

Merchandise Special Order Catalog

Ways of Working
2026

How to order

Items in this deck represent a curated selection of IBM merchandise available for special orders. The schematic drawings represent the general designs, and the final details will be informed by the availability of product styles, materials, production options and colors per country.

This merchandise is approved for IBM internal event use only and may not be used for external, commercial, or third-party purposes. By submitting an order, the requestor acknowledges and accepts responsibility for compliance with this requirement and all applicable IBM brand and trademark guidelines.” and for the form Logos shown may be subject to change. They are shown for visualization purposes only.

Prices and minimum order quantities vary based on the country in which they are ordered. Other items not shown may be requested through your local authorized logo merchandise supplier.

Go to the [IBM Brand Store](#), find your country, and contact one of the authorized IBM merchandise suppliers. All IBM merchandise must be ordered from an authorized supplier.

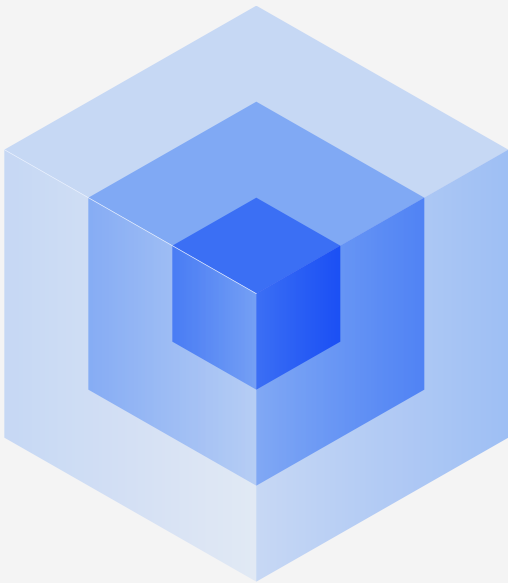
For any IBM merchandise questions, email the [IBM merchandise team](#).

Larger context: the IBM Culture portfolio

IBM Culture: Purpose + Values + Behaviors

Purpose

To be the catalyst
that makes the world
work better



Values

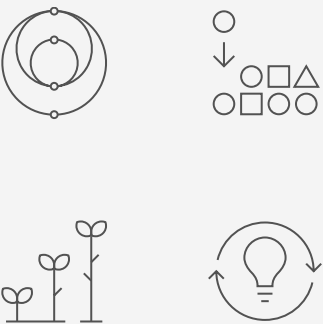
Dedication to every client’s success
Innovation that matters — for our company and for the world
Trust and personal responsibility in all relationships

Behaviors

Growth minded
Trusted
Team focused
Courageous
Resourceful
Outcome focused

Ways of Working

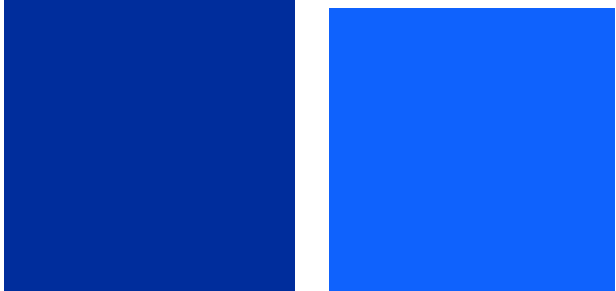
Move with speed
Take ownership
Be open
Use science and data



Design notes for General Use

The IBM Ways of Working identity for large surfaces features two lockups (vertical and horizontal), composed of The four Ways of Working value statements, the “Ways of Working” title line and the IBM corporate logo.

