



DOW CONFIDENTIAL

# Brand guidelines

Brand **SUMMARY** to support the new Dow

This is only a SUMMARY and general brand reference and is not intended for use to create branded communications.

All internal and external creative agencies should refer to the detailed guidelines found on the [Brand Center](#).

<b>Overview</b>					
We are the new Dow		3			
<b>Verbal identity</b>					
Introduction		4			
<b>Brandline</b>					
Our brandline: Seek Together		5			
<b>Messaging</b>					
Messaging – four themes		6			
<b>Voice</b>					
Brand voice		7			
When to use voice		8			
Using voice to show the change at Dow		9			
Guiding principles		10			
Style library at a glance		11			
<b>Visual identity</b>					
<b>Toolkit overview</b>					
Graphic elements		13			
Graphic expression		14			
<b>The DOW Diamond logo</b>					
Overview		15			
Masterbrand strategy		16			
Background control		17			
<b>The brandline</b>					
Overview		18			
<b>Logo with brandline usage</b>					
Brand-led and brandline-led usage		19			
Logo with brandline color versions		20			
Avoid using the brandline in text		21			
<b>Color palette</b>					
Overview		22			
Specifications		23			
Using our secondary color palette		24			
Using our highlight/call to action colors		25			
<b>Photography</b>					
Overview		26			
Brand-led portraits		27			
Colorized textures		28			
<b>Contextual photos</b>					
Overview		29			
Contextual focus on products		30			
Contextual industry, business line or initiative		31			
Brand-led close-ups of products		32			
Product-specific photos		33			
<b>Photography pairings</b>					
Photos, colorized textures and primary colors		34			
<b>Typography</b>					
Overview		35			
Display and system fonts		36			
<b>Layouts and grids</b>					
Overview		37			
Using the grid to place graphic elements		38			
Positioning the DOW Diamond		39			
<b>Logo creation and icons</b>					
Logos for special initiatives		40			
Logo exceptions		41			
<b>Contact us</b>					
Contact us		42			

## IMPORTANT INFORMATION REGARDING THE DOW DIAMOND:

As our focus at Dow becomes more digital, we have realigned the CMYK print values of Dow Red to better match the RGB and PANTONE (PMS 185) values of the color.

Please be sure to download the new DOW Diamond logo package from the public page of the [Brand Center](#) for the latest approved Dow logos.

# We are the new Dow

Our world is transforming, and our customers are facing constant change. They need a **partner who will help them innovate** to seize new opportunities and capture growth.

That's why we are committed to being the world's most customer-centric materials science company. Through **close collaboration**, we work hard to **understand our customers' objectives and challenges**, asking questions that **lead to productive dialogue, stronger relationships and new answers**.

Our diverse and **inclusive environment** opens the door to fresh perspectives and original thinking. We build **agile** processes and relationships so that when we see an opportunity, we can act on it. Harnessing **digitalization** and striving for **sustainability**, we constantly optimize the value we provide to our customers and society.

When **breakthrough innovations** align with the reality of commercial application, they transform businesses.

**We are Dow, the world's most customer-centric materials science company.**

## Our ambition:

To thrive, we have to become the most innovative, customer-centric, inclusive and sustainable materials science company in the world.

This new ambition requires an investment from Dow's people and the greater organization.

**Our brand will help us deliver.**

These guidelines outline how we have evolved our system to be flexible and relevant for our businesses and geographies, beyond corporate needs.

Applying these assets and tools in your materials will enable Dow to have a more cohesive look and feel in the marketplace, and both protect and further build on our already valuable brand.

Have a question about any of the assets or tools in this document? Please reach out to the Brand team.

# Verbal Identity – Introduction

DOW CONFIDENTIAL

Everything we write and say on behalf of Dow becomes part of our verbal identity.

We want people to know what we stand for, so it's important to use our brand strategy to guide how we express ourselves in text and speech. These verbal identity guidelines break down how to apply strategy to what we say (messaging) and how we say it (voice). They also introduce our brandline and a new capitalization style for headlines.

We can use our language choices to signal many ideas connected to our brand strategy, such as:

- Customer-centricity
- A curious, innovative mindset
- Our inclusive and collaborative style
- A desire to engage in conversation
- A tendency to ask the right questions—informed, open and proactive questions that lead to productive dialogue and new answers

**NOTE:** In business communications, use caution whenever referring to “partners,” “partnership,” or any derivative. Partnership can convey a specific type of business and legal relationship—always confirm with Dow’s legal team before publishing externally.

