Merchandise Special Order Catalog

IBM watsonx

IBM

How to order

Items in this deck represent the curated IBM® watsonx™ merchandise collection. All items can be purchased as a special order.

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

Go to 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.

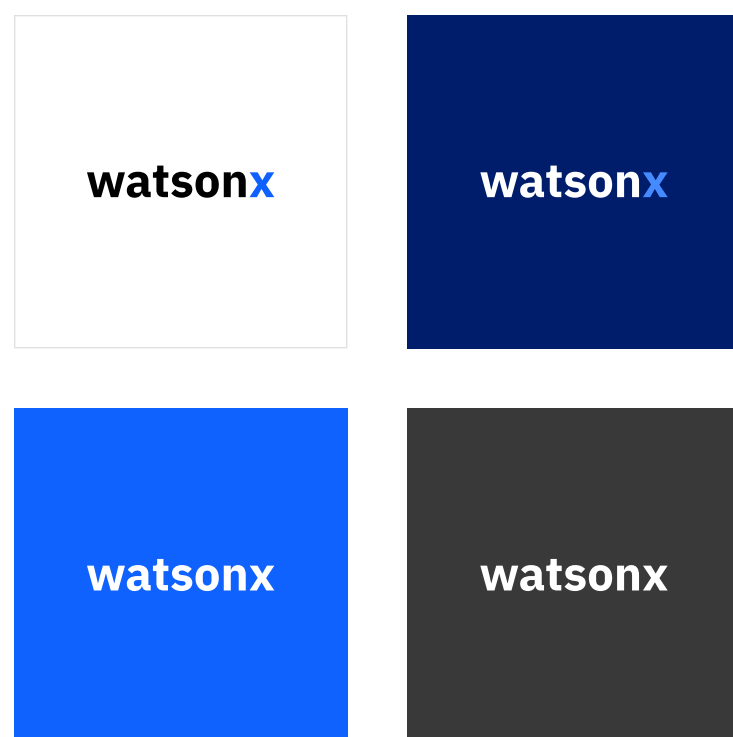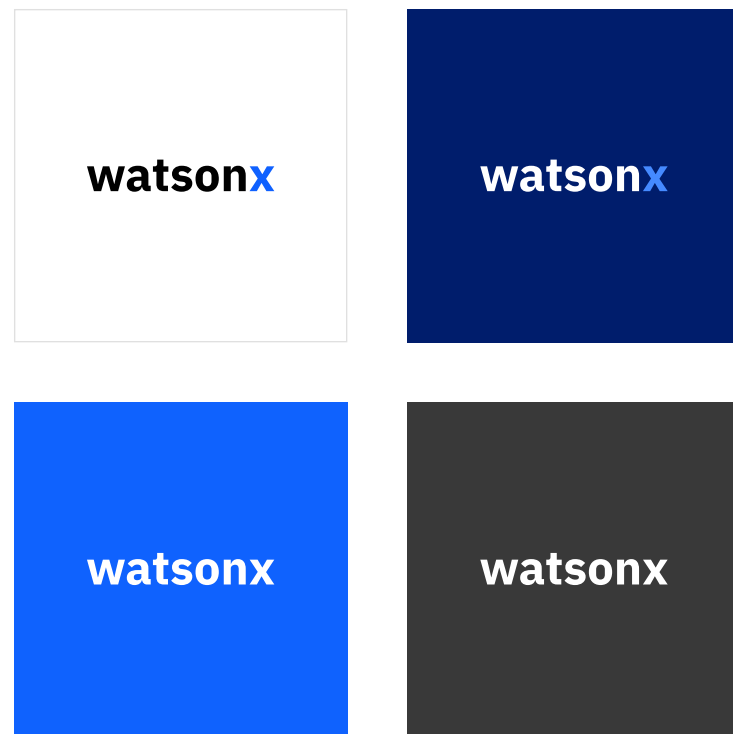For any IBM Merchandise questions, email IBM Logo Merchandise team.

T-shirt

Available options:
2 color or 1 color
Required: logotype front
Optional: line drawing back
Optional: 8-bar logo 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.

Long-sleeve t-shirt

Available options:
2 color or 1 color
Required: logotype front
Optional: line drawing back
Optional: 8-bar logo left sleeve

watsonx

watsonx

watsonx

watsonx

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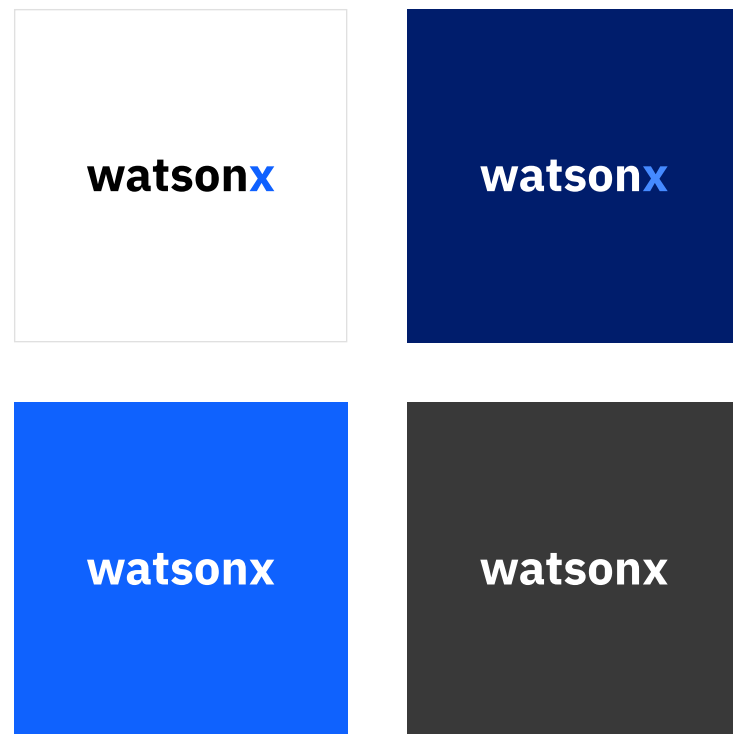
Hooded sweatshirt

Available options:
2 color or 1 color
Required: logotype front
Optional: line drawing back
Optional: 8-bar logo left sleeve

Minimum order quantities and prices
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For all orders go to the IBM Brand Store,
find your country and contact your
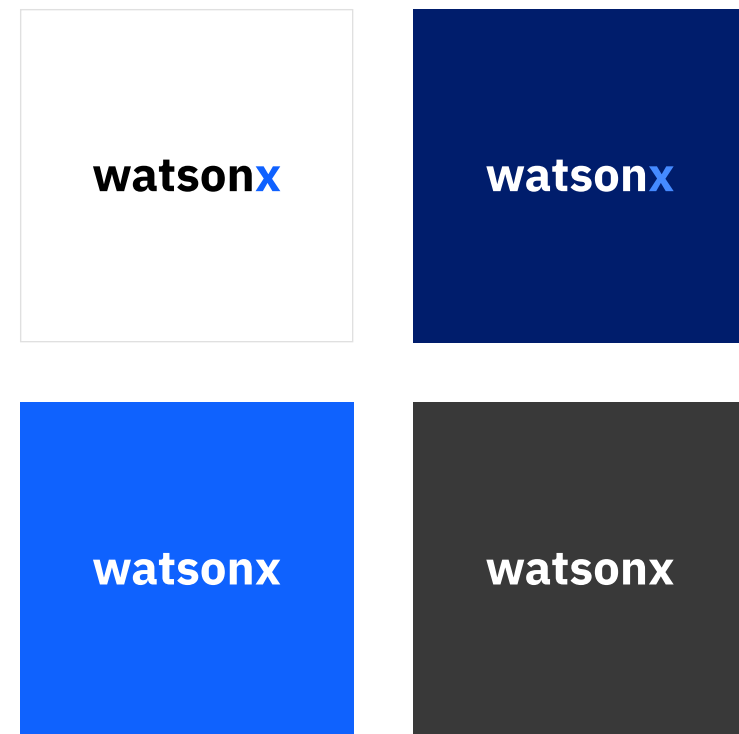authorized IBM supplier.

