

Merchandise Special Order Catalog

IBM Z

How to order

Items in this deck represent a curated selection of IBM Z 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 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](#).

Design notes

Logotype
The primary name is featured and recommended overall across merchandise to tell the platform story. The version name may be used when it makes sense strategically to focus on the hardware for an event.

Primary

IBM **Z**

Option for hardware only events

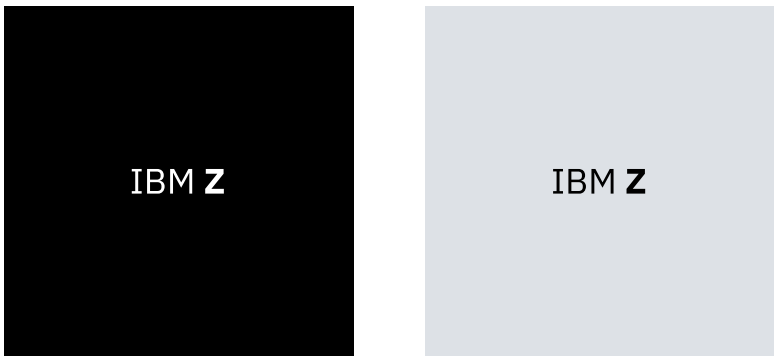
IBM **z17**

Pictogram
The platform pictogram is the hero graphic across all of the merchandise. The AI to Z launch graphic is featured on limited items only, and z17 pictogram only appears on the sticker sheet and as an alternative when there are production limitations (eg: tech organizer).



T-shirt (Z pictogram)

Artwork: 1 color
Item color: dark
Required: pictogram (center chest)
Required: 8-bar logo (left sleeve)
Required: logotype (right sleeve)



Right sleeve



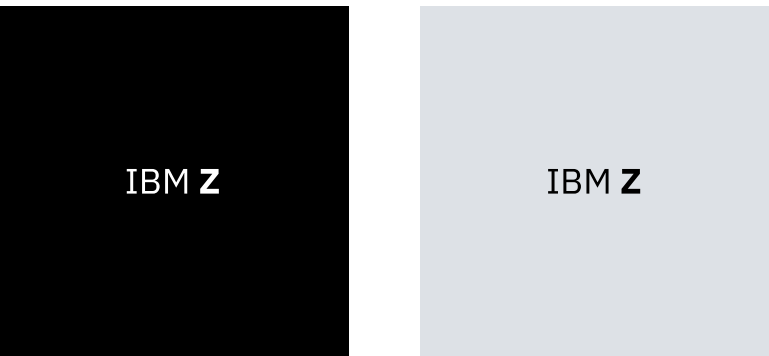
Left sleeve



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.

T-shirt (AI→Z)

Artwork: 1 color
Item color: dark
Required: graphic (center chest)
Required: 8-bar logo (left sleeve)
Required: logotype (right sleeve)



Right sleeve



Left sleeve



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Vest

Available options:
1 color
Required: graphic left chest
Required: 8-bar logo back



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Cap

Artwork: 1 color
Item color: dark
Required: pictogram (center chest)
Required: 8-bar logo (left sleeve)
Required: logotype (right sleeve)



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Tech organizer (Z pictogram)

Available options:
1 color
Required: pictogram front
Optional: 8-bar logo side

IBM 8-bar logo would ideally be applied on the side, if production allows.



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Tech organizer (z17 pictogram)

Available options:
1 color
Required: pictogram front
Optional: 8-bar logo side

IBM 8-bar logo would ideally be applied on the side, if production allows.



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Bottle

Available options:
1 color
Required: pictogram front
Required: 8-bar logo back

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Soft cover journal (Z pictogram)