Seek Together™ is our brandline. We use the term “brandline” because this line will be with us longer than an ad campaign tagline and inspire us beyond traditional advertising. It will guide how we engage with each other and work with our customers, and it will remain part of our brand for many years to come.

It's a call to action that reminds us to keep moving forward: looking for more ways to collaborate, pursuing new ideas and uncovering tomorrow's possibilities. It's built to work across our business, from digitalization, to attracting diverse talent, to developing new solutions alongside our customers. It reflects our focus on engaging with customers and signals our commitment to building the future of Dow with others.

# Seek Together™

## Protecting our brandline

**A brandline is a powerful brand asset, so we need to protect it and treat it consistently, just as we do the DOW Diamond.**

- Don't alter the words “Seek Together”
- Always use the TM symbol shown in the brandline master file. When written in text, use the TM on the first instance on each page
- Stick to established design parameters found in these guidelines
- Reserve the words “seek” and “together” for the brandline. Don't use them in headlines or body copy. Avoid the following types of constructions:
  - “We are seeking the way forward together”
  - “Recruiting seeks together”
  - “Solve Together”
  - “Seek. Solve. Tomorrow. Together.”
- Don't name products with these words
- Avoid naming internal initiatives with these words.  
(We'll save “Seek Together” for only the most high-profile, long-investment uses that pay off on the ideas of the brand platform. Note that once we name an initiative with the words Seek Together, any future initiative that uses these words will imply that it is connected to the first.)

**Tempted to put the words “seek” or “together” into a headline? Try asking yourself these questions instead:**

- How can we demonstrate collaboration and customer-centricity?
- What alternate words convey the same idea? For example, instead of “Let's seek the way together,” consider “Let's find out.”
- How does the piece come together as a whole? What complementary ideas could fill out the rest of the story?

Check the messaging and voice sections of these guidelines for more ideas of what you can say.

# Messaging

Messaging identifies the most important things we want to convey about the Dow brand, and articulates them in ways that are relevant to each audience.

Instead of using these messages as verbatim copy, adjust and customize them to the needs of specific situations. They'll help us tell our story in a flexible way over time.

## Four themes

The themes below bring out different aspects of our brand story. Look for opportunities to weave these ideas into your communications. Used across many touchpoints, they'll become an ongoing, never-ending conversation with our audiences.

**1**

A passion for partnership

**2**

Expect us to deliver

**3**

Business-transforming innovation

**4**

Let's find what's next

Please visit the [Brand Center](#) for more information on messaging.

## Brand voice consists of all the tone and style choices in both writing and speaking.

We can use voice to create the kind of relationship they can expect to have with Dow. Just as designers use a color palette to create original designs, communicators should use these voice guidelines as a resource that aids creativity and helps us bring our brand to life. Every piece of written or spoken communication can be infused with brand voice. It isn't just about a few headlines—voice should be considered everywhere. Over time, a strong and consistent brand voice can become as recognizable as a company's logo.



## Use one Dow voice across all channels

### A strong brand voice starts with consistency across all channels and audiences.

We will say different things at different times and places; we will modulate to adjust to context. But our voice, like our visual identity, remains the same. We'll always have a sense of personality, and we'll always be Dow.

**There's a cumulative effect** as small choices about voice add up over time and across touchpoints to form a powerful brand impression.





# When to use voice

## All official Dow communications should use brand voice.

For personal interactions, such as sending an email or introducing yourself to colleagues, employees should express themselves naturally and in alignment with Dow's values. You don't need to specifically use brand voice techniques in these situations.

When representing Dow in an official capacity—such as writing a blog post, giving a speech or presenting to customers—look for ways to borrow from the brand voice that feel natural to you.

## Writing as Dow?

Use voice for:

- Collateral
- Web
- Social media
- Reports
- Scripted responses
- Newsletters written by teams
- Official bios for events
- Etc.

## Representing Dow?

Borrow from voice for:

- Blog posts
- Articles
- Speeches
- Events
- Conversations with customers
- Etc.



## Who we are

## How we can show it

We're collaborative

Strike a conversational tone and engage readers. Avoid being too formal.