Sweatshirt

Available options:
2 color or 1 color
Required: logotype front
Optional: line drawing back
Optional: 8-bar logo 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,
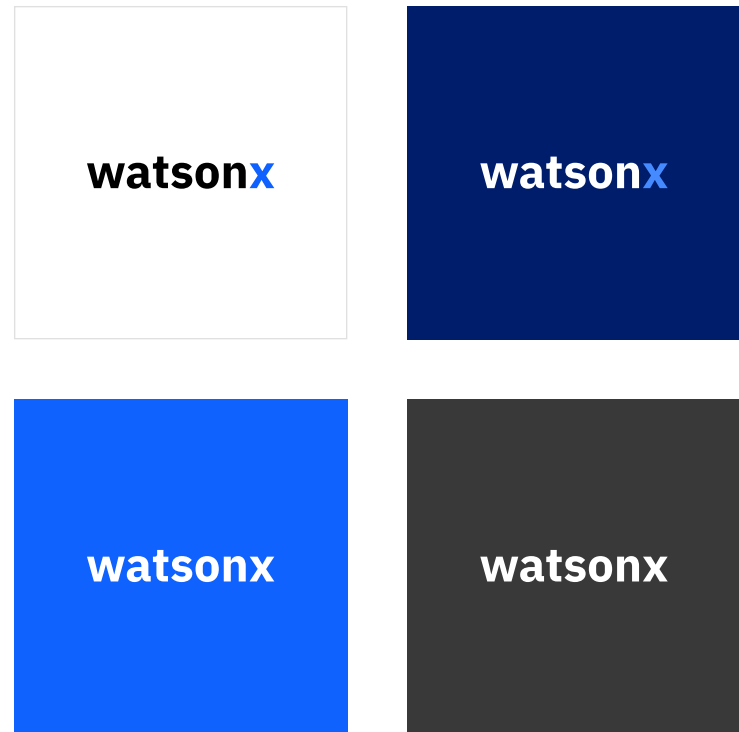find your country and contact your
authorized IBM supplier.

Vest

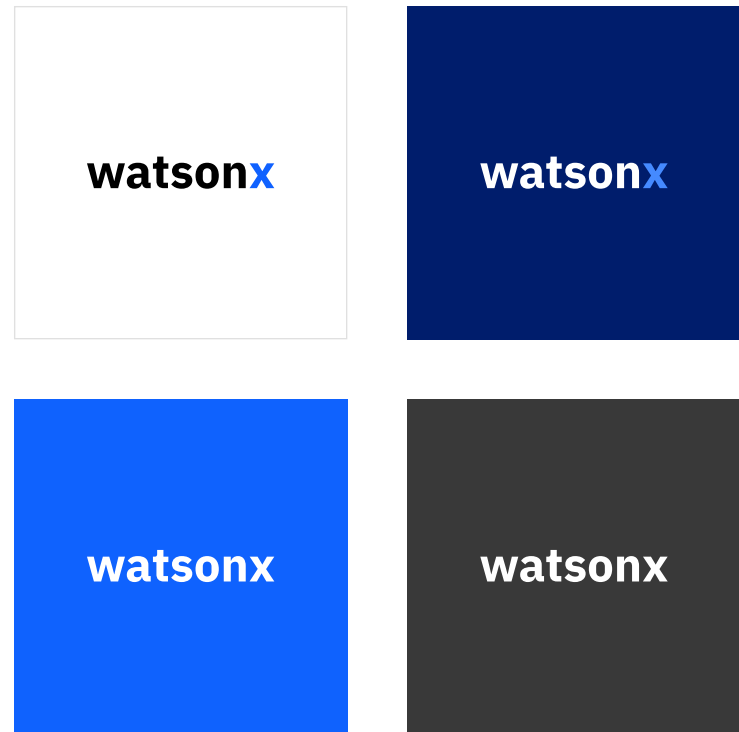Available options:
2 color or 1 color
Required: logotype front
Optional: 8-bar logo back
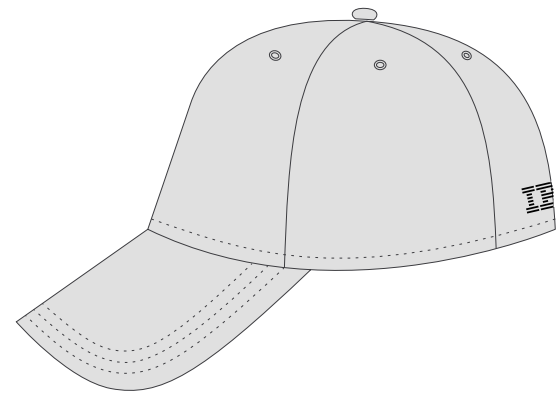
watsonx

watsonx

watsonx

watsonx

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Cap

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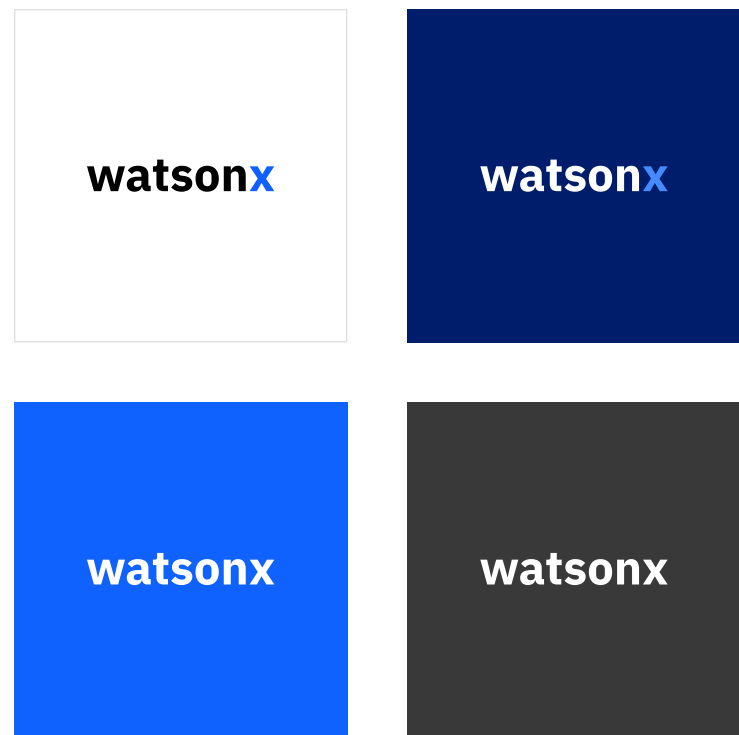Optional: 8-bar logo back

Back (optional)

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.

Bottle

Available options:
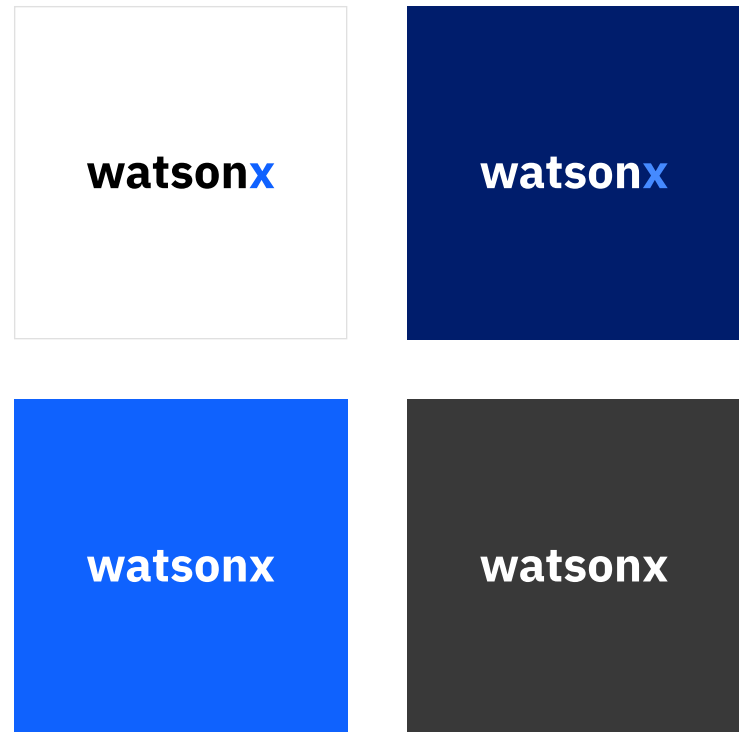2 color or 1 color
Bottle style may vary from
country to country.

