Merchandise Special Order Catalog

IBM Bob

How to order

Items in this deck represent a curated selection of IBM Bob 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.

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 merchandise supplier.

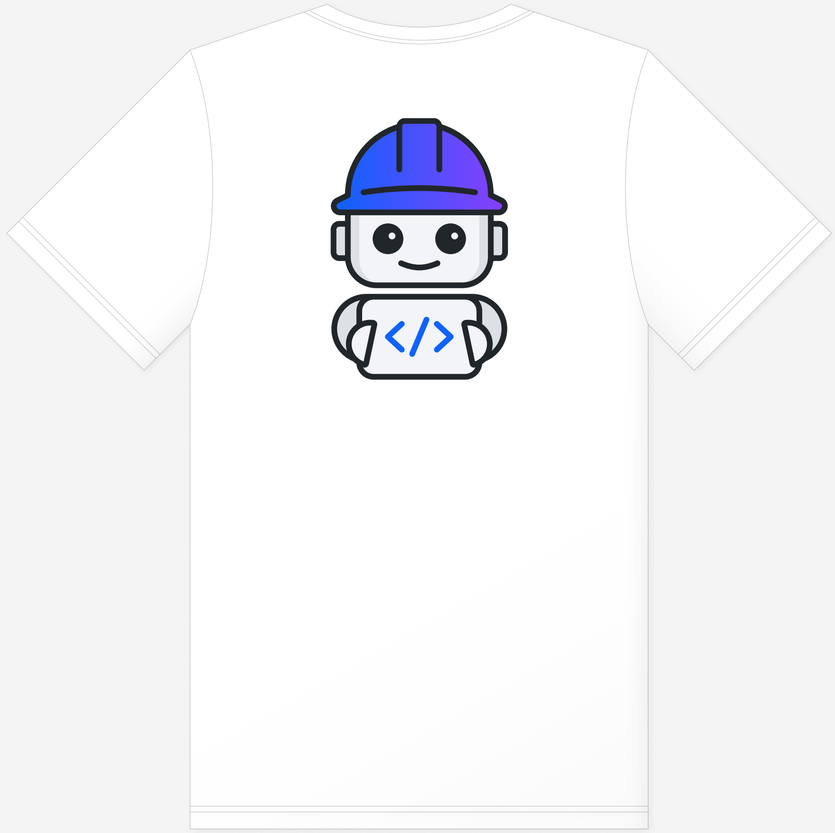
Go to the IBM Store, find your country, and contact one of the authorized IBM merchandise suppliers. All IBM merchandise must be ordered from an authorized supplier.

For any IBM merchandise questions, email the IBM merchandise team.

T-shirt
(Bob half body)

Artwork: 4 color
Item color: white
Required: 8-bar logo (center chest)
Required: character illustration (center back)





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 Store, find your country and contact your authorized IBM supplier.

Cap
(Bob half body)

Artwork: 4 color
Item color: white
Required: character illustration (front)
Required: 8-bar logo (back)
Final scale dependent on production process.

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Tote bag
(Bob half body)

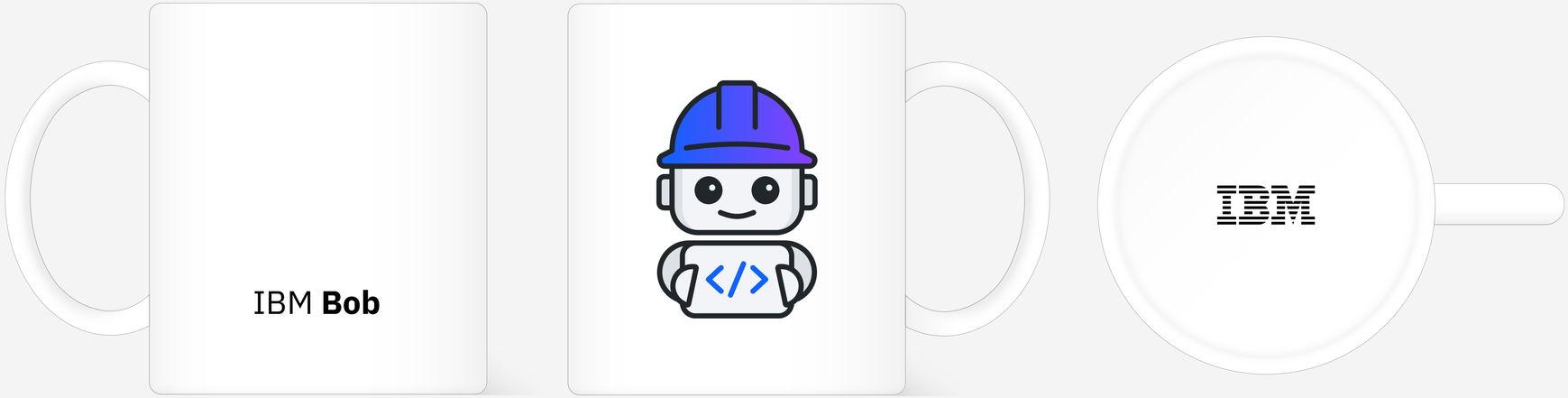
Artwork: 4 color
Item material: natural canvas
Required: character illustration (center)

