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Writing and Content

IKEA tone of voice, style and terms are all important to keep top of mind when writing digital products. Work together with content design and tap into digital writing resources.

Overview **Writing style** Voice and tone Terminology

Active vs passive voice

To write in active voice for user actions, use a strong verb to state the action, and provide clear, concise instructions. Also, keep sentences as concise as possible – often two shorter sentences are easier to read than one long sentence.

Complete your order at the checkout.

✔ Do

Your order can now be completed at the checkout.

✖ Don't

Ampersands

Don't use ampersands (&) instead of 'and' - this applies to both titles and body copy.

It's ok to use ampersands in retail terms such as Click & Collect.

Bullets

Use them when you have four or more items listed in a sentence.

Capitalisation

- IKEA is always fully capitalised.
- Spell product names using all capitals. Example: KLIPPAN sofa
- Spell program names using title case. Example: IKEA Family, IKEA for Business
- Use sentence case in titles but no periods. Example: Let's celebrate spring, not Let's Celebrate Spring.

Contractions

Use contractions for a more natural, conversational tone. Avoid the odd ones such as they'd and it'd.

It's and doesn't

✔ Do

It is and does not

✖ Don't

Currency

For clarity and accessibility, prefix the amount with the correct alphabetic currency code (e.g. EUR, USD, GBP, JPY) and not the currency symbols (e.g. €, \$, £, ¥).

EUR 800

✓ Do

€800

! Don't

Date

Always start with the day, then the month, and end with the year. Include the day of the week if it adds clarity.

12 July 2021

✓ Do

July 12, 2021 or 2019-07-12

! Don't

Exclamation marks

Use exclamation marks sparingly.

Headlines and subheadlines

- Use sentence case in headlines.
- Do not include periods.
- Use periods only to differentiate between two sentences.
- Headlines should create interest while also informing and directing the user.
- Subheadlines can be used to provide additional information, outline a process or split up large blocks of text.

IKEA as noun

Avoid using 'IKEA' as a stand-alone word or noun. Be specific instead.

Shop at IKEA Malmö or shop in the IKEA app

✓ Do

Shop at IKEA

! Don't

Italics

Avoid italics unless it's a format requirement, e.g., legal documentation.

Metric system

Apply the metric system and use digits for units of measurements.

150 cm

✓ Do

100 inches

! Don't

Naming digital solutions

Don't use IKEA in the name or spell the name using all caps when naming a digital product. Make the name distinct and memorable. Be consistent across all brands.

product. we don't want digital solutions to be perceived as a sub-brand.

Also, when deciding on a name, do not invent new words or mimic Swedish language spelling.

Camp	IKEA CAMP
✓ Do	! Don't

Numbers in text

Write numbers numerically to conserve space.

Oxford comma

Avoid the Oxford comma, unless it's essential for clarity.

Hangers, storage boxes and baskets	Hangers, storage boxes, and baskets
✓ Do	! Don't

Periods

Avoid periods in headers, unless it's more than one sentence.

Pronouns we, us, our, you and your

Using informal expressions like "we" and "you" can support the IKEA tone of voice. Make sure that it's clear exactly who you mean by these expressions and don't overuse them. This ensures clarity, while also giving you the chance to write conversationally.

Swedish words

Use Swedish words carefully as most people around the world won't understand them. Offer translations or interpretations together with these words when needed.

Hej!* *Hello in Swedish	God morgon!
✓ Do	! Don't

Time

Use the 24-hour clock – don't use AM/PM.

Use European numerals from the Latin alphabet and a colon to separate hours and minutes for clarification time.

10:00	10 AM
✓ Do	! Don't

UK English

Write in UK English. The most common difference is the British use of "s" where American English uses "z".

Use [this glossary](#) to differentiate between UK and US English.

Further reading

[Grammar and style guidelines](#)



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