Minimum order quantities and prices
will vary by ordering country. All colors
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Mugs

Available options:
2 color or 1 color

Back

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Softcover Notebook

Available options:
4 color (CMYK)

watsonx

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For all orders go to the IBM Brand Store,
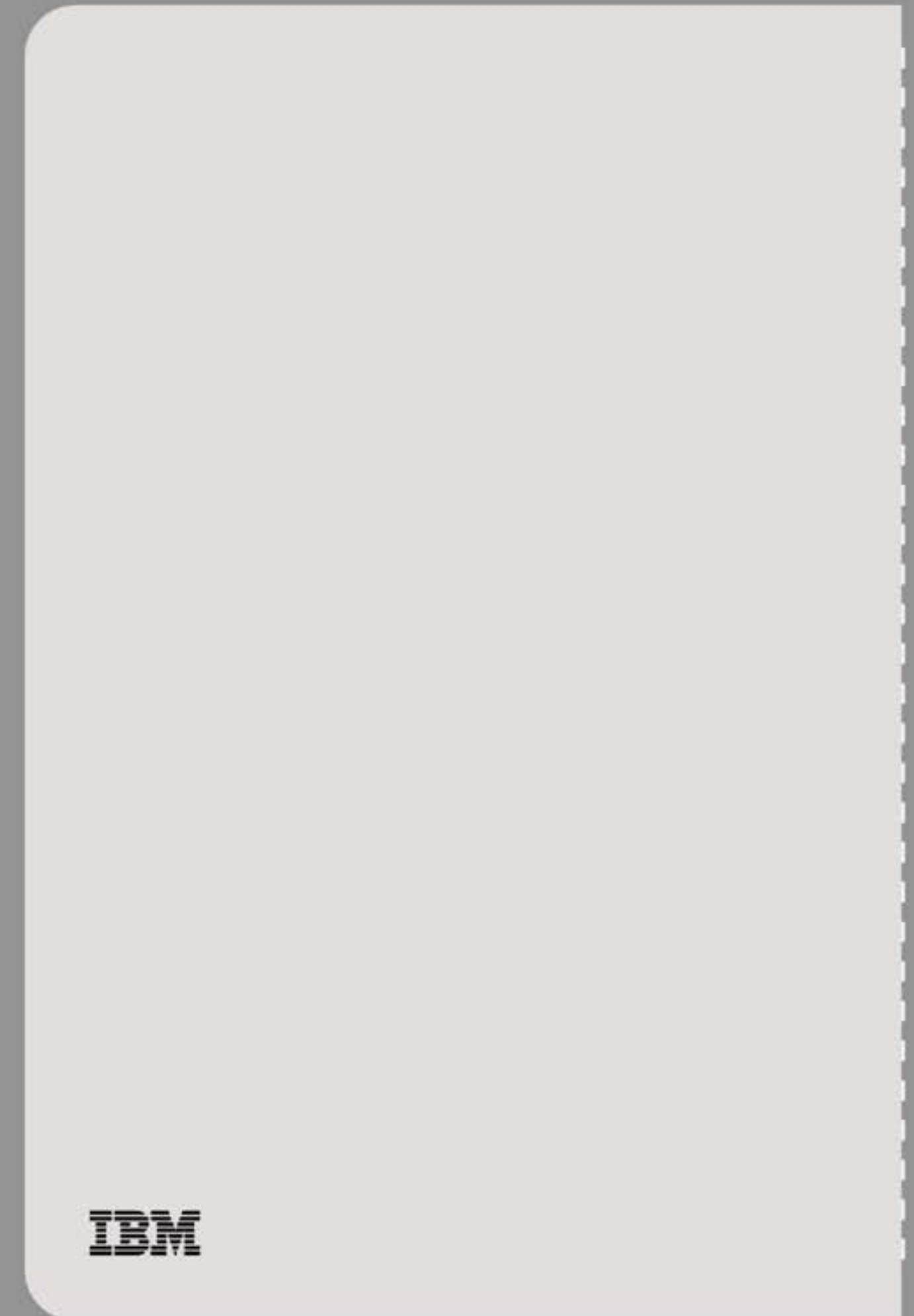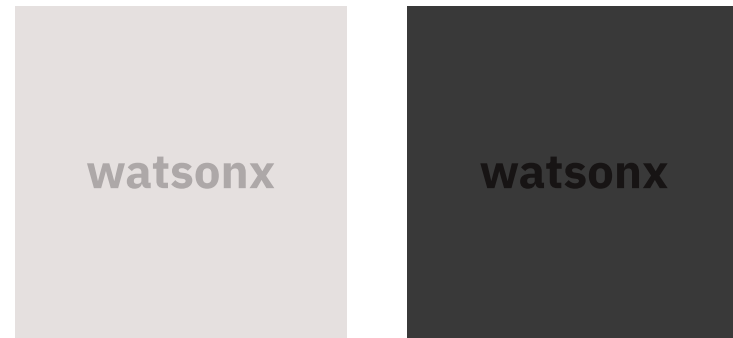find your country and contact your
authorized IBM supplier.

Hardcover Notebook

Available options:
Embossed light or dark theme
2 color or 1 color printed

Dark theme embossed

Minimum order quantities and prices
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Pens

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

watsonx	**watsonx**
watsonx	**watsonx**
watsonx	**watsonx**
watsonx	**watsonx**

Back

Minimum order quantities and prices
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For all orders go to the IBM Brand Store,
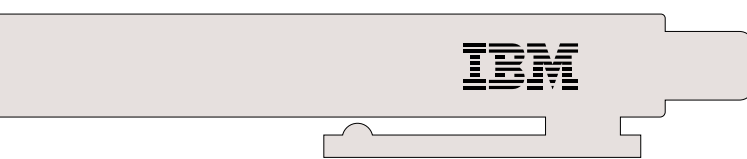find your country and contact your
authorized IBM supplier.

