

Mistak Shareen

COMD 1112

2/3/2020

Ingvar Kamprad founded IKEA in 1943 at the age of 17, selling household goods like pens, wallets and picture frames. Småland, the landscape where Ingvar grew up, was stony and rugged. Back then, many of the inhabitants had to get by with small means, making as much as possible with next to nothing. Because of this, Smålanders are said to be thrifty and innovative, with a “no-nonsense” approach to everyday problem solving. This heritage is one explanation to the IKEA way of doing things and to our success. IKEA is named after the initials of founder Ingvar **K**amprad, **E**lmtaryd, the farm on which he grew up, and **A**gunnaryd, the nearby village. Bold letters and primary colors.

The IKEA logo hints at something big and exciting. The blue represents trust and openness, while yellow depicts happiness, optimism and imagination. IKEA also shares those colors with the national flag of its home country, Sweden. This is part three in our five-part series on iconic brands and brilliant experiences. We know that the secret to a great brand goes well beyond a great logo. While the logos we're featuring in our series are definitely iconic, the brands these logos represent make it clear: Great branding is building relationships and creating experiences that matter to the customer. While the logo may have changed, the company's vision remained the same: “To create a better everyday life for the many people.” With equal parts of better and many. Between September 2012 - August 2013, IKEA printed 212 million catalogs in 29 languages, and welcomed 716 million visitors to 351 IKEA stores in 43 countries. The IKEA logo incorporates the Ikea Sans typeface which originates from the Futura font family.

IKEA names its first logo the one that was introduced in 1951. The words “ikea” and “kvalitets garanti” (Quality Guarantee) were placed into something that looked very much like a seal. Negative (white) letters appeared on the maroon background. However, the “Seal” logo didn't stay long. As soon as in 1954 a completely new symbol was introduced. It included negative (white) inscription “IKEA”, this time in capitals, on the brown background with a golden undertone. The emblem introduced in 1967 looks very much the same as the one that is used today. It has changed very little throughout the years, remaining a consistent symbol of the company in business. The most important changes were made in the color and font.

Although the IKEA emblem is instantly identifiable, quite a few designers criticize it for being severely dated. Hardly a surprise taking into consideration that IKEA has been using almost the same insignia since 1967. For instance, the design company Freytag Anderson even created an experimental updated IKEA emblem for the Icon magazine. Preserving the bold type and the color scheme, the designers opted for a cleaner font and got rid of the oval claiming that it spoils the legibility at smaller scales.



1951



1954



1967



1981



1983