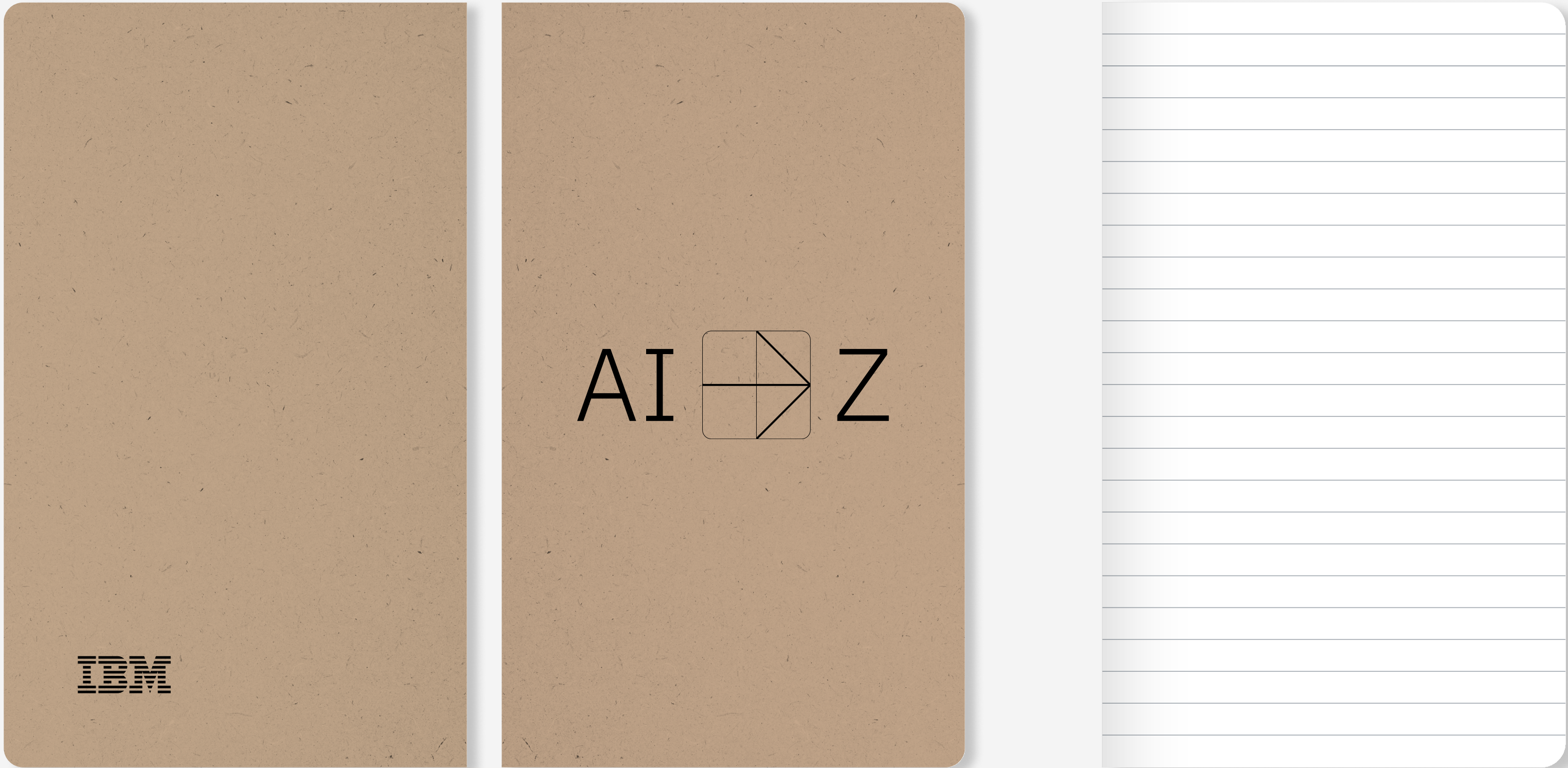
Available options:
1 color
Required: pictogram front
Required: 8-bar logo back



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Soft cover journal (AI→Z)