Foldable bag
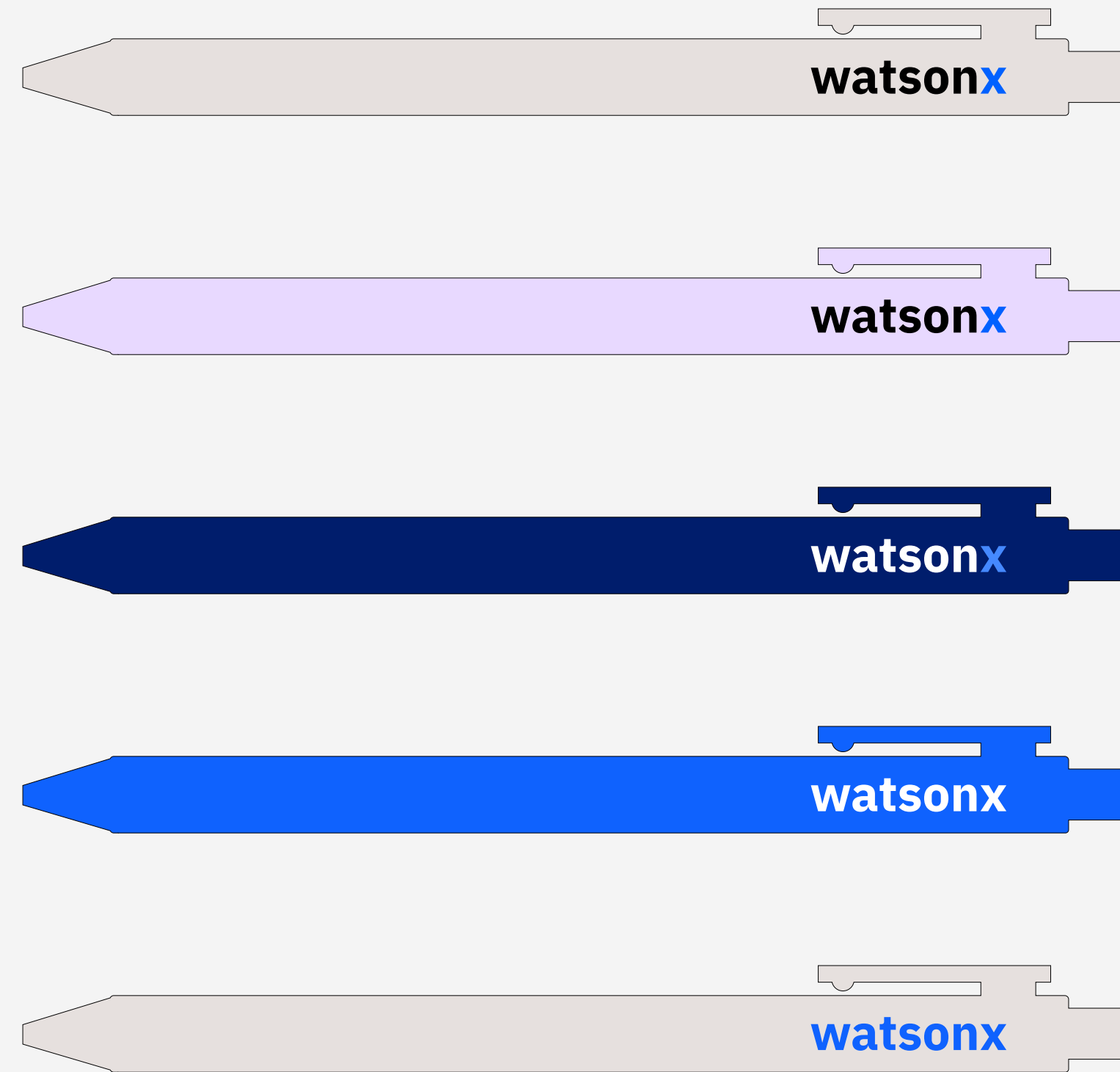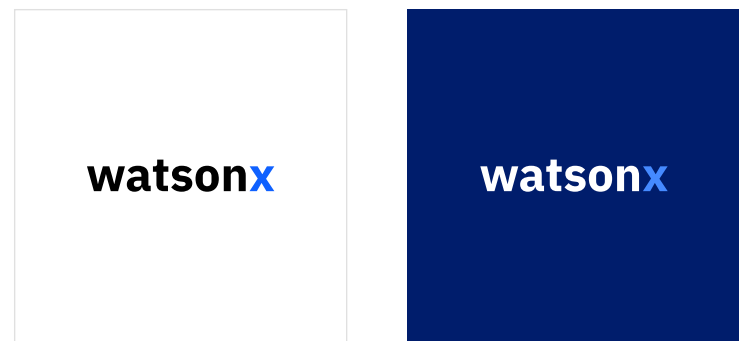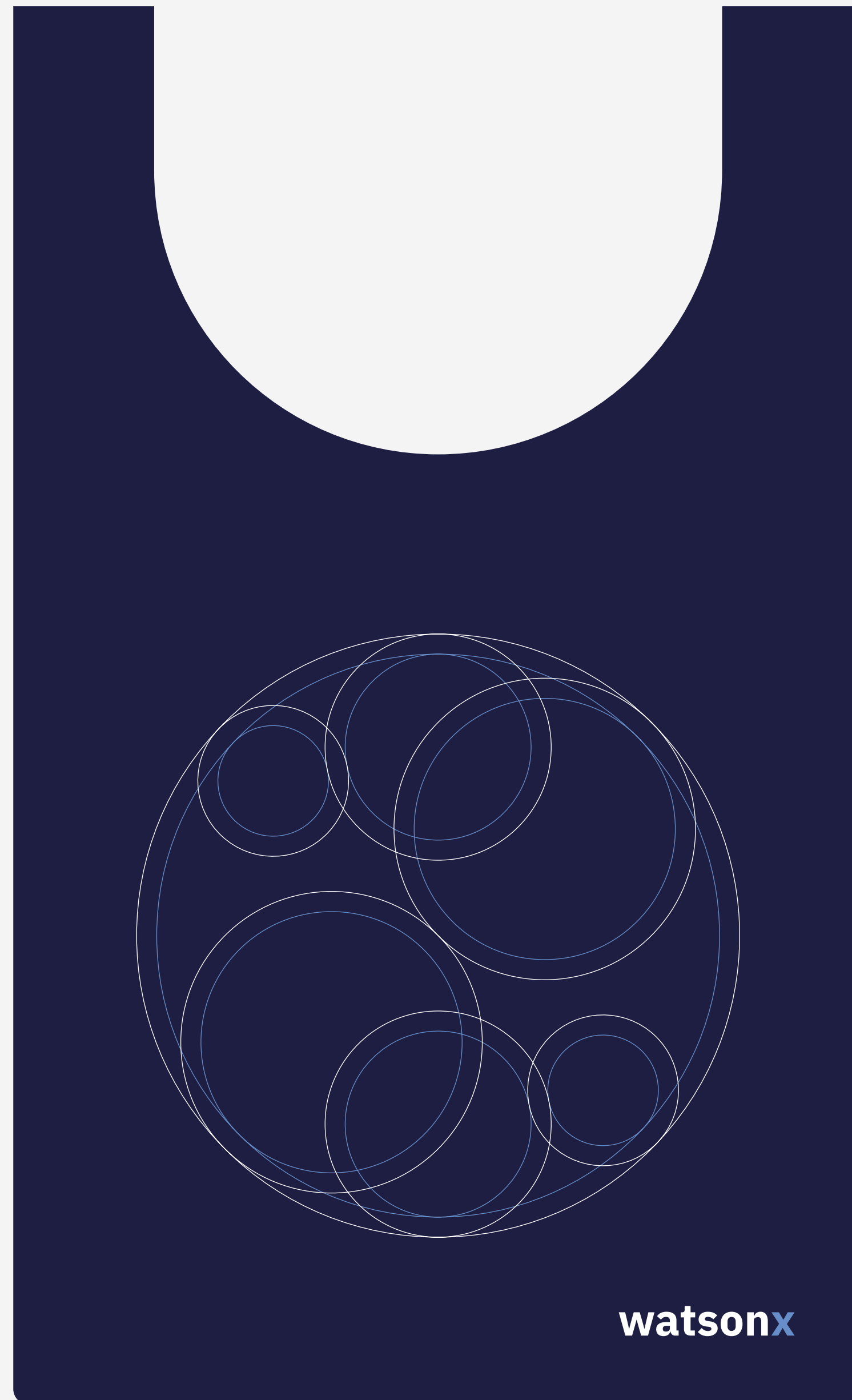
Available options:
Dark or light with 2 colors
Required: logotype and line drawing front
Optional: 8-bar logo back

Light theme example and
alternate with logotype only

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,
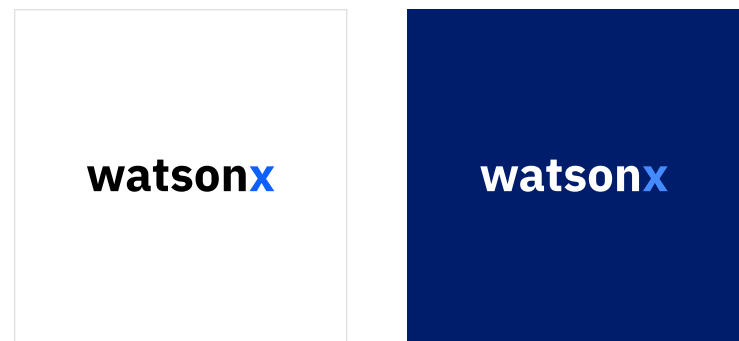find your country and contact your
authorized IBM supplier.

Back

Pocket

Tote bag

Available options:
2 color or 1 color
Required: logotype and line drawing front
Optional: 8-bar logo back

