Ingka Centres brand book

All our brand elements in one place

INGKA™
CENTRES

Hej!

**Welcome to our brand book!
This document will help you understand
Ingka Centres as a brand, and provide clear
and easy to follow guidelines to express our
visual identity in communication.
Ready? Let's go!**

Our visual identity

OUR BRAND ASSETS
Visual identity toolkit

Our visual identity is made up of a range of design elements,
all developed to bring our brand idea to life. Here's an
overview of the most relevant ones.

Logotypes

Colours

Dynamic stroke
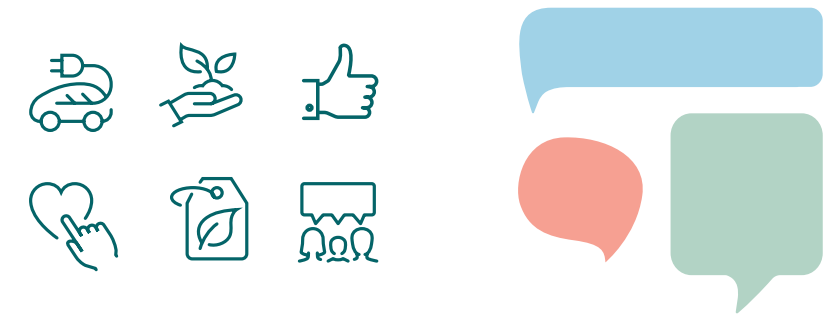

Typeface

Lively Headline Bold

Noto IKEA

Images

Graphic elements

Logotypes

OUR BRAND ASSETS

Logotype
— Versions

The Smiling Shopping Bag logotype is available in black and white as well as a coloured version (PMS, CMYK and RGB). Choose the black or white versions as your primary option, and consider the color versions as a secondary choice.
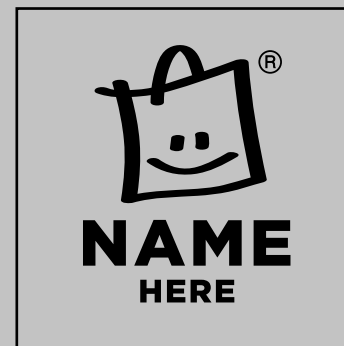
OUR BRAND ASSETS

Logotype
— Versions

You can place name of the meeting place in text below the Smiling Shopping Bag if this allows you to make the logotype larger.

• The margin around the text must be at least 7% (for long names) and not more than 15% (short names).

• The space between the symbol and the text must be at least 15% of the total sign width (more than 15% could be needed for flags and other applications).

Horizontal logo

On signs and façades, it's sometimes better to place the text to the right of the logotype, creating a horizontal rectangle. The text should always have the same height, which means that the total width can vary depending on the length of the name.

Vertical logo

Horizontal logo

Signage logo

Silhouette symbol

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Brand book Appendix – Interim approach for EU brands

OUR BRAND ASSETS

Logotype
— Free zone

We want our logotypes to stand out and be clear and visible in all contexts. So, always ensure a minimum free zone around the logotype of at least 15% of the logo's height. Do no place messages or visual elements within this free zone.

On façades and exterior signage increase the free zone to 50% of the logo's height.

To calculate a 15% free zone, take the height of the logo and multiply it by 0.15.

To calculate a 50% free zone, take the height of the logo and multiply it by 0.5.

OUR BRAND ASSETS
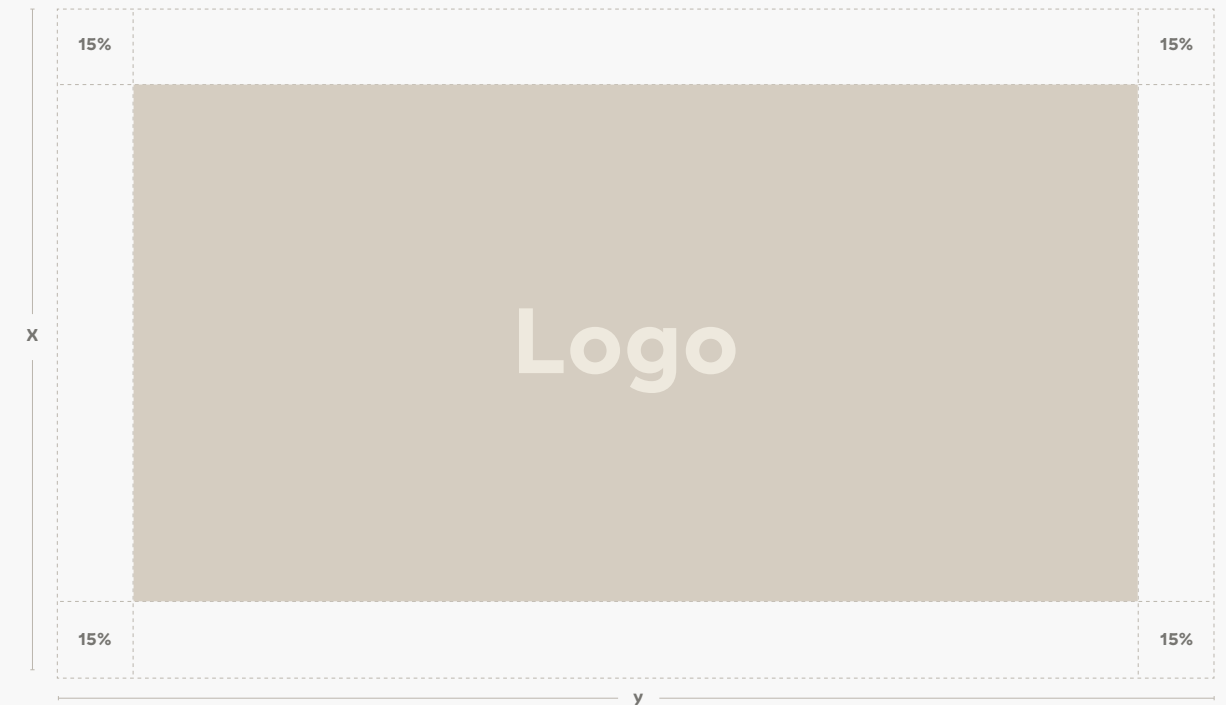
Logotype rules — Our standard placement

