IKEA just changed its logo – but shh, it’s a secret

IKEA adapts their classic look for the digital age – and name it something that’s Peak IKEA.

When is a logo change not a logo change? When it’s for online purposes only.

That’s the case with Ikea’s rebranding-*not really rebranding* that’s been announced today, seeing the iconic blue and yellow logo stripped of all colour by design agency 72andSunny Amsterdam for an application known as ‘The Fönster.’

Put away all notions of a *Happy Days/Munsters* crossover or something you’ve seen printed on a flatpack assembly kit recently – *fönster* actually means ‘window’ in Swedish, symbolising this complimentary logo’s transparency against background imagery.

The Fönster will be used to tag and brand IKEA content outside of brick and mortar stores by “highlighting specific details, providing different perspectives and complementing work created with Ikea’s increasing array of partners and collaborators.” It also looks good slapped on an Instagram Story, too.

The subtle roll-out of the logo is a shrewd move, meaning IKEA can fully enter the digital and mobile age with their iconography in a way that doesn’t affect brand recognition. Call it a rebrand and everyone will be confused why they still see the classic logo as they line up for Swedish meatballs; call it a rebrand and people will start Tweeting about how much they miss the old logo.

The blue and yellow ain’t going anywhere, so put down your phones whingebags.

https://www.digitalartsonline.co.uk/news/graphic-design/ikea-just-changed-its-logo-but-shh-its-secret/