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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

Voice

The IKEA voice is how we express our brand personality. Our voice is defined by our brand attributes – clear, confident, curious, honest, humble, optimistic, and playful – found in the IKEA tone of voice.

It's who we are and how we want our customers to perceive us. In a digital space, we are a relatable, optimistic, and trusted partner to the many people.

Tone

While our voice stays the same, our tone can vary to suit different situations. The context of the user journey influences our tone. We can be more playful and curious in the upper funnel (Rooms & Ideas) while we need to be clear and honest in the lower funnel (check-out).

UX writing principles

Here are some writing principles to guide you when writing for digital channels.

Simple

Write simple, conversational copy using everyday language. Avoid business jargon and technical terms. Clarity is better than cleverness.

Helpful

Use short words and sentences to reduce cognitive load and make scanning easier.

Clear


Be honest and straightforward, especially with negative information. Prioritise functional copy to guide, help, inform, or educate users.

Transparent

Avoid over-promising and be cautious with terms like "easy" and "convenient."

Accessible

Write empathetically, ensuring your words are inclusive and culture friendly. Avoid phrases that require Googling. Use industry terminology only if it's easily understood by your users.

 **Tip!** Read everything aloud – if it sounds odd when you say it, it'll feel odd when people read it.

Further reading



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