

Ikea Brand Guide

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Sykes outlined IKEA's brand attributes including low price, sustainability, form, function, and quality, and she explained that the company aims to deliver on all five -- but she acknowledged that...

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

HEMNES Bedroom Series - IKEA

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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.

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.

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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Products - IKEA

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IKEA US - Furniture and Home Furnishings - IKEA

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