For consistency, whenever possible place the logotype in one of the following locations:

1. Bottom right. As the sender of communication such as ads, PowerPoint presentations and brochures.

2. Centred horizontally and vertically. A logo shot at the end of motion media.

3. Narrow formats: It's recommended to centre the logo in narrow formats, for example in digital media.
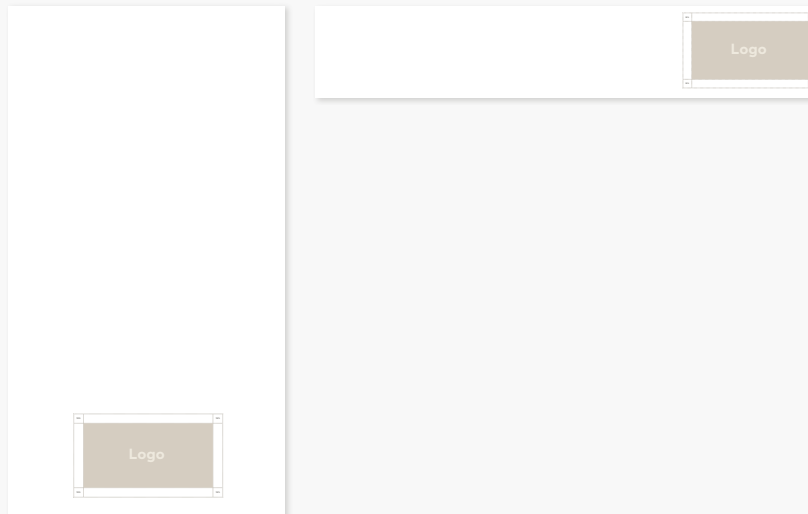
1   **Bottom right**

Logo

2   **Bottom centre**
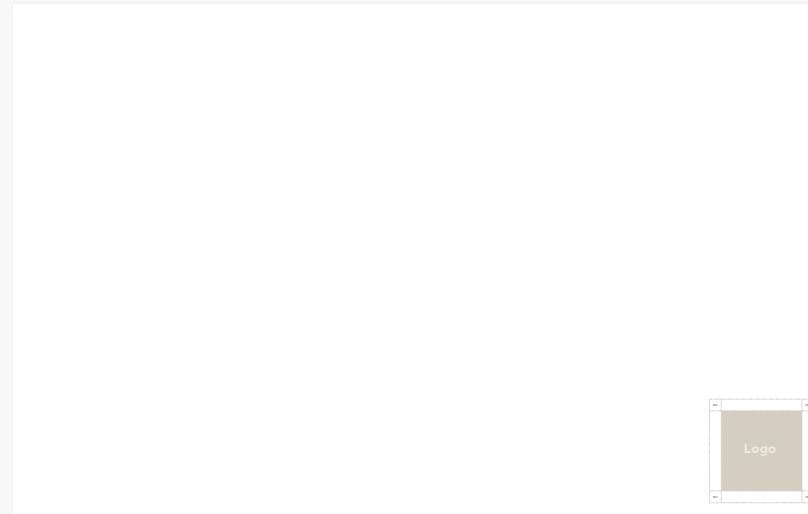
Logo

3   **Narrow formats**

Logo

Logo

OUR BRAND ASSETS
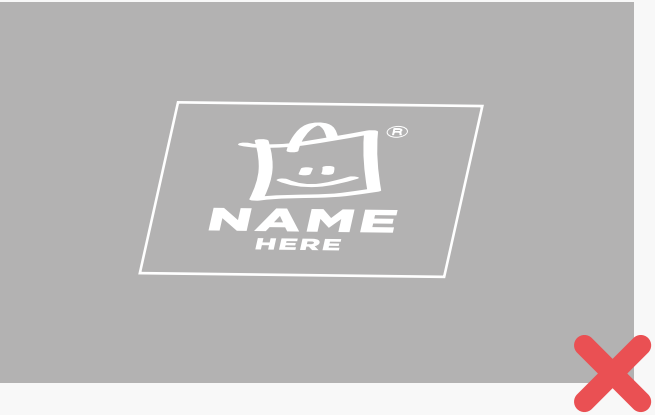
Logotype rules — What not to do

The logotype should never be edited, altered, or recreated.