Color



IBM Blue 80
HEX 002d9c

IBM Blue 60
HEX 0f62fe



IBM Blue 40
HEX 78a9ff

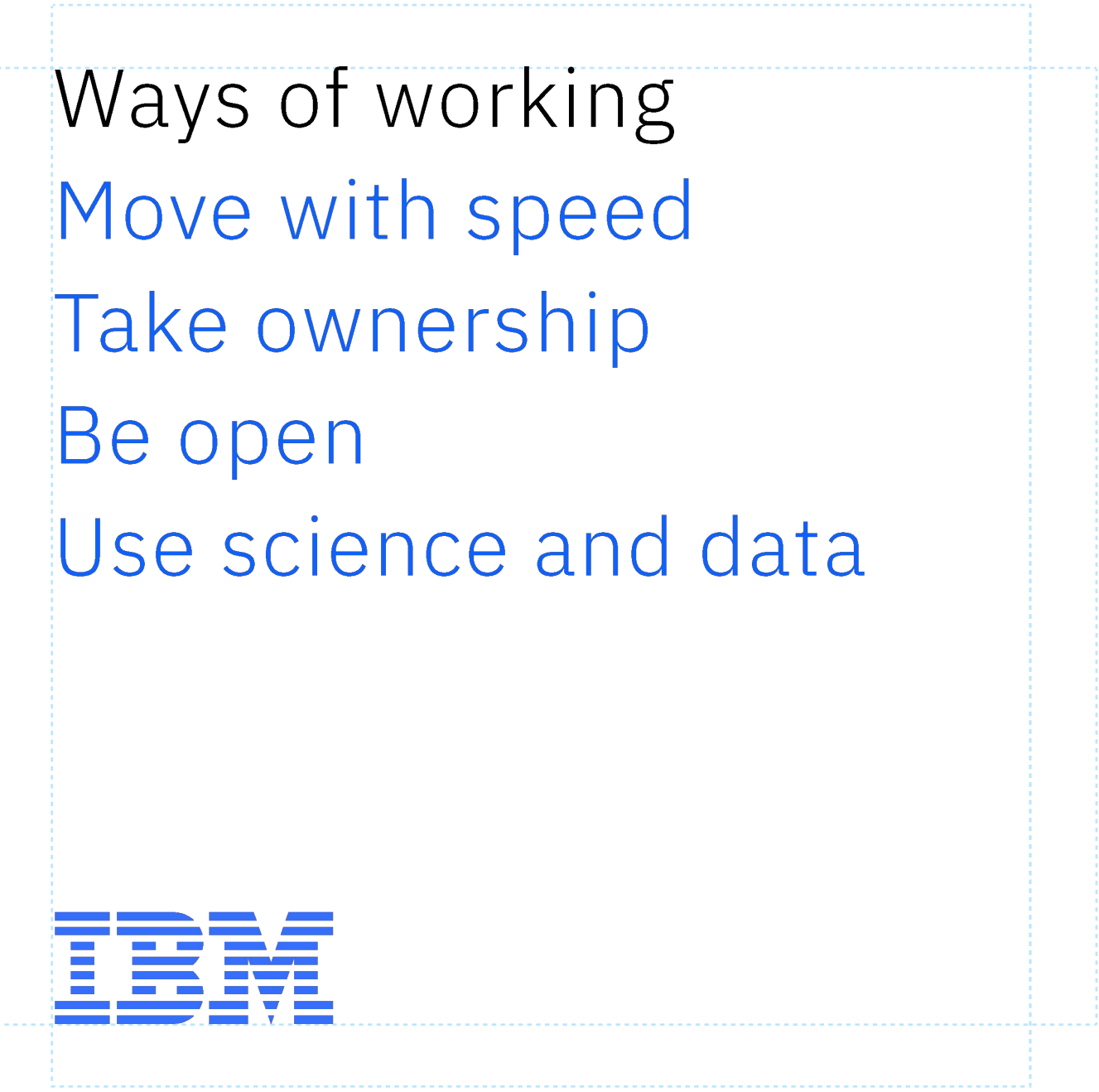
IBM Gray 80
HEX 76777a

Minimum order quantities and prices will vary by ordering country. All colors may not be available in every country. For all orders go to the [IBM Brand Store](#), find your country and contact your authorized IBM supplier.