We're proactive and passionate

Don't shy away from showing passion or making a call to action. Avoid passive constructions (e.g., instead of saying "a breakthrough was made," say "we made a breakthrough").

We're easy to work with

Keep it simple and avoid jargon. Break up dense blocks of text with subheads, graphics or callouts, so that our writing feels easy to access.

We're partners, not just providers

Instead of saying what Dow will do, say what we'll do alongside our customers. Refer to us as a "partner," not a "provider." Move from framing accomplishments as Dow's alone to sharing credit with our customers on joint efforts.

We're humble, but we also have the vision to lead

We don't brag, and we listen to others, but this humility doesn't mean we're looking to others for solutions. We state our goals and capabilities clearly.

We're real people who you'll enjoy working with

We're able to be lighthearted and playful, where appropriate. However, we never try too hard to be funny or cute.

**NOTE:** In business communications, use caution whenever referring to "partners," "partnership," or any derivative. Partnership can convey a specific type of business and legal relationship—always confirm with Dow's legal team before publishing externally.

## *We're always:*

### **Committed**

We are dedicated to our audience and our subject. We are passionate about throwing a spotlight on what interests us so that others can discover it too.

### **Curious**

We are curious about anything and everything. Curiosity propels our creativity and invention.

### **Engaging**

We invite audiences to be part of the quest. Sharing is as important as the discovery itself.

### **Humble**

Inclusive and involving, we look outward and showcase the contributions and achievements of others. While we sometimes need to take the stage, we always remember to share it.

## *We're never:*

### **Indulgent**

Responsible to our subject and our audience, we never impose our own beliefs, lecture the audience, or chase personal obsessions.

### **Provocative**

We're never shocking, gratuitous or attention-grabbing for the sake of making headlines.

### **Close-minded**

Instead of limiting our perspective, we bring in multiple and varied perspectives to help ensure fresh thinking and balanced viewpoints.

### **Solitary**

Never working alone, we expertly communicate and connect with others by listening, observing and conversing.

Three modes organize the style library according to what we want to achieve in our writing. Each mode has several approaches that are explained in detail on the [Brand Center.messaging](#).

## Mode

### Spark

When you need to start a conversation, open a door or invite people to engage.

#### Approach

- Put a topic on the table
- Ask a series of open-ended questions
- Engage the reader with a direct question
- Share a personal detail
- Smile three times

## Mode

### Share

When you need to share news, provide information or clarify something.

#### Approach

- Create a label
- Enumerate the evidence
- Define through opposition
- Visualize it

## Mode

### Excite

When you need to energize or encourage audiences, or inspire them to act.

#### Approach

- Venerate your subject
- Pinpoint your motivation
- Show some emotion
- Repeat to a crescendo

# Visual identity

# Toolkit overview

Graphic elements

DOW CONFIDENTIAL

## Logo



## Brandline

Seek **Together**<sup>™</sup>

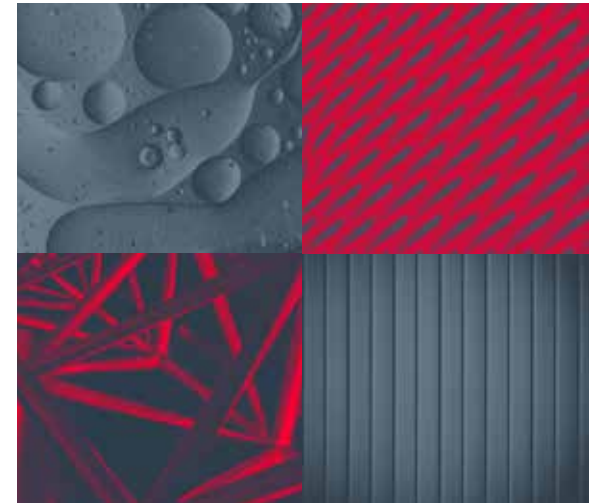
## Typography

Arial  
Helvetica Neue  
**Georgia**

## Color palette



## Colorized textures



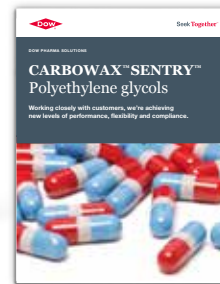
## Photography



# Toolkit overview

Graphic expression

DOW CONFIDENTIAL



# The DOW Diamond logo

## Overview

The most important and distinctive element of our visual identity is the DOW Diamond logo. The Diamond represents our brand strategy; using it consistently builds equity and brand recognition.