No distortion

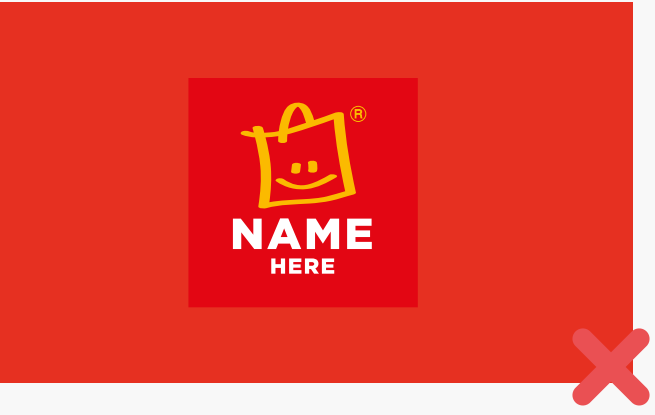Don't distort, squeeze or transform the logo.

No re-creation of the logo

Don't create own sub-brands or add descriptive text to logo or symbol.

Clear contrast

Don't place the logotype on a similar-coloured background

No changes
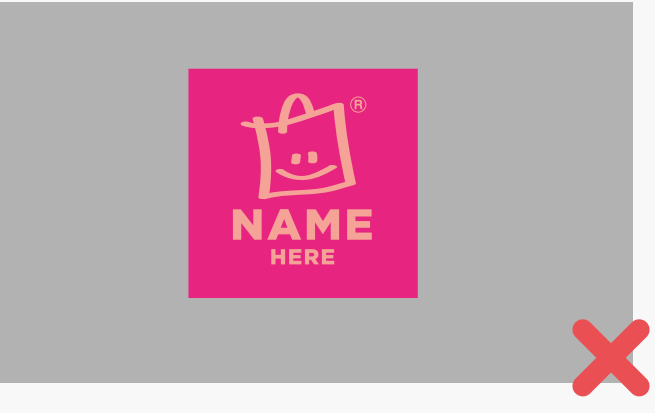
Don't change the logo in any way.

No effects

Don't use any effects.

No colour change

Don't use undefined colours.

Brand book Appendix – Interim approach for EU brands

Brand typography

283, 699

361, 529

-275, -699

448, 699

257, 253

723, 0

-107, 17

8, 0

723, 0

207, 122

517, 121

153, -27

153, 0

160, 0

OUR BRAND ASSETS
Typography
— Lively Headline

Lively Headline is a key element of our brand. It's a custom headline typeface created only for us, inspired by our brand personality and designed to reflect us as a brand. It helps us to communicate clearly with our audience, creates consistency, expresses our personality in any media, and adds playfulness to the brand.

We use this typeface for headlines and shorter texts only.

Lively Headline supports Latin and Cyrillic characters available for desktop use and web-fonts.

When it's not possible to use Lively Headline (for example due to technical limitations such as in email), we use the Noto IKEA font in its place.

Lively
Headline
AaBb
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
'"”$€£+−=%@&|¦ 1234567890

OUR BRAND

VISUAL IDENTITY

OUR BRAND ASSETS

Typography
— Noto IKEA

We use Noto IKEA for body copy and sub-headlines.

Noto IKEA is a customised version of Noto, a font provided by Google, that is used for IKEA communication. At Ingka Centres, we use it in all our communication, except for headlines.

Only use the version of IKEA Noto installed on your computer or downloaded from the SharePoint site.

We primarily use the weights regular and bold.

AaBb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

:;...!?•*#\ (){}[]-–_,,,''"""""$€£+=%@&|¦
1234567890

Ingka Centres Brand / Ingka Centres Brand Identity System

OUR BRAND ASSETS

Typography — Lively Headline and Noto IKEA

Use contrast between heavy and lighter weights to communicate the hierarchy between headline and sub-headline.

Use Noto IKEA for body copy only.

A good rule of thumb for typographical proportions is:
Sub-headline = 1/3 of headline
Body copy = 1/4 of headline

Lively Headline
Point size: 90pt
Leading: 95pt
Tracking: 0pt

This headline is three lines of bold text

Lively Headline
Point size: 30pt
Leading: 36pt
Tracking: 0pt

This sub-head is one third of the of the headline and set to shorter sub-head text.

Noto IKEA Regular
Point size: 22pt
Leading: 26pt
Tracking: -10pt

This subhead is set in Noto IKEA and to shorter sub-head text. Equi duci as sin nones erchill acerum dolori cuscidel illoris ciustis a dolupta quibus essinullatur aliqui con nos solorpo re-pelis magnatesciis arit, consendi nullabo.

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OUR BRAND ASSETS

Typography
— What not to do

When formatting a text, make sure you follow the directions on this page and make our communication consistent and easy to read.
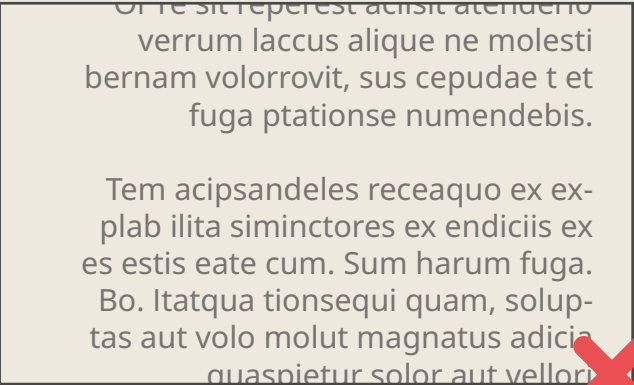
Text spacing

Give the text space. Do not decrease the leading.

