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We've come a long way since Ingvar Kamprad founded IKEA in 1943. 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.

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Make it colorful. Use the colors of the identity to keep it playful and to highlight and structure information. Floors, walls, and staircases can be painted too, but be careful not to overdo it. Instead, pair solid blocks of color with a white foundation to keep it light and inviting. Make it human.

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We want the IKEA Brand to be a strong, optimistic and trusted voice in the world. The purpose of this document is for all of us. to have a few guiding principles in how to achieve that. Specifically, there are nine (9) IKEA personality characteristics which are the foundation for this document.

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