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Mug

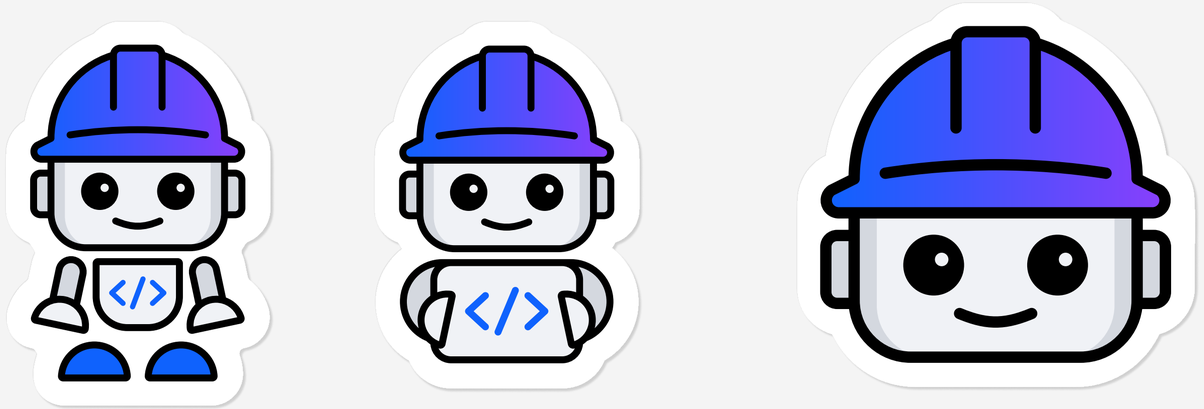
Artwork: 4 color
Item color: white
Required: character illustration (front)
Required: logotype (back)
Optional: 8-bar logo (bottom)



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Decals

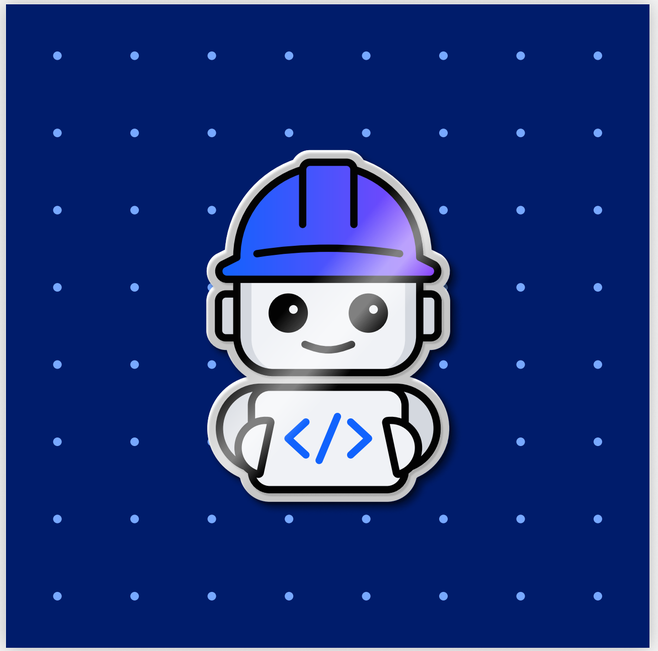
Artwork: 4 color
Item finish: matte
Full body: 2" high
Half body: 1.9" high
Head: 2" high



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Lapel pin

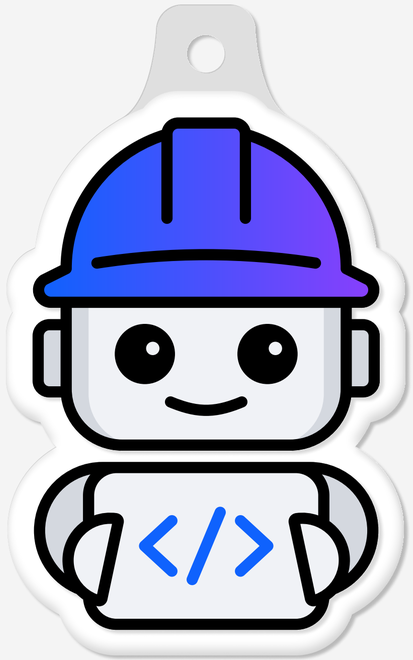
Artwork: 4 color
Item finish: Hard enamel



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Key fob

Artwork: 4 color
Item finish: matte



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 Store, find your country and contact your authorized IBM supplier.

Luggage tag

Artwork: 1 color
Item finish: matte



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Production note

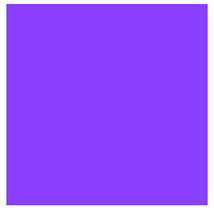
Included here are the color profiles to provide vendors for specific production processes. The swatches shown are pulled from the IBM color palette.

Blue 60 and Cool Gray 10 are the primary colors that make up the hero character illustration while Cool Gray 90 is used for the outline and eyes. A gradient composed of Blue 60 and Purple 60 is only applied to the character's helmet.

The color illustration should only appear on light neutral backgrounds, such as white and Grays 10/20 or Blue 10. For dark backgrounds, there is a specific version of the illustration that may be printed in white.



IBM Blue 60
#0F62FE
PMS 2132
c80 m60 y0 k0



IBM Purple 60
#8A3FFC
PMS 2665
c58 m72 y0 k0



IBM Cool Gray 90
#21272a
PMS 7545
c76 m66 y60 k64

IBM Cool Gray 20
#dde1e6
PMS 650
c15 m10 y7 k0

IBM Cool Gray 10
#f2f4f8
PMS 656
c4 m2 y1 k0

For information
and mechanicals:
IBM merchandise team