Welcome to the summer grand opening event 2023 at your Livat

Avoid right aligned

Always set text to left aligned.

Or re sit reperest aciisit atenderio verrum laccus alique ne molesti bernam volorrovit, sus cepudae t et fuga ptationse numendebis.

Tem acipsandeles receaquo ex explab ilita siminctores ex endiciis ex es estis eate cum. Sum harum fuga. Bo. Itatqua tionsequi quam, soluptas aut volo molut magnatus adicia quaspietur solor aut yellor vit

Never use black text in headlines

Don't use black colour for headlines.

Welcome to summer sho

Or re sit reperest aciisit atende verrum laccus alique ne moles bernam volorrovit, sus cepu
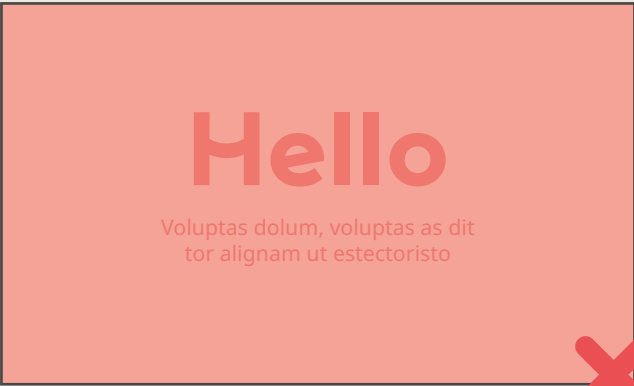
Never use blue and yellow together

The combination of these two colours is reserved only to the IKEA brand.

Yellow

Clear contrast

The contrast between text and background must be clearly readable.

Hello

Voluptas dolum, voluptas as dit tor alignam ut estectoristo

Don't mix typefaces

Never mix Lively Headline and Noto IKEA in the same paragraph.

Fictus acepta cuptatiae moluptati offictem imaxim Subes **dolorrorro** essitaqu unt voluputurit hillam
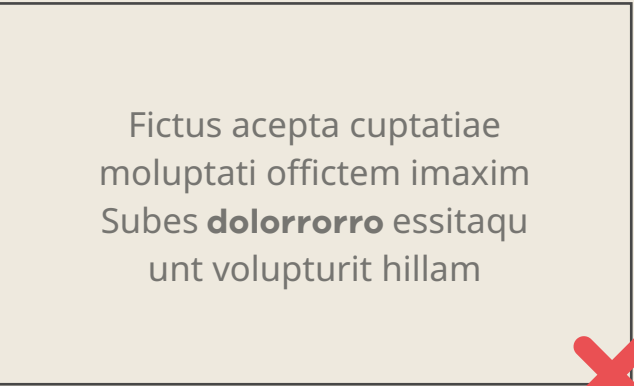
Brand colours

Brand colours — Specifications

Ingka Centres Yellow 1
C 0 M 5 Y 100 K 0
R 255 G 219 B 0
Pantone 108 C
ffdb00

Ingka Centres Grey 4
C 64 M 54 Y 52 K 52
R 71 G 71 B 71
Pantone 418 C
474747

Ingka Centres Yellow 2
C 0 M 25 Y 100 K 0
R 253 G 195 B 0
Pantone 123 C
fdc300

Ingka Centres Red 1
C 0 M 45 Y 35 K 0
R 244 G 163 B 150
Pantone 487 C
f4a396

Ingka Centres Green 1
C 30 M 5 Y 25 K 0
R 192 G 221 B 204
Pantone 558 C
c0ddcc

Ingka Centres Blue 1
C 35 M 5 Y 5 K 0
R 182 G 217 B 237
Pantone 290 C
b6d9ed

Ingka Centres Grey 1
C 10 M 10 Y 15 K 0
R 238 G 233 B 222
Pantone Warm gray 1 C
eee9de

Ingka Centres Yellow 3
C 5 M 50 Y 95 K 0
R 239 G 150 B 23
Pantone 144 C
ef9617

Ingka Centres Red 2
C 0 M 65 Y 50 K 0
R 239 G 119 B 110
Pantone 709 C
ef776e

Ingka Centres Green 2
C 50 M 10 Y 40 K 0
R 150 G 193 B 167
Pantone 556 C
96c1a7

Ingka Centres Blue 2
C 70 M 40 Y 0 K 0
R 77 G 137 B 200
Pantone 279 C
4d89c8

Ingka Centres Grey 2
C 15 M 15 Y 20 K 5
R 213 G 205 B 193
Pantone Warm gray 3 C
d5cdc1

Ingka Centres White
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
ffffff

Ingka Centres Red 3
C 37 M 100 Y 91 K 59
R 93 G 19 B 14
Pantone 216 C
5d130e

Ingka Centres Green 3
C 87 M 36 Y 50 K 26
R 4 G 100 B 104
Pantone 568 C
046468

Ingka Centres Blue 3
C 100 M 60 Y 0 K 0
R 0 G 88 B 163
Pantone 2935 C
0058a3

Ingka Centres Grey 3
C 5 M 5 Y 10 K 65
R 118 G 117 B 113
Pantone Warm gray 9 C
767571

OUR BRAND ASSETS

Brand colours
— Colour contrast

Pairing colours is a way to express our brand personality, but not all colour combinations work well to achieve this goal. Here are a few rules about how to use our playful colour palette:

1. Our main brand colour yellow should always be prominent, and our secondary colours can be used to complement it.

2. It's important to make sure that the colour combination we've chosen makes the text readable. This means that not all combinations work well together. Read more on the next page.

