



ikea

CREATE YOUR SPACE WITH EASE

REBRAND

LOGO



COLOR



RGB: 77, 169, 215
HEX: 4DA9D7



RGB: 237, 237, 237
HEX: EDEDED



RGB: 89, 89, 89
HEX: 595959



RGB: 246, 246, 246
HEX: F6F6F6

TYPOGRAPHY

ABOUT IKEA INTERNATIONAL GROUP

Swedish company Ikea is a leading global furniture retailer reputed for selling Scandinavian-style furniture and other home-based goods. The company was built on the idea of offering a wide range of well designed, functional home furnishings products at low prices.

HEADLINE TYPE - PROXIMA NOVA REGULAR

BODY TYPE - PROXIMA NOVA LIGHT

ICONOGRAPHY



MENU ICONS



SHOPPING ICONS



PROBLEM



Complicated
store layout



Options not
on **display**



Unpleasant
checkout



Product
recalls

SOLUTION

iked





BELL 4:21 PM 100%
Home Shop My list Cart Locate

SOFAS & ARMCHAIRS

STOCKHOLM
Leather loveseat
\$1799.00

SÖDERHAMN
Fabric loveseat
\$599.00

STAD
Leather loveseat
\$879.00

STOCKHOLM
Fabric armchair
\$499.00



NAVIGATION

SEARCH



SÖDERHAMN
Fabric loveseat
\$599.00

Quantity | 1



Add to cart

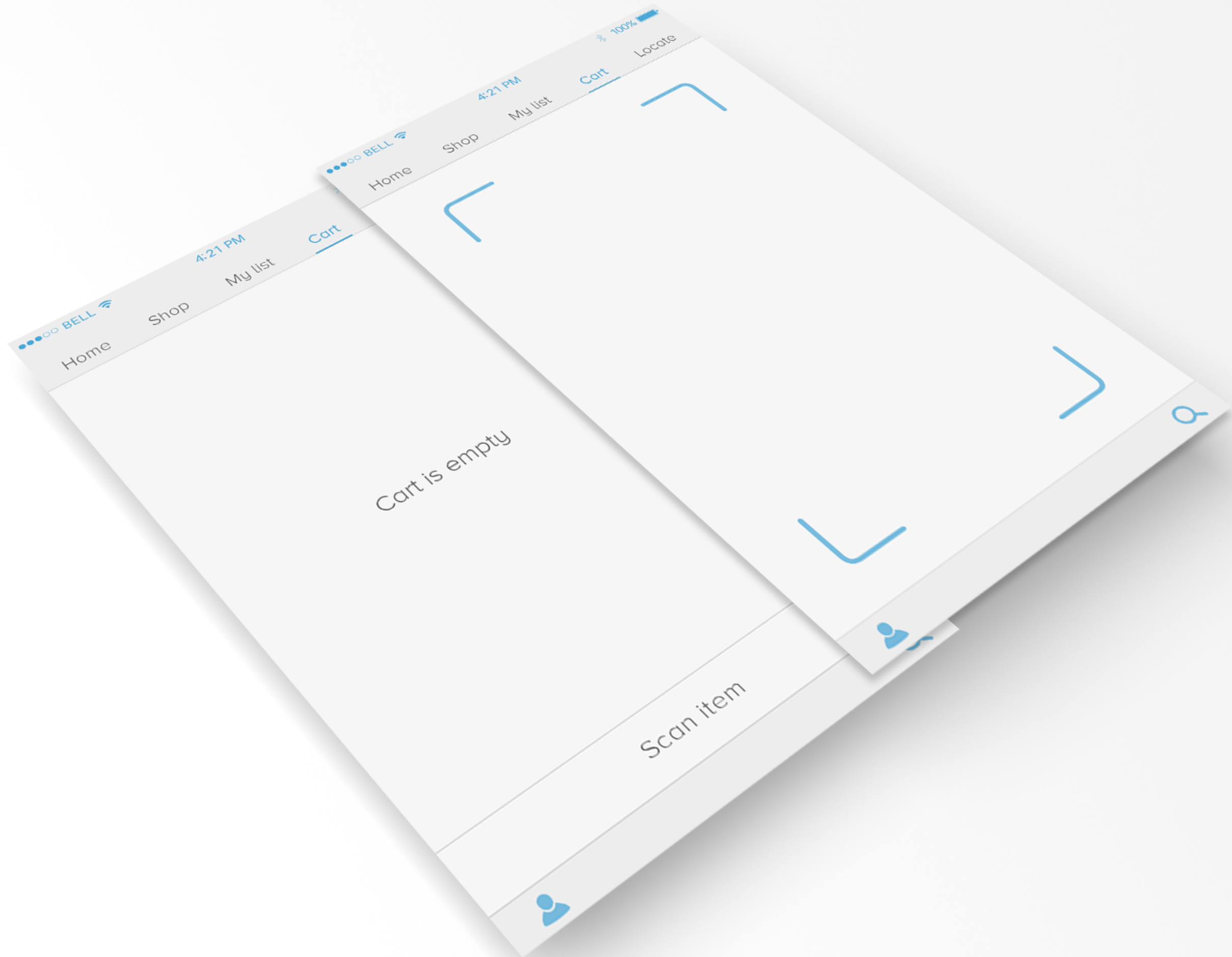
Add to list

Product information

Availability and location

Assembly





PERSONALIZED RECALL ALERTS



IKEA RECALL

The item(s) you purchased has been recalled.

Close

View

RECALL CENTER

The following item(s) you purchased has been recalled

1



View product recall details

UPPHETTA
Coffee/Tea Maker
\$8.99

RECALL CENTER

Your return has been accepted



Please return the recalled item to your nearest Ikea with this QR code.

Accept

Decline

ikea

CREATE YOUR SPACE WITH EASE