Alternate options (large logotype)
in 2 color and 1 color

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
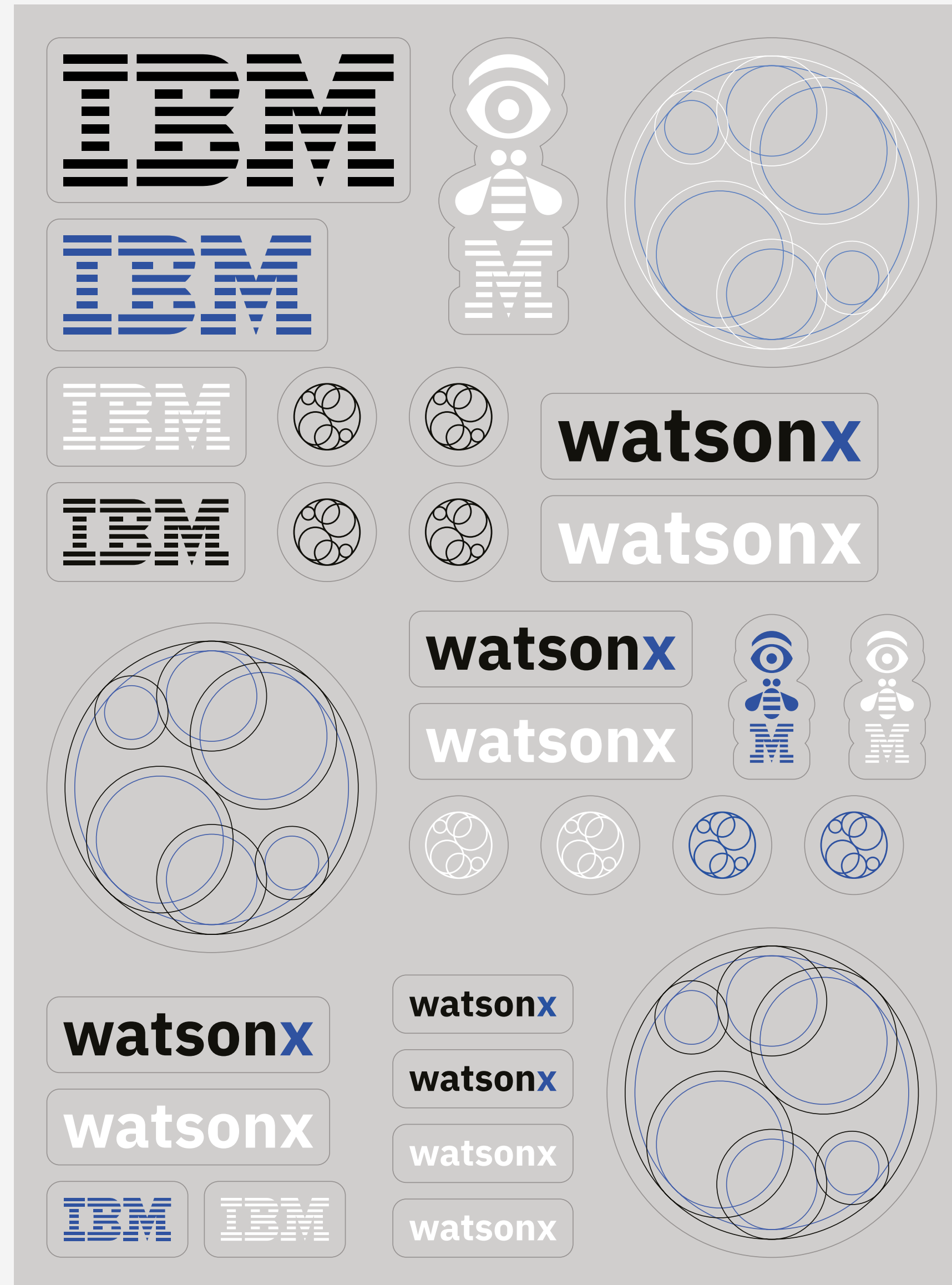authorized IBM supplier.

Back

Alternate tote color

Decals

Available:
Sheet pack (5x), clear substrate
Single, white substrate

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For all orders go to the IBM Brand Store,
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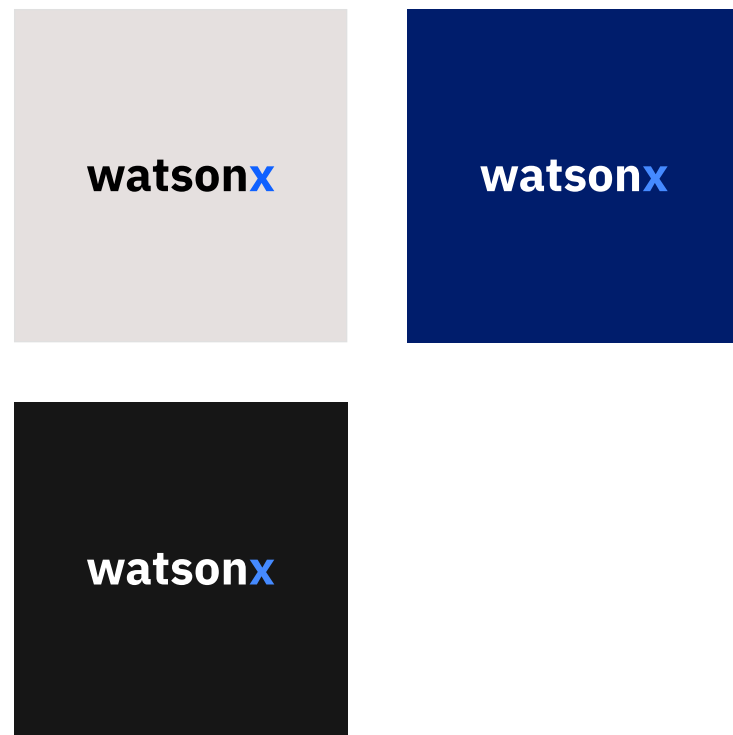authorized IBM supplier.

