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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

Content Design

The content design/UX writing team is a part of the Center of Expertise for Content in DXD/Group Digital and works within digital product teams across:

- Omni Meeting Points
- Growth and Marketing
- New Business and Expansion
- Fulfilment and Core Services
- Global Language Services
- Skapa/DesignOps
- Content Transformation

Partner with a content designer to design digital products and information flows and to align context and tone of voice across channels: web, app, email, SMS, chat, push and in store.

Make a request

Ensure your message reflects best practices and the IKEA tone of voice. Request time with a content designer [here](#).

Have a quick question about this or that? Visit the [#xd-ask-a-content-designer](#) Slack channel.

