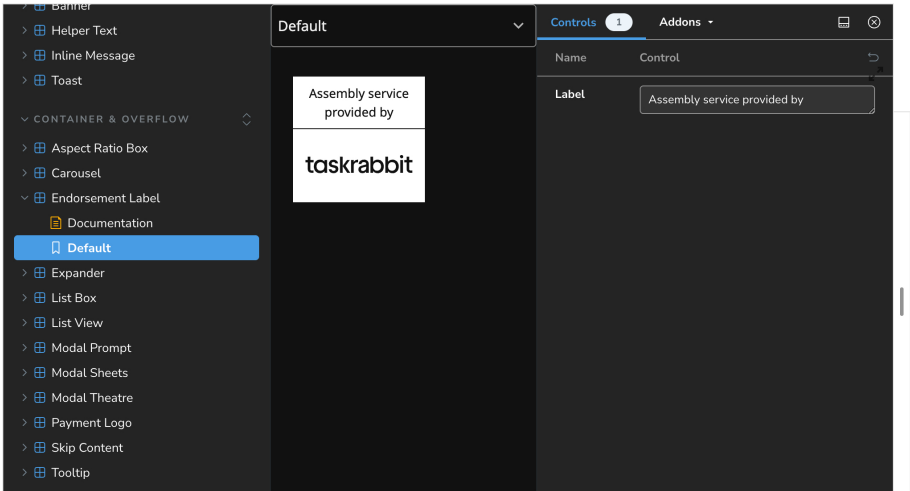


- About Skapa
- Designing
- Developing
- Foundations
- Components
- Overview
- Component availability
- Accordion
- App Bar
- Aspect Ratio Box
- Avatar
- Badge
- Banner
- Broken Image
- Button
- Card
- Carousel
- Checkbox
- Choice
- Combobox
- Commercial Message
- Compact Card
- Copyright Notice
- Divider
- Dual Button
- Endorsement Label
- Expander
- Expanding Button
- Helper Text
- Hyperlink
- Icon Button
- Icon Pill
- Image
- Inline Message
- Input Field
- Jumbo Button
- List
- List View Item
- Listbox
- Loading
- Member Card
- Menu Item
- Modal containers
- Payment Logo
- Pill
- Price
- Price Module
- Product Identifier
- Progress Indicator
- Prompt
- Quantity Stepper
- Radio Button
- Rating

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# Endorsement Label

Legal display of a binding partnership between IKEA and a third party.



Available for

	<b>Figma</b>	<a href="#">Open</a>
	<b>React</b>	<a href="#">Open</a>

## Index

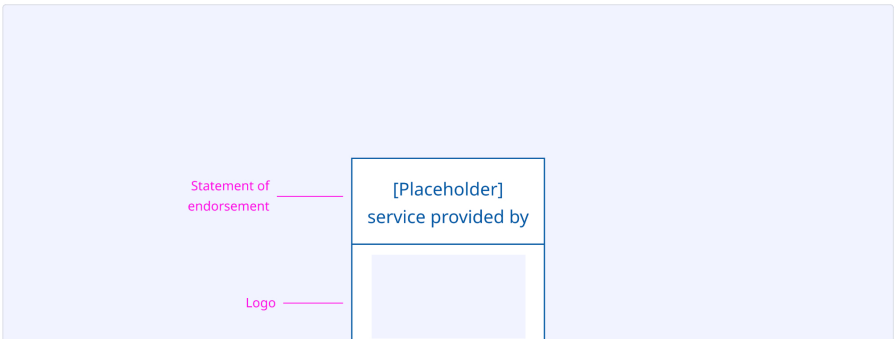
- [Legal partnerships](#)
- [Anatomy](#)
- [Usage](#)
- [Align with text](#)
- [Internationalisation](#)
- [Further reading](#)

## Legal partnerships

The Endorsement Label is the display of a legally binding partnership between IKEA and a third party. Endorsement partnerships differ from “generic” partnerships, in that they are formally escalated to Inter where they are discussed at a brand, business and legal level.

In collaboration with Inter IKEA, Skapa provides versions of the label to use across digital touch points.

## Anatomy





# Usage

## Only use Endorsement Labels alongside communication describing the partnership

The Endorsement Label assures a user of a legitimate relationship between IKEA and a third party. It serves as a stamp or signal to enhance the description of the relationship.

✓ Display the label next to information about the partnership.

❗ Do not use as a visual without immediate explanation.

## Maintain layout of the label

Ensure the layout of the label is not altered in any way.

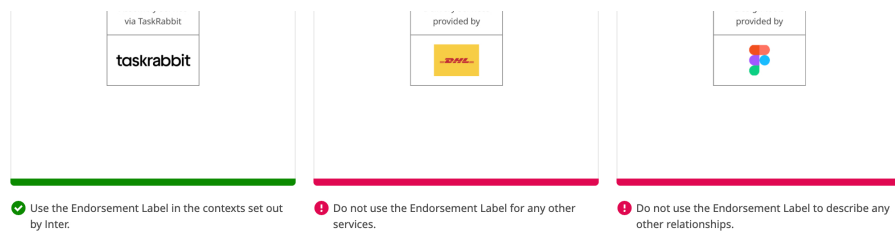
✓ Use the label layout as is.

❗ Do not adjust the layout of the label.