Our DOW Diamond logo consists of three elements always used as a unit: the symbol, the logotype and the trademark. symbol is the red Diamond, the logotype is our company name in white text and the trademark is the standard registered trademark symbol.

We have three logo color schemes to support a range of production needs.

### Full-color Dow Red logo



### Full-color Dow Red logo

**Use the full-color Red logo is always preferred and should be used whenever possible. It is designed to work on most backgrounds. The Dow logotype MUST BE WHITE to ensure contrast and legibility.**

### One-color black logo

When the full-color logo isn't applicable, such as when printing in grayscale, use this logo. The Dow Red logo is always the preferred logo, when possible.

### One-color black logo



### One-color reverse logo



### One-color reverse logo

When the full-color logo doesn't provide enough contrast and legibility, such as on a complicated background, use this logo. You may reverse the Dow logotype over a solid background color when printing limitations dictate, for example on a promotional items.

**Any third party use of the DOW Diamond requires legal approval from the Dow trademark department.**

*Do not copy logos directly from these guidelines.  
Always use the approved digital artwork files available from the [brand center](#).*

### IMPORTANT INFORMATION REGARDING THE DOW DIAMOND:

As our focus at Dow becomes more digital, we have realigned the CMYK print values of Dow Red to better match the RGB and PANTONE (PMS 185) values of the color.

Please be sure to download the new DOW Diamond logo package from the public page of the [Brand Center](#) for the latest approved Dow logos.



# Masterbrand Strategy

We are using a masterbrand strategy for Dow. This means that our efforts and investments are focused on strengthening and supporting ONE Dow brand. As a result, all of our individual initiatives benefit from a single strong brand reputation and high credibility, without the additional costs needed to establish individual brands.

To preserve the impact of the DOW Diamond logo, it is only used to identify Dow as a complete enterprise, and is not placed in close proximity to other words, logos or messages. This ensures that our iconic logo remains a timeless, powerful identifier of Dow and of all we achieve.

**Our brandline is the only acceptable lockup with the DOW Diamond.** See section on brandline for more information. Any other requests for lockup with the DOW Diamond is on a case-by-case basis.




**Business Name**

Don't lock-up the Dow Diamond logo with business names.



**Product Name**

Don't lock-up the Dow Diamond logo with product names.

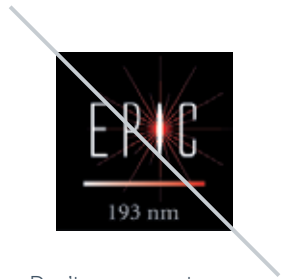


**Tagline Lock-up**

Don't use or create tagline lock-ups to the Dow Diamond logo. Taglines should be treated as text headlines or text subheadlines.



**Don't use or create internal initiative logos.**



**Don't use or create product logos.**



**Don't use or create tagline logos. Taglines should be treated as text headlines or text subheadlines.**

**NOTE: DOW Diamond with notch**

The DOW Diamond used with the notch configuration is no longer for general use, but limited to Dow signage and other special brand applications upon approval.



**The DOW Diamond: words in text**

Whenever we talk about the DOW Diamond in text, the word DOW is always in ALL Caps, and the word Diamond is initial capped.

# Background control

The DOW Diamond should be placed on backgrounds that provide sufficient legibility.

The examples at right show a variety of acceptable background scenarios. Use these as a guide when choosing a solid color, photographic or texture background.



On Dow Slate Gray at 100%



80%



60%



40%



20%



10%

On tints of Dow Slate Gray



On a photograph in an area that is not so busy it detracts from the logo



On a photograph with a dark background



On a texture where the background has sufficient contrast with the logo



On a texture where the background has sufficient contrast with the logo



On white



On a photograph with a light background

*Do not copy logos directly from these guidelines. Always use the approved digital artwork files available from the [brand center](#).*

# The brandline

## Overview

DOW CONFIDENTIAL

The DOW Diamond can appear alone, or with our brandline Seek Together™.

Our brandline:

- Represents our call to action as a continuous quest to collaborate, look forward and find opportunities to innovate.
- Works across our business. We are finding a better way to work, using digitalization, top talent (through Diversity & Inclusion), and solutions created with and for our customers.
- Reflects our focus on engaging with customers. The visual duality of the two words suggests a conversation and partnership.
- Signals our commitment to building the future of Dow with others.