Clear Space

Note: Maintain clear space of one Cap height round entire art.

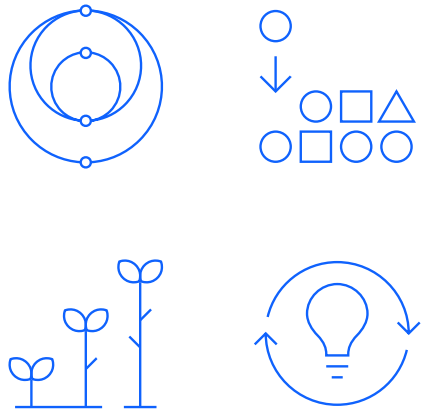
Value Statements Lockup



IBM Culture Cube



Ways of Working Icons



Mug

Color



IBM Blue 80
HEX 002d9c

IBM Blue 60
HEX 0f62fe



IBM Blue 40
HEX 78a9ff

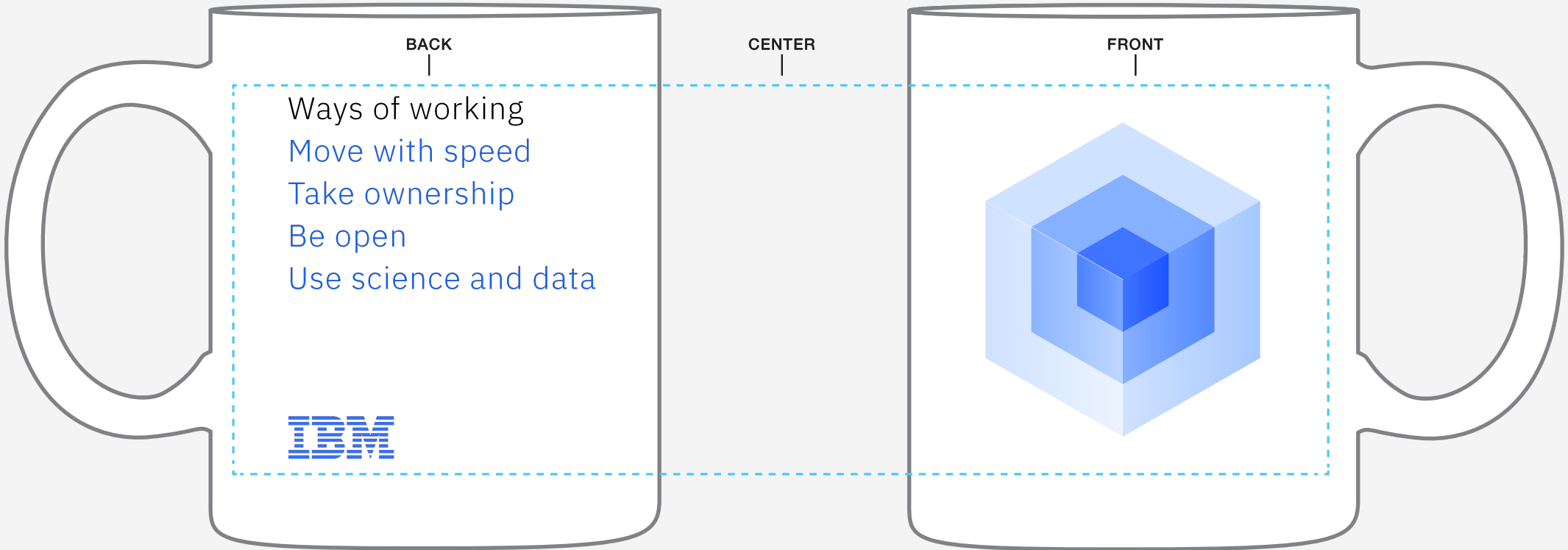
IBM Gray 80
HEX 76777a

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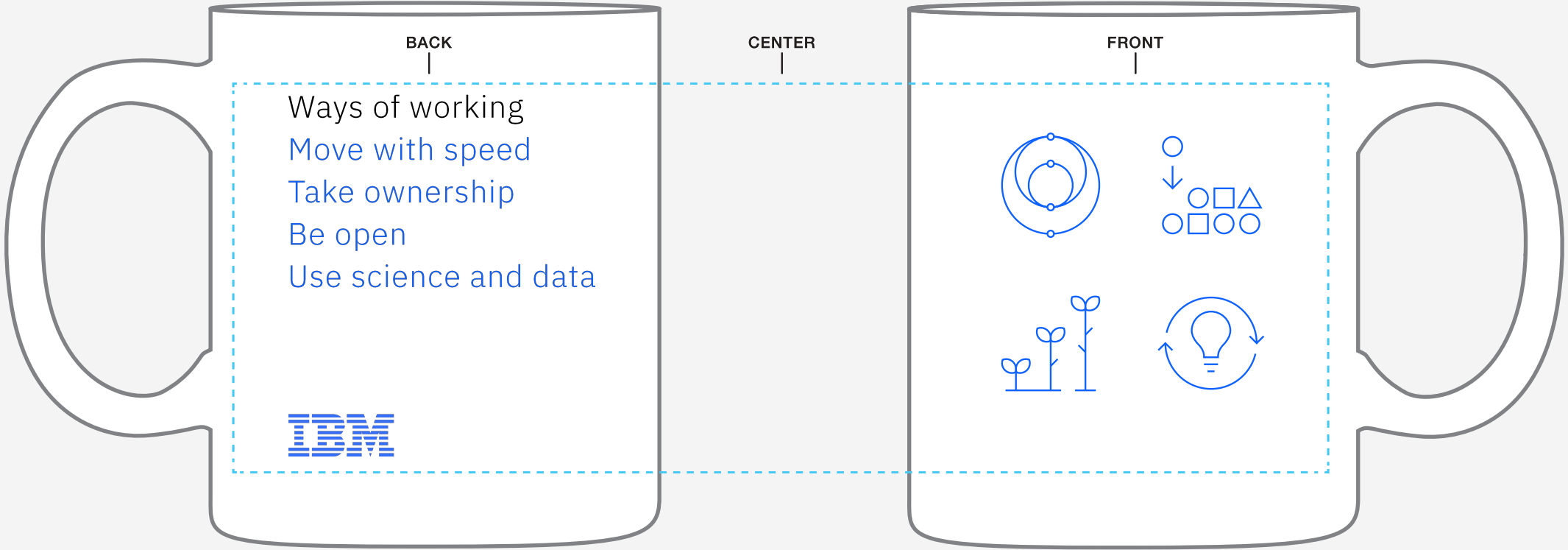
Size & placement of brand elements

Note: Maintain clear space of one Cap height round entire art.