Available options:
1 color
Required: pictogram front
Required: 8-bar logo back



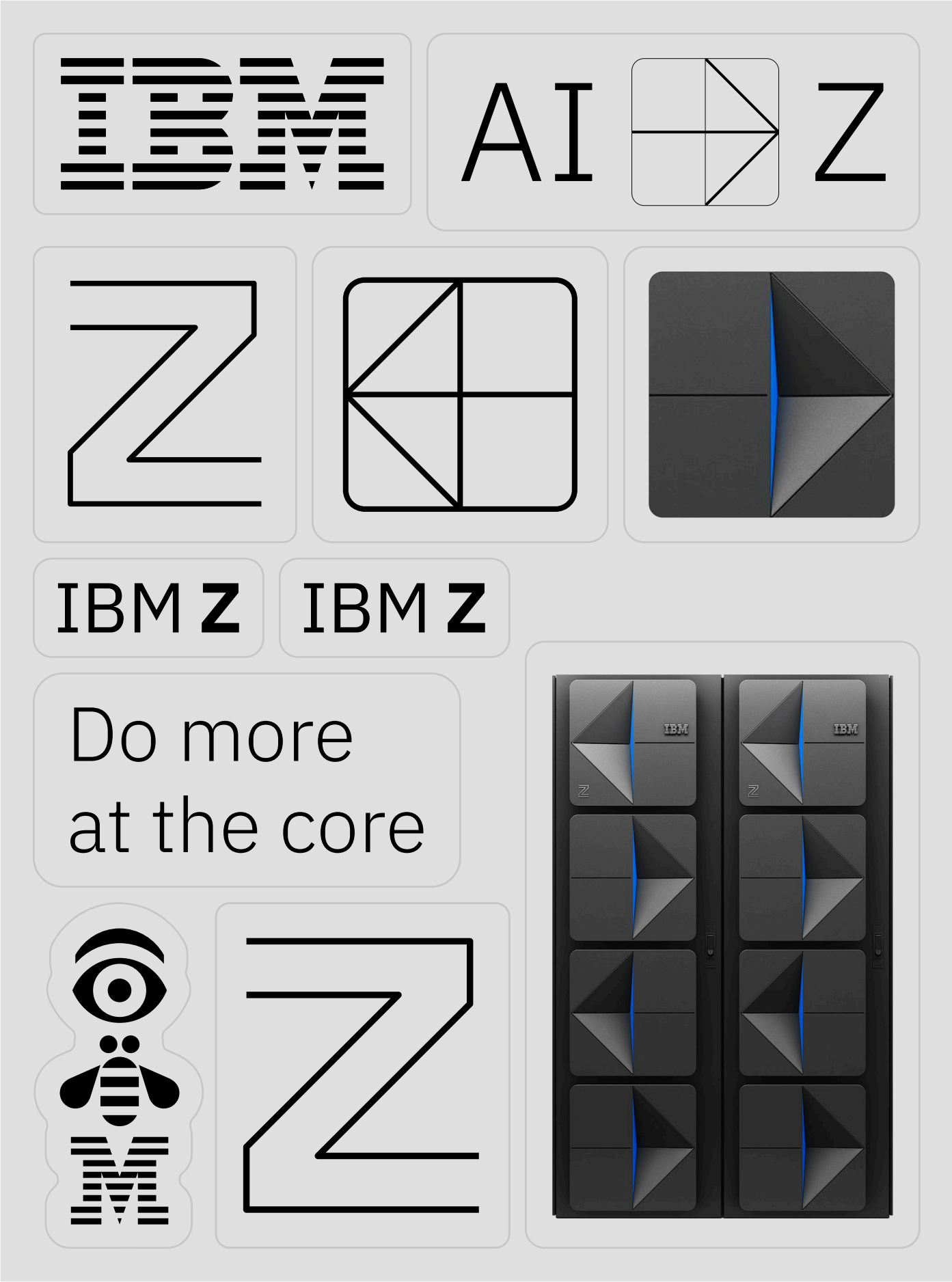
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Sticker sheet

Available options:
1 color



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Tote bag

Available options:
1 color
Required: pictogram center
Required: 8-bar logo bottom right
Required: logotype bottom left

Alternate option with two side print



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Lanyard

Available options:
2 colors
Required: pictogram
Required: logotype



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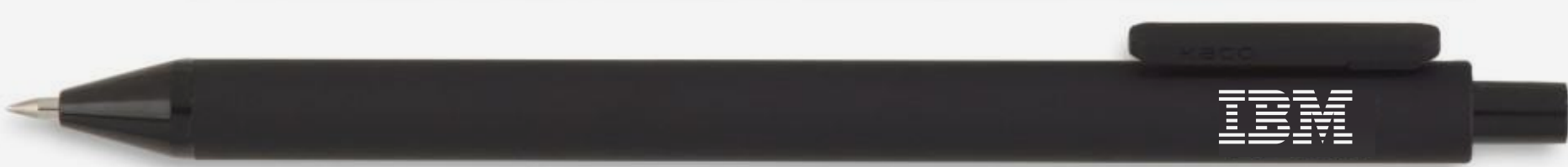
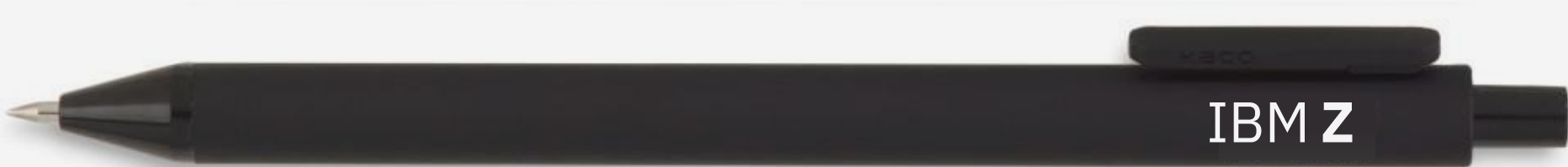
Option A
Pictogram and logotype



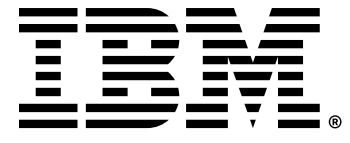
Option B
Logotype and 8-bar logo

Pen

Available options:
1 color
Required: logotype front
Optional: 8-bar logo back



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