3. Avoid pairing blue and yellow because that's a colour combination reserved to the IKEA brand.

These rules apply for text and graphic objects together with a background. Tone-in-tone colours can be used in backdrop images (see background system on page 75).

1.

2.

High contrast ✔

Low contrast ✘
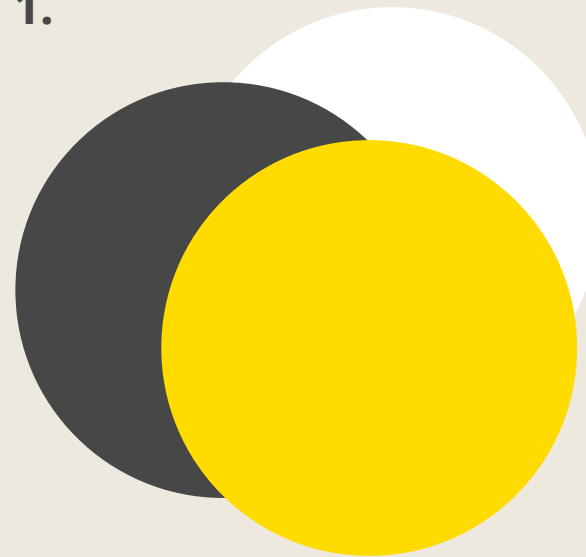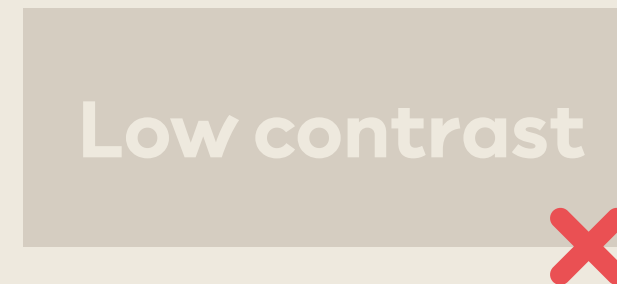
3.

OUR BRAND ASSETS

Brand colours — Accessibility

It's important to make sure that the colour combination we've chosen makes the text easy to read.

This means that not all combinations work together. The best practice is to place the darkest tones on the lightest ones, or any combination of colours that create a high contrast (take a look at our colour palette on page 58).

Good combination ✓   Bad combination ✗

Good combination ✓   Bad combination ✗

Good combination ✓   Bad combination ✗

Good combination ✓   Bad combination ✗

Good combination ✓   Bad combination ✗

OUR BRAND ASSETS

Brand colours
— Blue and yellow

Do not use blue and yellow together.

The combination of blue and yellow is reserved to the IKEA brand, and as a consequence it's not allowed in any variation.

This also helps keeping the Ingka Centres and IKEA brands well distinguished from one another.

Dynamic stroke

OUR BRAND ASSETS

The dynamic stroke

Never static, always moving, surprising and playful, our dynamic stroke is a versatile tool that makes our brand communication unique, while leaving room to apply your creativity too.

OUR BRAND ASSETS

Dynamic stroke
— Introduction

Our brand element, the dynamic stroke is a graphic visualisation of our brand.

The dynamic stroke is not only a single pattern or graphic, but also an ever-changing and adaptable element. It's always relevant, always evolving, never becoming old.

This dynamic element strongly helps to strengthen the visuals of the Ingka Centres brand in communication.

It can be used to make our brand stand out in many creative ways – as a graphic element, for example, or as a backround pattern or in any other way your creativity tells you.

Among other things, it can:
– interact with imagery
– link all our communications together
– background pattern

Ingka Centres Brand / Ingka Centres Brand Identity System

OUR BRAND ASSETS

Dynamic stroke — Custom stroke

The dynamic stroke is a key visual asset and a strong brand element.

We encourage you to create your own dynamic strokes that weave themselves together with your images.

For more details on the creation of the dynamic stroke please see the how-to guide.

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OUR BRAND ASSETS

Dynamic stroke — Custom stroke creation

Creating the dynamic stroke is a straightforward process.

1. Select the image you would like to use

2. Place the dynamic stroke on the image

3. Create a mask in the dynamic stroke and hide those parts of the stroke you wish to place behind the subject.

For more details on the creation of the dynamic stroke please see the how-to guide.