Option 1



Option 2



Water Bottle

Color



IBM Blue 80
HEX 002d9c

IBM Blue 60
HEX 0f62fe



IBM Blue 40
HEX 78a9ff

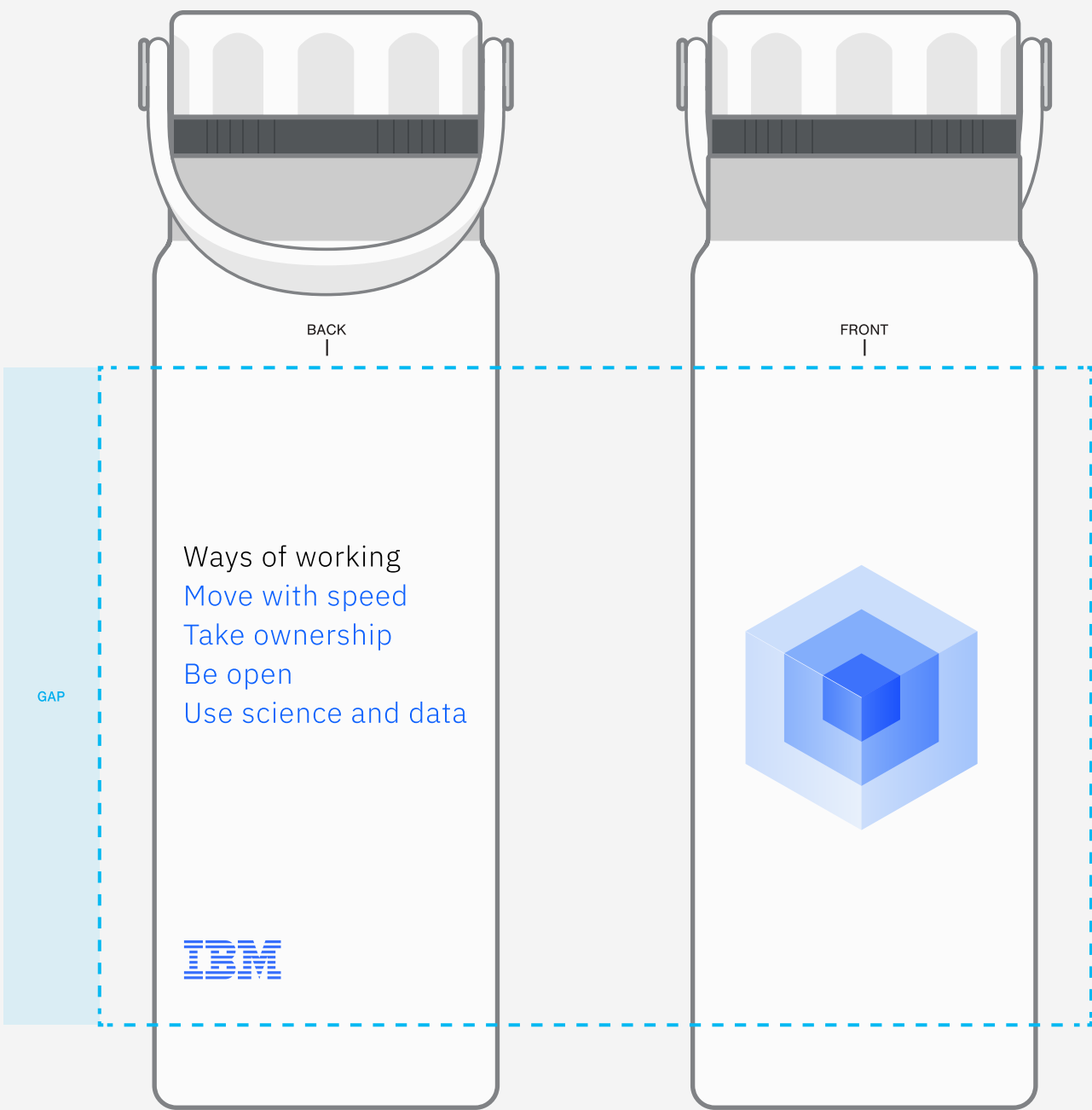
IBM Gray 80
HEX 76777a

