made in CMYK.

### PANTONE® (PMS)

Used to produce décor (special or spot) colour printing. It is common practice to combine a décor colour with four-colour printing to ensure that the colour in a logo, for example, is reproduced exactly.

### Black

Used on unbleached or transparent backgrounds such as products and packaging. Other use to be defined.

### White (reversed)

Used for one-colour printing.

### Black and white

Primarily used due to practical reasons for one-colour printing.

### sRGB

Standard RGB. sRGB is a colour space that defines a range of colours that can be displayed on screen or in print. It is the most widely used colour space and is supported by most operating systems, software programs, monitors, and printers. Colours display correctly on web. First choice when using a RGB logo.

### Adobe RGB

As with sRGB, Adobe RGB colour files are used for files on screen. It has a larger colour space than sRGB but won't display correctly on web without conversion.