1

2

3

68
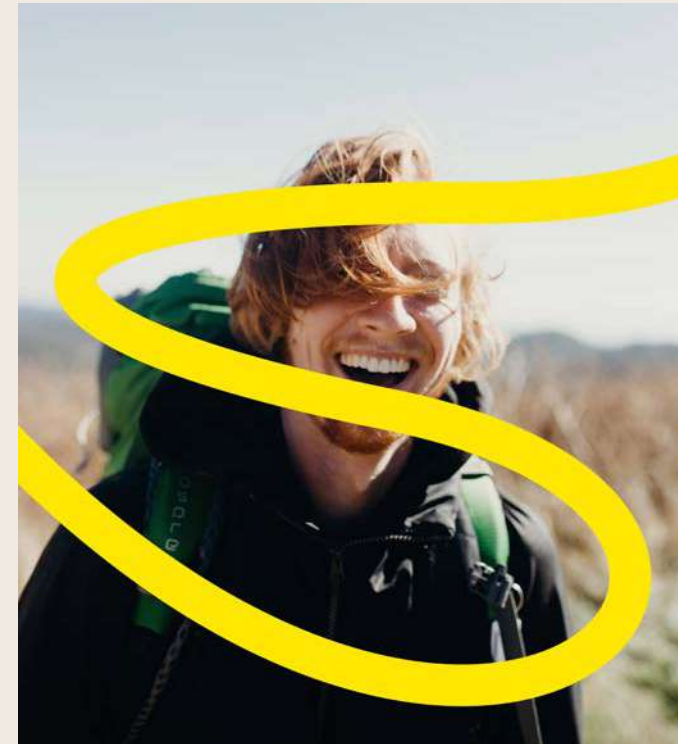
OUR BRAND ASSETS

Dynamic stroke
— Library of elements

Here's a library of pre-made dynamic stroke elements. More pre-made assets can be found in the toolbox on Inside. These are impactful, brand driving elements used in our daily productions.

When needed, you can create your own strokes based on the design needs of your communication. The dynamic stoke is inspired by our brand personality and should feel like smooth natural stroke from a pen movement. Always use rounded corners at each end of the stroke.

When using the dynamic stroke as a graphic element on photography, only use it in yellow. It can be used tone-on-tone, but only when it functions as a background (see page 75).

All pre-made dynamic strokes can be found in the toolbox on the SharePoint site.

Pre-made stroke 1

Pre-made stroke 2
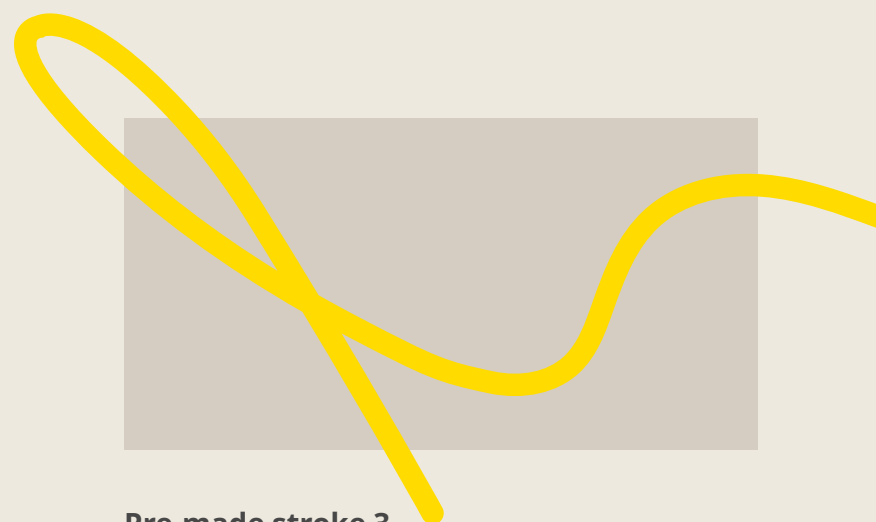
Pre-made stroke 3

Pre-made stroke 4

Ingka Centres Brand / Ingka Centres Brand Identity System

OUR BRAND ASSETS

Dynamic stroke — Summary

Do

– Create a smooth, natural, free-flowing stroke.

– Give the stroke rounded edges and not abrupt kinks.

– The dynamic stroke always flows through the whole image, beginning and ending outside of the frame.

– Always ensure the dynamic stroke has a balanced weight to it. Let it take some room.

Avoid

– The dynamic stroke never enters and exits from the same border edge.

– Avoid overcomplicating the path of the dynamic stroke.

– Do not cover faces with the dynamic stroke.