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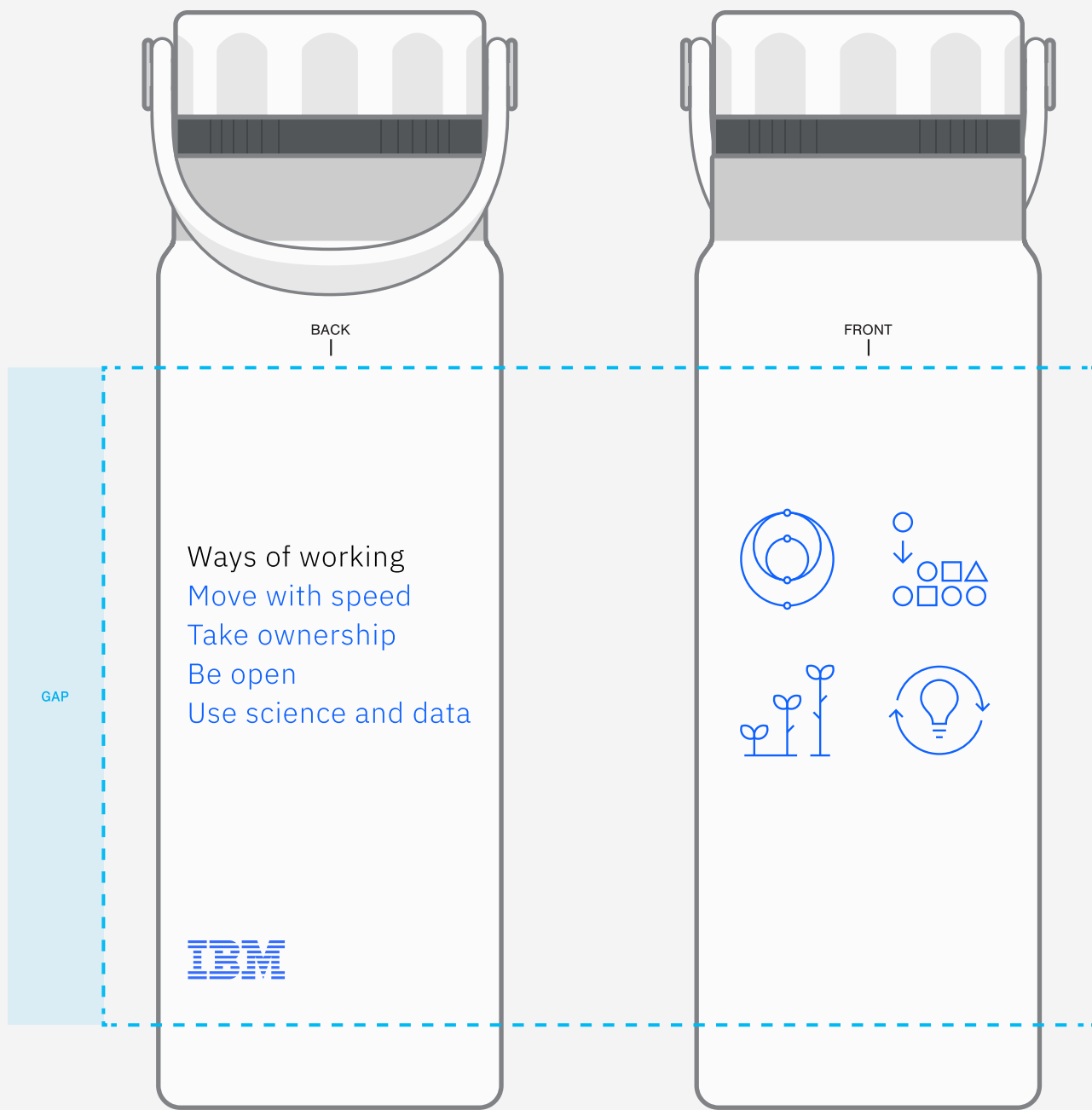
Size & placement of brand elements

Note: Maintain clear space of one Cap height round entire art.