## Only use Endorsement Label to display partnership with approved third parties

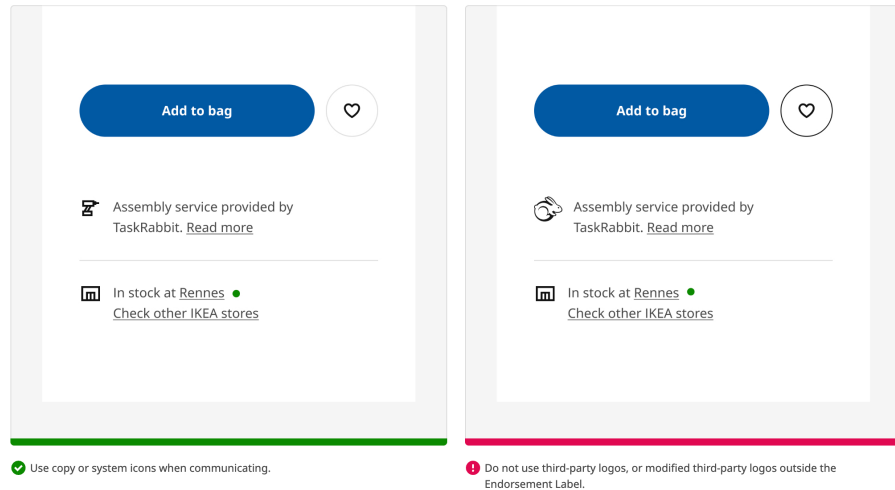
The Endorsement Label is only to be used to display Inter-approved legal partnerships. No other logos should be put within the label without approval from Inter. All other service partnerships should not be represented with a logo.





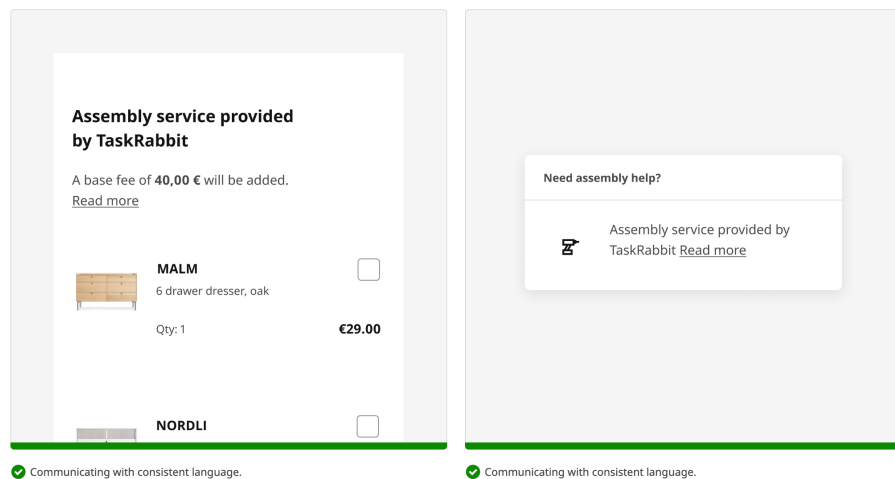
## Third-party logos cannot be modified or appear outside the Endorsement Label

The relationship between a third party and IKEA is legally binding and the logo can only be used in the agreed format within the bounds of the Endorsement Label. Never use alternative variations of a third-party logo as this could have legal repercussions.



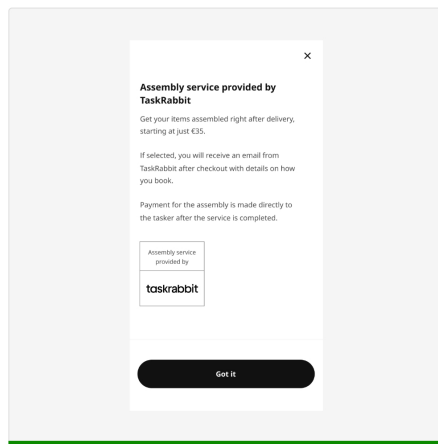
## Use consistent language to frame the relationship across the customer journey.

Apart from describing the binding relationship, there will be multiple points across the customer journey where the relationship (or benefit of the relationship) will need to be communicated. We recommend using the copy from the endorsement label to frame the offer/relationship across all touch points. In the case of TaskRabbit it would be 'Assembly service provided by TaskRabbit', and can be used as a headline or as supporting copy in all instances it is presented.

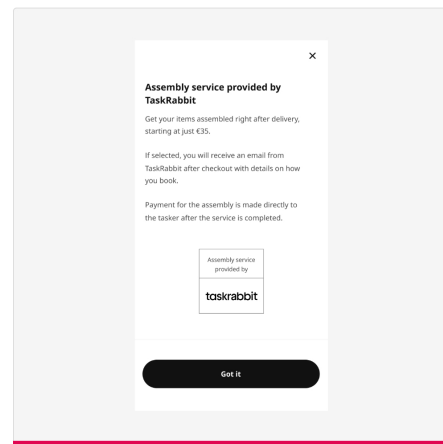


## Align with text

Endorsement labels are always paired with descriptive copy and should be aligned to match the flow of text.



✓ Label is left aligned with the flow of text.



❗ Do not center align the label.

## Internationalisation



### RTL languages

Text remains centred but reads right to left. Label would be right aligned with body copy.



### SOV languages

For subject-object-verb (SOV) languages, text is added as necessary to convey the information in a grammatically correct way without adjusting the layout of the label.

## Further reading

Usage of the IKEA Endorsement Label extends into IKEA [Toolbox](#).

Up next

## Expander



