



### Abby Llorico – Rebranding a Color

What's harder to put together than IKEA furniture? Turns out, a new IKEA look.

I initially set out to rebrand IKEA in a good way—using a greenish-blue and orange-yellow equidistant on the color wheel as the royal blue and dandelion yellow in the classic logo. I switched up the logo, and while I like the colors together, I don't think there's enough of a contrast between the word "IKEA" and the orange circle behind it now. I checked the value levels on each, and they remain the same. Perhaps it's just a preference thing, but it feels muddy instead of clean like the lines between yellow and blue.

When I think of the IKEA color branding, though, I don't think of the logo—I think of the building itself, the employee uniforms, the giant tote bags. So I changed a couple of the products, too. I think these work a little better. I actually prefer the color of the bag, and I think the orange shirt is still bright enough to stand out in a large showroom, when you're trying to find an employee to help you decipher the name of a Swedish product.

I don't think this color scheme, overall, is a failure. However, that last point—*Swedish* products—is a connotation that's lost whenever you change the colors from the yellow and blue that mirror the colors of the Swedish flag. People immediately connect the brand with its home country, and that's essential. People would not accept a change from those hues—though a lighter yellow and more of a cerulean blue could look a bit more modern.