

Ikea Brand Guide

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The IKEA Concept - IKEA

IKEA is one of those brands. Its message of ease, value, and maximizing your space is clear in everything they do. They are well known for clean advertising with a few bold colors (blue, yellow, and orange, which are the brand's colors) and images showing immaculate homes with modern, clean decor.

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Plus, he believed that all the companies operating under the IKEA Brand had to build resources before they could expand. So, the IKEA franchise system was established. Today all IKEA stores (except the IKEA Delft store in the Netherlands, which is

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owned by Inter IKEA Systems B.V.) operate under franchise agreements. ...

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How IKEA Designs Its Brand Success - Forbes

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Ikea Brand Guide

From being a tiny Swedish business, selling through a mail-order catalogue, IKEA has become one of the most well-known home furnishing brands in the world. Today, there are hundreds of IKEA stores around the globe, and more are coming. Read more about our fascinating story – from the very beginning, to what we are doing right now.

IKEA Catalog

From welcoming beds to roomy dressers in a variety of traditional styles, there's everything you need for creating a bedroom you love in IKEA's HEMNES series.

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About IKEA – our story - IKEA

DISCLAIMER: This is an exercise, clearly not Ikea's real brand guide. Brand Guide for Ikea created as part of a Marketing and Branding class in EAPD University in San Juan, Puerto Rico.

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