Option 1



Option 2



Stickers

Color



IBM Blue 80
HEX 002d9c

IBM Blue 60
HEX 0f62fe



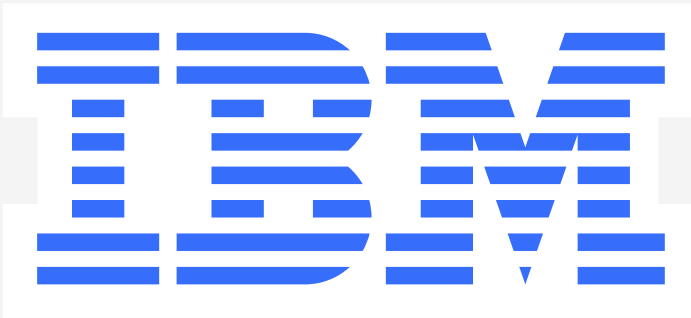
IBM Blue 40
HEX 78a9ff

IBM Gray 80
HEX 76777a

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Size & placement of brand elements

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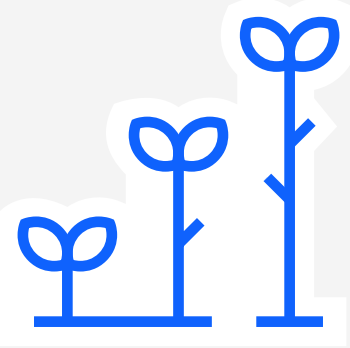
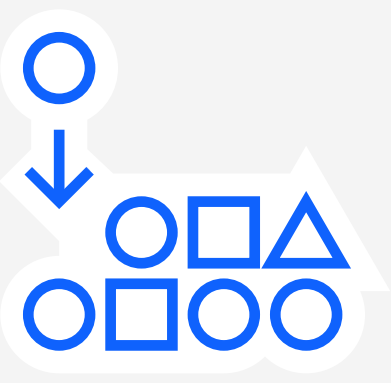
Ways of working

Move with speed

Take ownership

Be open

Use science and data



Lanyard

Color



IBM Blue 80
HEX 002d9c

IBM Blue 60
HEX 0f62fe



IBM Blue 40
HEX 78a9ff

IBM Gray 80
HEX 76777a

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Size & placement of brand elements

Note: Maintain clear space of one Cap height round entire art.