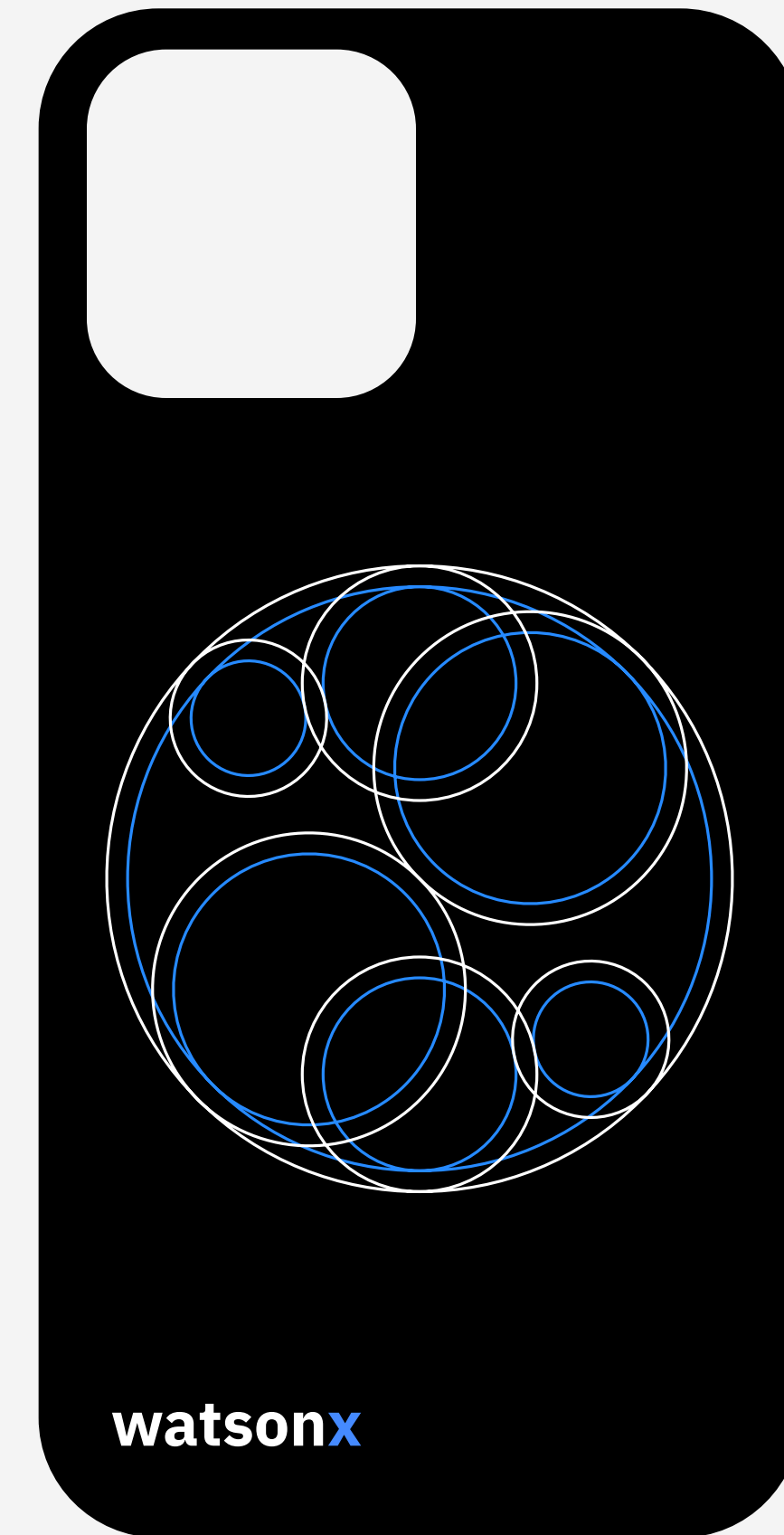

Single

Phone case

Available option:
2 color
Logotype and pictogram
Logotype and 2-line drawing
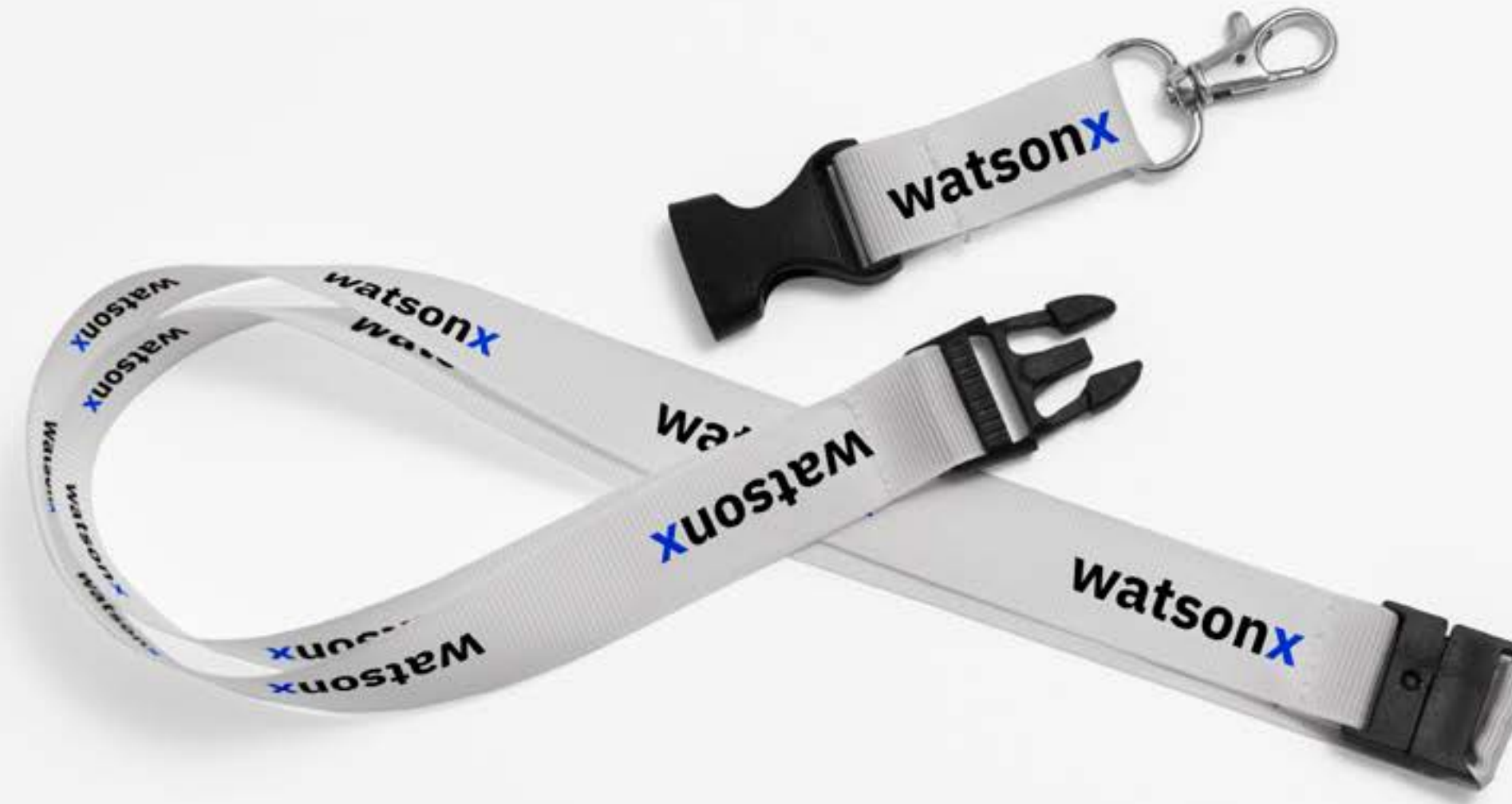

watsonx pictogram

watsonx 2-line drawing

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.

Lanyard

Available options:
2 color or 1 color
Lanyard style may vary from
country to country.

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.

Socks

Available options:
Striped: light or dark
Solid: 2 color or 1 color logotype
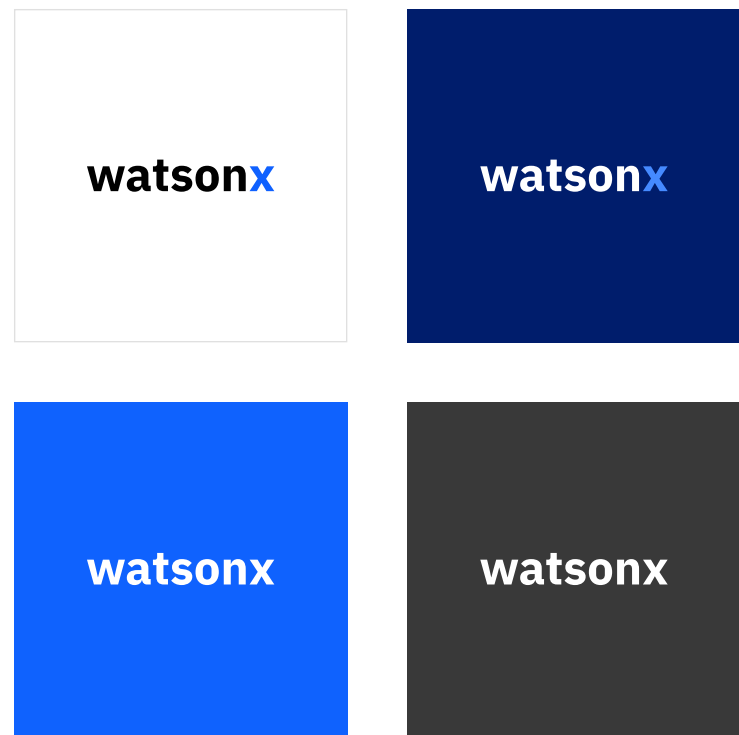

Solid color options
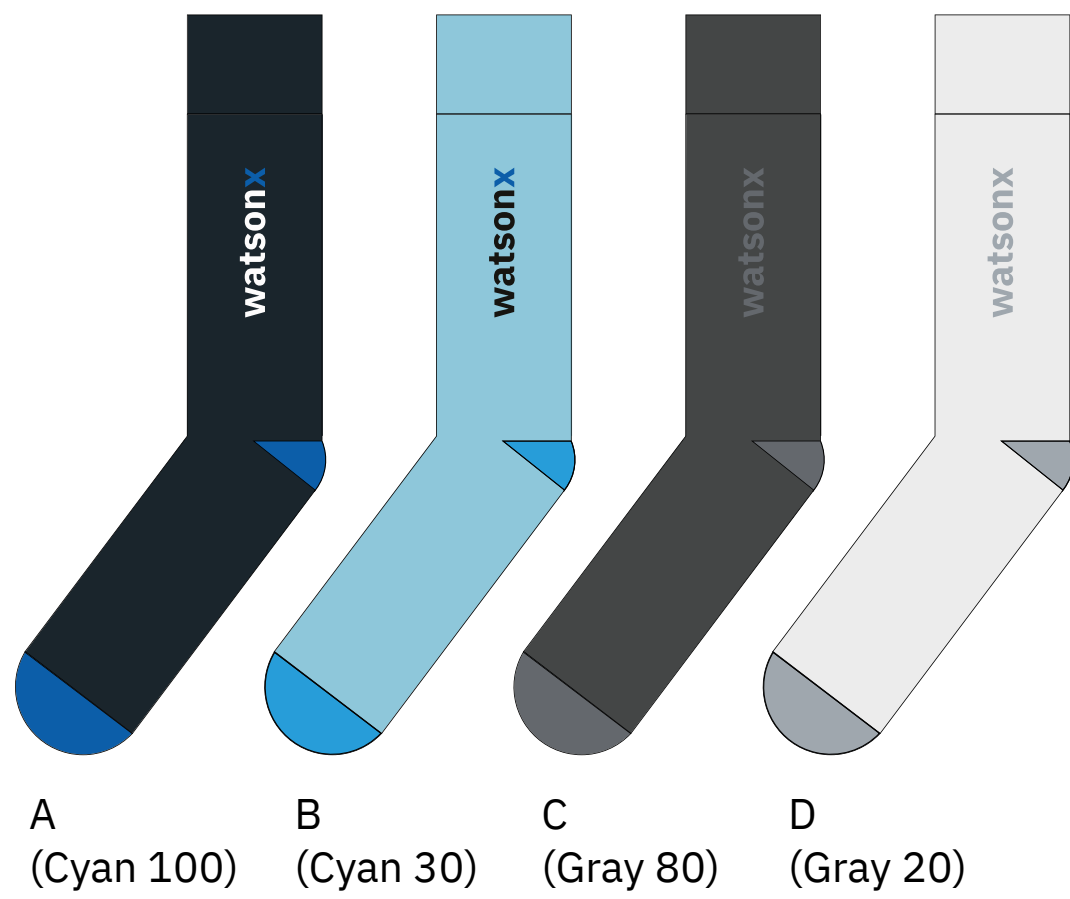
A
(Cyan 100)