– Do not make the dynamic stroke too thin, nor too big.
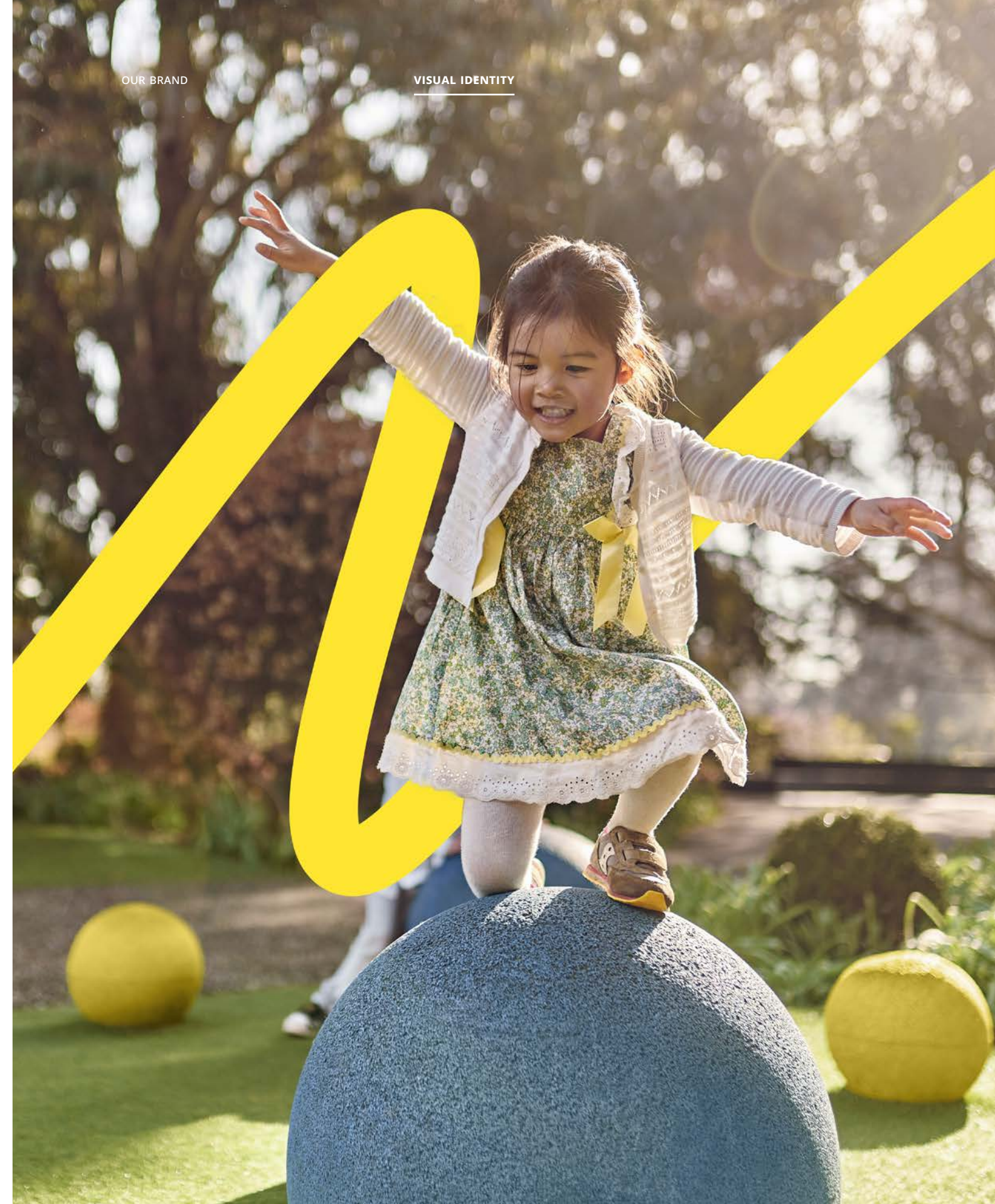
OUR BRAND ASSETS

Background system — Introduction

When used as a background, the dynamic stroke pattern should be laid out in two different shades of the same colour (tone in tone).

The primary use of the dynamic stroke system background is for text backgrounds, social media and PowerPoint presentations.

Please note that it can only be used with the colours outlined earlier in this document.

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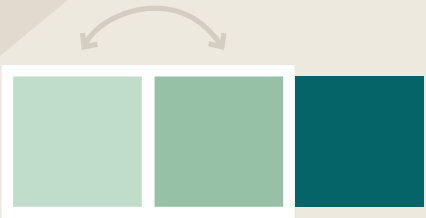OUR BRAND ASSETS

Background system — Colour combinations

The background should always be the lightest tone, and the dynamic stroke should be the mid tone.

Only when creating communication for our corporate brand, it's possible to use the Grey 3 on Grey 4. Read more on page 78.

Finally, remember to never use the blue background together with the primary Ingka Centres symbol in yellow, as the blue and yellow colour combination is reserved to the IKEA brand.
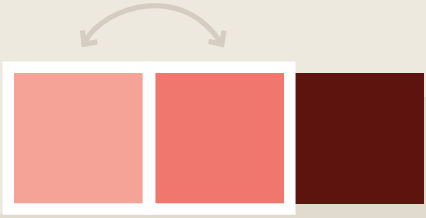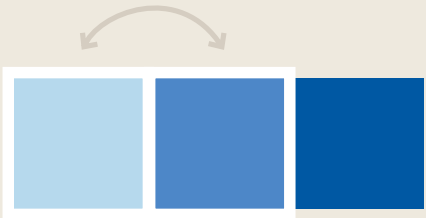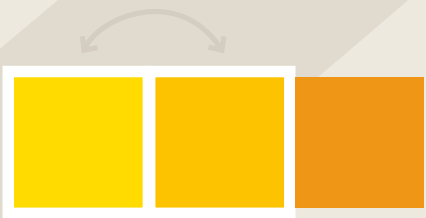
CORPORATE BACKGROUND
For the corporate brand, it's possible to use the Grey 3 on Grey 4. Read more on page 78.

OUR BRAND ASSETS

Background system — Colour tints /1

The background should always be the lightest tone with 100% opacity, and the dynamic stroke should be the mid tone with 50% opacity.

50%   **Ingka Centres Green 2**
50% opacity

100%   **Ingka Centres Green 1**

50%   **Ingka Centres Red 2**
50% opacity

100%   **Ingka Centres Red 1**

50%   **Ingka Centres Blue 2**
50% opacity

100%   **Ingka Centres Blue 1**

Ingka Centres Brand / Ingka Centres Brand Identity System

Background system — Colour tints /2

For the corporate brand, it's possible to use Grey 4 as the background and the Grey 3 for the dynamic stroke as shown in the last example on this page.

Please note that this is only applicable for Ingka Centres corporate brand only.