Design notes for Pens

Color



IBM Blue 80
HEX 002d9c

IBM Blue 60
HEX 0f62fe



IBM Blue 40
HEX 78a9ff

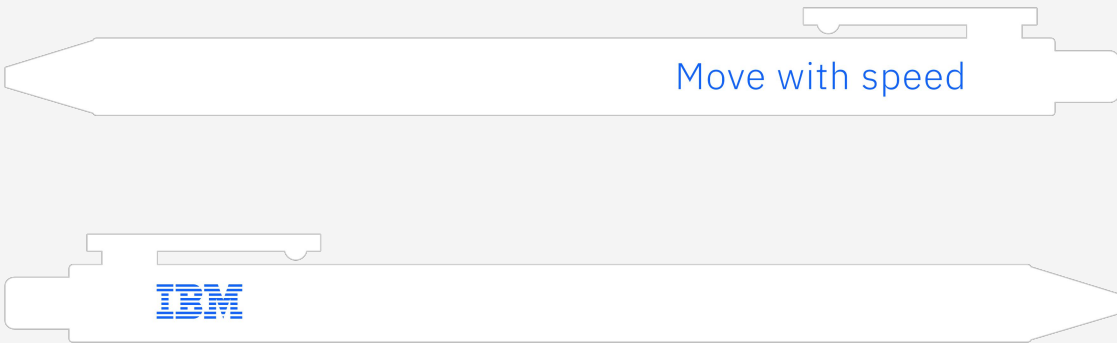
IBM Gray 80
HEX 76777a

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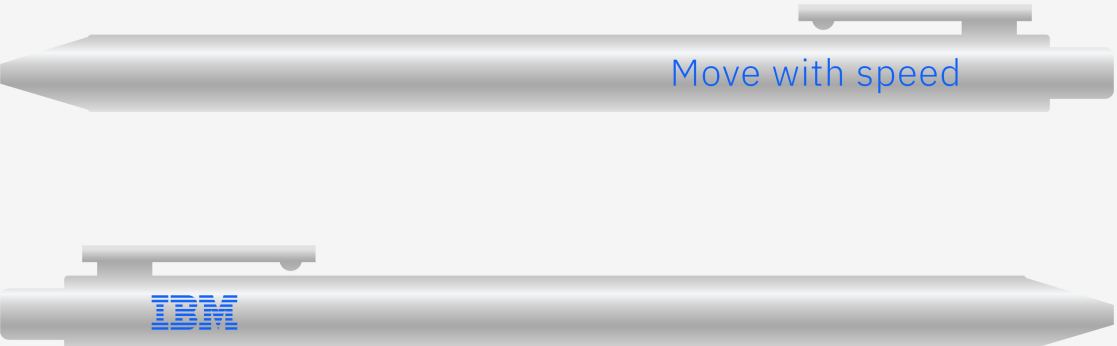
Size & placement of brand elements

Note: Maintain clear space of one Cap height round entire art.

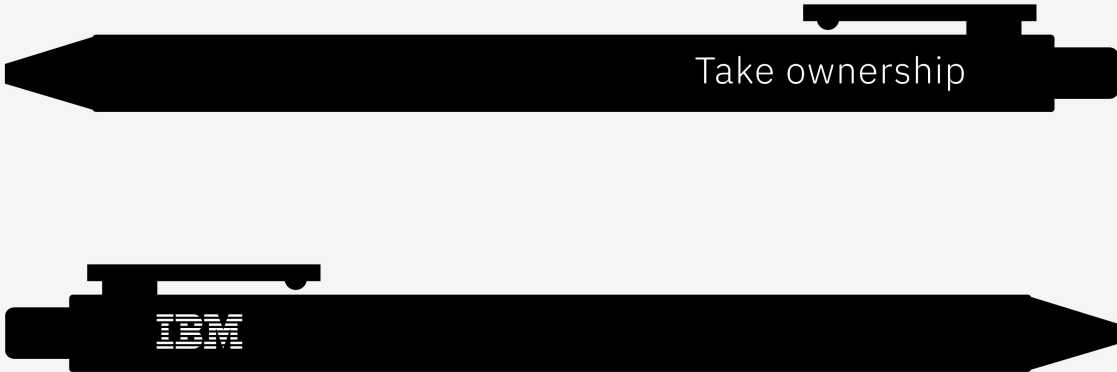
White, positive



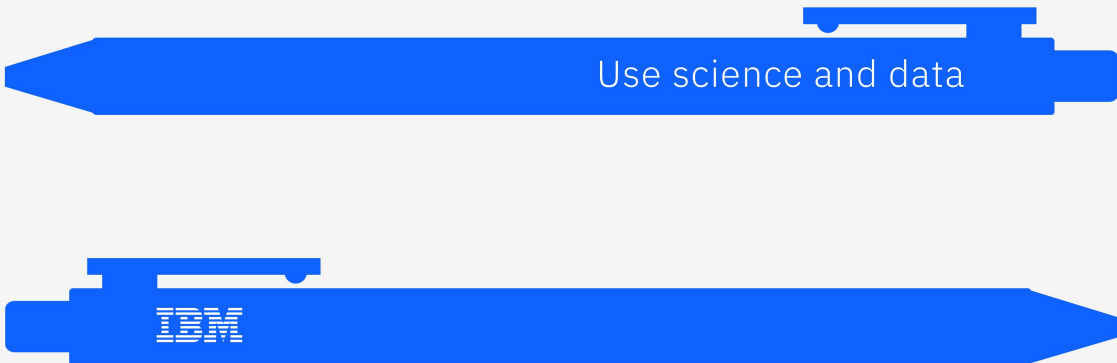
Silver, positive

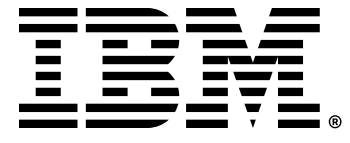


Black, reversed



Blue, reversed





For information
and mechanicals:
[IBM merchandise team](#)