B
(Cyan 30)

C
(Gray 80)

D
(Gray 20)

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,
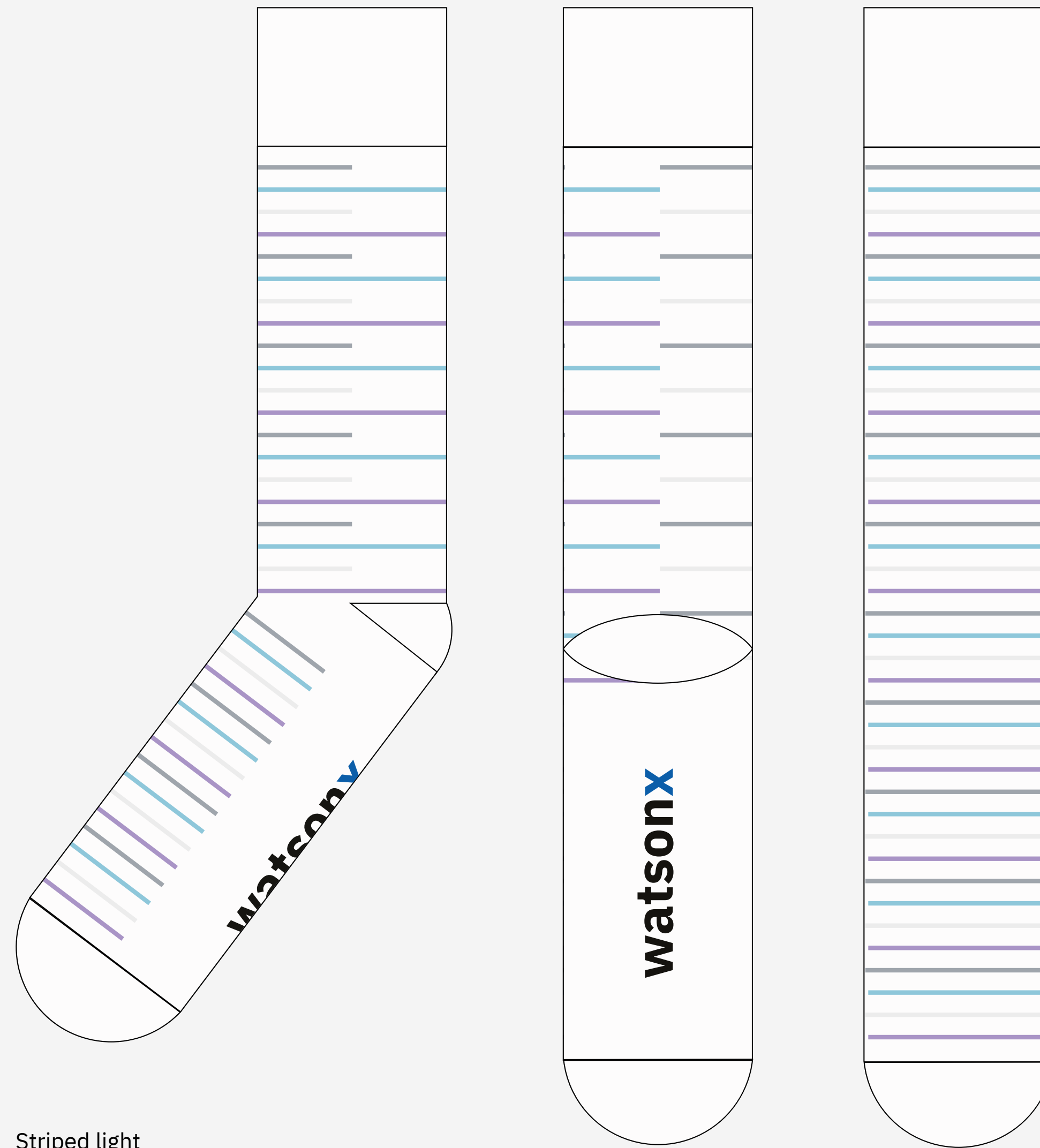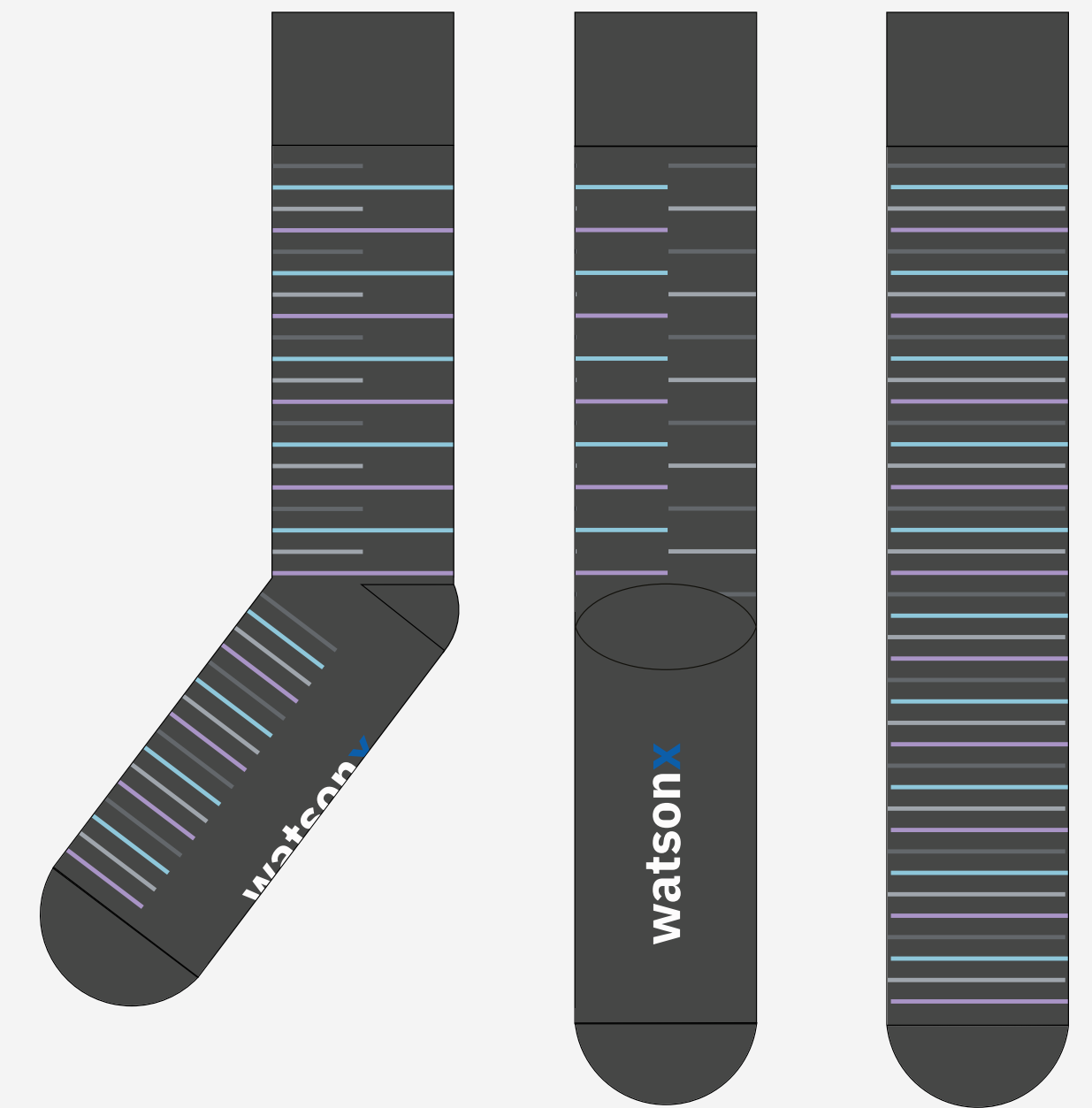find your country and contact your
authorized IBM supplier.