50% Ingka Centres Yellow 2
50% opacity

100% Ingka Centres Yellow 1

50% Ingka Centres Grey 2
50% opacity

100% Ingka Centres Grey 1

50% Ingka Centres Grey 3
50% opacity

100% Ingka Centres Grey 4

Copy stickers

Ingka Centres Brand / Ingka Centres Brand Identity System

OUR BRAND ASSETS

Copy stickers
— Introduction

To make our brand even more unique, we have
a graphic element called "copy stickers". They
can hold sub-headings in comminication and are
meant to be colourful and playful.

When using the stickers together with an
image portraying a person, it's important
to be mindful of how the two elements are
communicating together.

Did you know?

ingkacentres.com

Hej!
Good to see you here!

Want to know more?

Join us now!

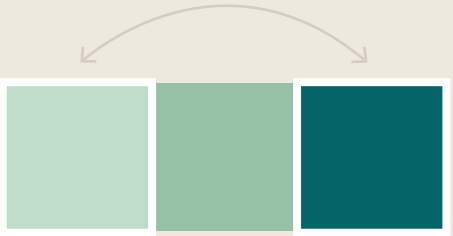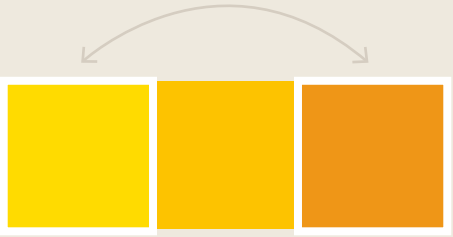**OUR BRAND ASSETS**

Copy stickers — Colour combinations

Always work tone in tone when creating copy stickers. Dark colour text is placed on a lighter background of the same colour, which means you should avoid using mid-tones.

Copy stickers can be downloaded from the SharePoint site.
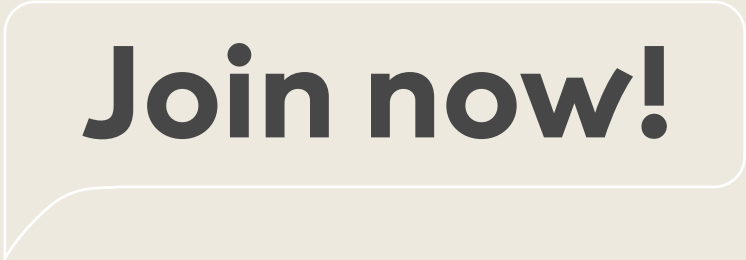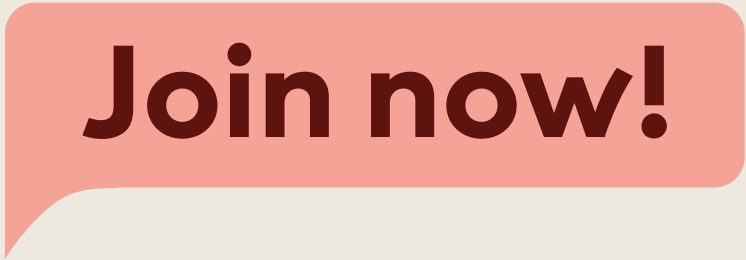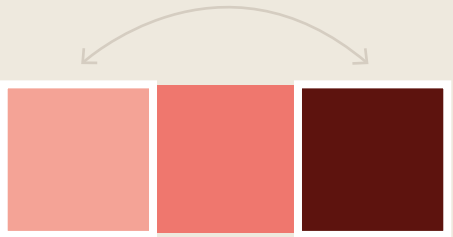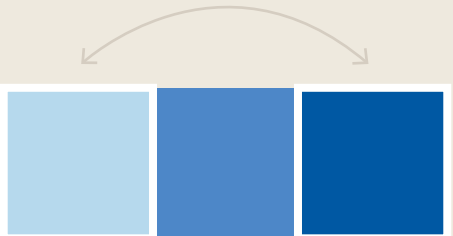
Use contrast to make the copy stand-out from the background. Never use mid-tone colours for copy stickers.

Join now!

Join now!

Join now!

Join now!

Join now!

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OUR BRAND ASSETS

Copy stickers
— What not to do

The copy sticker should always have the colour combinations specified on previous page. In addition to this rule, there are a few more we should follow when creating copy stickers. Here you can also find more examples of what we can't do.

Only use provided color combinations

No tilting

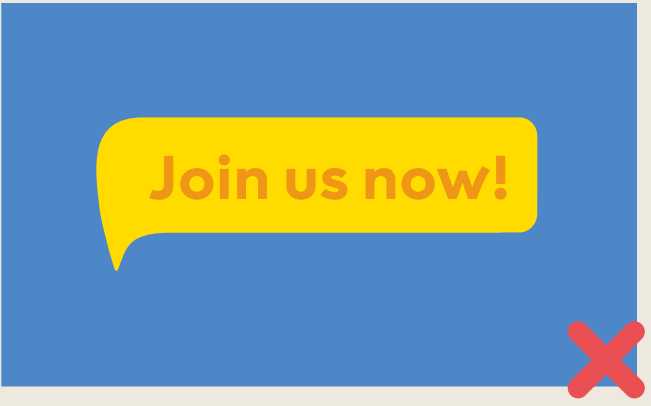**No outlines or other effects**

Don't use to many in same application. Use space

Don't use yellow sticker together with blue background

Don't distort the shapes

Have fun!