



- IKEA is named after the initials of founder Ingvar Kamprad, Elmtaryd, the farm which he grew up, and Agunnaryd. The nearby village.
- Yellow symbolizes joy, happiness, intelligence and energy. People perceive it as a lighthearted color; hence it is never used in luxury brands, instead it is present in companies that want to get to a massive audience. Blue symbolizes freshness, transparency. It has a soothing effect in the mind and companies that use dark blue in their logotype want to communicate matureness, wisdom and confidence. It's the color of the sky and the sea, so it's associated to stability, peace and depth. It is used in companies from the health, insurance or technology sectors.
- Bold letters and primary colors. The IKEA logo hints at something big and exciting. Ikea uses a modification of Futura serif. The name of the brand appears in all caps and a very heavy weight, these two features are very relevant because on the serviceableness, trustworthiness and endurance they communicate.
- IKEA's logo changed 13 times. While the logo may have changed, the company's vision remained the same: "To create a better everyday life for the many people."
- The most important changes were made in the color and font.
- The existing IKEA logo represents the company's name (blue characters) placed inside a yellow ellipse, which, in its turn, is placed inside a rectangular shape. The rectangular shape features the very same tint of blue as the letters.
- One of these changes was increasing the optical size of the brand name. By changing the proportions of the box and oval, we increased the letter size by 15%. Creating a bigger brand presence within the same amount of media space.
- The ® was moved from outside the logo to be incorporated into the design, enabling an easier alignment of the logo.