Striped light
(White)

Striped dark
(Gray 80)

Merchandise guidance
for logotype, clear space,
color and positioning

8-bar and logotype relationship

The IBM 8-bar is ideally included on all merchandise. It may be positioned on the opposite side or in discreet locations, such as a sleeve or tag. The relationship should account for the form factor, along with a logical size and relationship between the 8-bar and the logotype.

Registered and trademarks are not required on merchandise.

Resources:
8-bar logo
8-bar guidance
watsonx logotype

watsonx IBM

x-height

watsonx IBM

t height

watsonx IBM
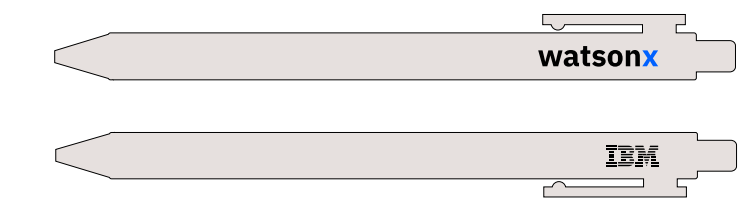
8-bar and logotype clear space

There's no formal lockup of the watsonx logotype and the 8-bar logo. They are to be used independent of each other.

In most cases on merchandise, the logotype and the 8-bar will appear on different surfaces.

When they do appear in compositions together, typically the logotype should appear first, above or to the left of the 8-bar logo, and there should be at a minimum of 5 units of clear space horizontally, and 3 units of clear space verticaly.

Color

Dark or light background colors may be used with the watsonx logotype. The background color values chosen from the IBM color palette must be selected to ensure the appropriate contrast and legibility required for accessibility.

Use a positive Blue x logotype on all backgrounds 20 to White.

Use a reversed Blue x logotype on all backgrounds 80 to Black.

Use a positive White logotype on all backgrounds 60 to 80.

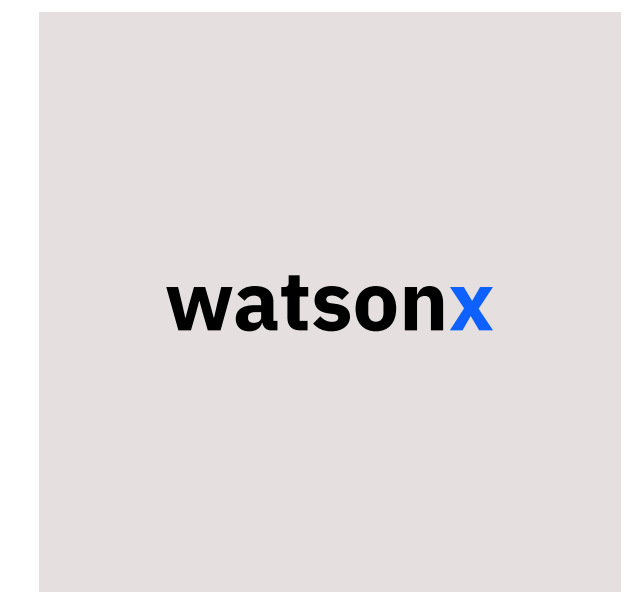Use a reversed Black logotype on all backgrounds 30 to 50.

See IBM watsonx Experience Guide Color page for additional guidance.

Primary logotype and background color combinations used for merchandise.
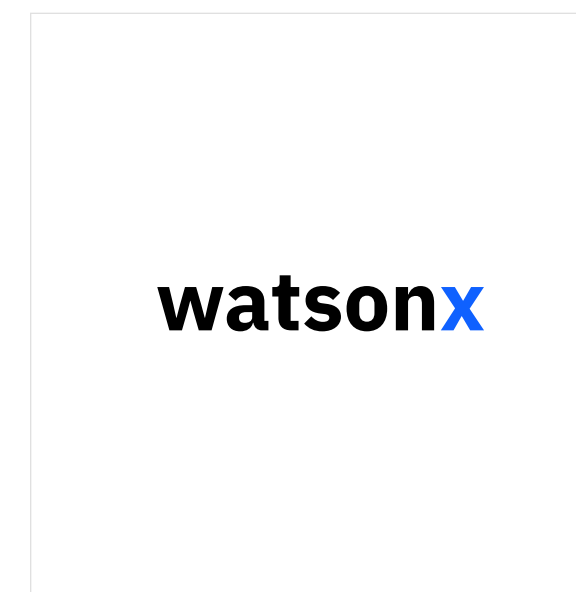
Background or material
White
PMS   –
CMYK   c0 m0 y0 k0

Logotype "watson"
Black
PMS   Black 6
CMYK   c60 m40 y40 k100

Logotype "x"
Blue 60
PMS   2132
CMYK   c80 m60 y0 k0

Background or material
Warm Gray 20
PMS   Warm Gray 2
CMYK   c11 m10 y10 k0

Logotype "watson"
Black
PMS   Black 6
CMYK   c60 m40 y40 k100

Logotype "x"
Blue 60
PMS   2132
CMYK   c80 m60 y0 k0

Background or material
Purple 10
PMS   9023
CMYK   c2 m5 y0 k0

Logotype "watson"
Black
PMS   Black 6
CMYK   c60 m40 y40 k100

Logotype "x"
Blue 60
PMS   2132
CMYK   c80 m60 y0 k0

Background or material
Teal 10
PMS   9040
CMYK   c11 m0 y3 k0

Logotype "watson"
Black
PMS   Black 6
CMYK   c60 m40 y40 k100

Logotype "x"
Blue 60
PMS   2132
CMYK   c80 m60 y0 k0

Background or material
Blue 90
PMS   280
CMYK   c100 m93 y31 k29

Logotype "watson"
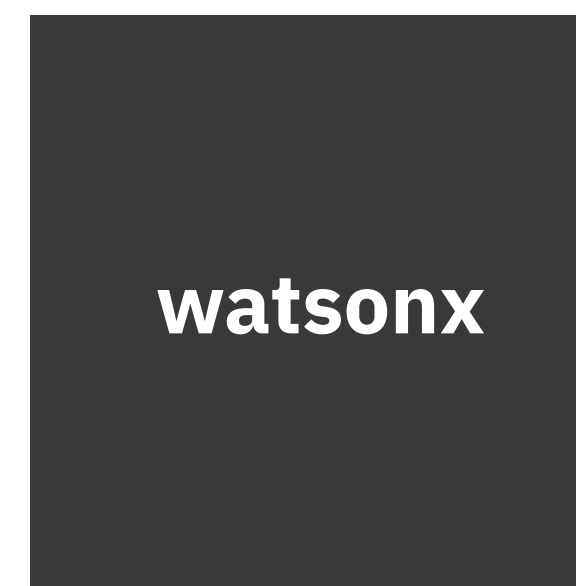**White**
PMS   –
CMYK   c0 m0 y0 k0

Logotype "x"
Blue 50
PMS   2727
CMYK   c64 m39 y0 k0

Background or material
Black
PMS   Black 6
CMYK   c60 m40 y40 k100

Logotype "watson"
White
PMS   –
CMYK   c0 m0 y0 k0

Logotype "x"
Blue 50
PMS   2727
CMYK   c64 m39 y0 k0

Background or material
Gray 80
PMS   Cool Gray 9
CMYK   c73 m63 y56 k47

Logotype
White
PMS   –
CMYK   c0 m0 y0 k0

Background or material
Blue 60
PMS   2132
CMYK   c80 m60 y0 k0

Logotype
White
PMS   –
CMYK   c0 m0 y0 k0

Logotype positioning

Elements should typically be positioned flush left. However, there are instances when the logotype works best centered.

For applying the logotype or 8-bar to pre-fabricated product, be sure to use its structural details to inform artwork position and size, such as stitching or a pocket construction.
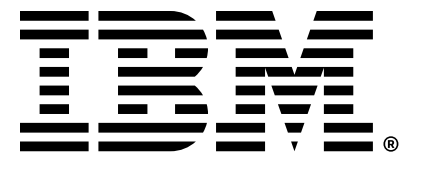

Flush left

Centered

Magenta rules are for illustration purposes only to show position logic.

IBM

Information and
merchandise mechanicals

IBM Logo Merchandise team