### NOTES:

As with the DOW Diamond, the Seek Together™ typography is customized or Dow and should never be recreated. Always use artwork from the master brandline files.

The Seek Together brandline can be used alone when in context to a Dow event/material, or can be used as a lockup with the DOW Diamond as described on the following pages.

### Dow logo



### Brandline

Seek Together™

*Do not copy logos directly from these guidelines.  
Always use the approved digital artwork files  
available from the [brand center](#).*

# Logo with brandline usage

## Brand-led and brandline-led usage

When using the brandline along with the DOW Diamond, select the lockup based on your use context. Here are guidelines to inform your selection.

### Brand-led

Use this lockup in more formal situations when raising brand awareness is a priority for Dow or when you want to reinforce that the communication comes from Dow. Examples include customer-facing materials, static advertising and our website.

### Brandline-led

Use this lockup for more informal types of communications where the Dow brand does not need to be emphasized. Examples include employee-focused communications and materials used internally.

**Primary use:**  
Brand-led logo lockup



**Limited use:**  
Brandline-led logo lockup



*Do not copy logos directly from these guidelines.  
Always use the approved digital artwork files  
available from the [brand center](#).*

# Logo with brandline color versions

DOW CONFIDENTIAL

All lockups of the logo with brandline have four color versions:

**Full-color positive**

**One-color black positive**

**Full-color reverse**

**One-color reverse**

These examples show the DOW Diamond and brandline lockup in each color version.

Always ensure that there is sufficient contrast with the background for legibility.

**Full-color positive lockup**



**One-color black positive lockup**



**Full-color reverse lockup**



**One-color reverse lockup**



**Full-color reverse lockup (for horizontal lock-up only)**



*Do not copy logos directly from these guidelines.  
Always use the approved digital artwork files  
available from the [brand center](#).*

# Avoid using the brandline in text

Always avoid using the words “Seek Together” set in your text.

✓



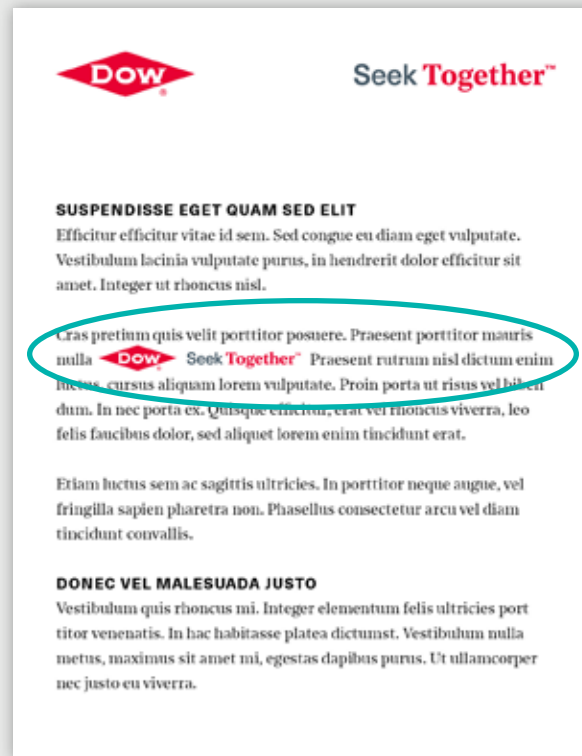
**LOREM IPSUM DOLOR SIT AMET**  
Consectetur adipiscing elit. Aliquam accumsan vitae nibh id tincidunt. Mauris sodales gravida massa. Suspendisse feugiat ultricies tortor et semper. Quisque iaculis magna ut arcu condimentum volutpat. Ut tempor odio non dui mollis, ut lobortis quam blandit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Cras quam massa, vehicula sit amet ullamcorper sed, congue at tortor. Ut iaculis augue id magna facilisis, sed elementum tellus interdum. Nullam tincidunt tempus augue, et scelerisque ligula semper ac. Morbi auctor turpis vel accumsan pellentesque. Praesent urna nisi, rhoncus eget placerat non, viverra vel massa.

**INTEGER TEMPOR SAPIEN NON EGESTAS**  
Euismod, mi neque mollis lorem, non vulputate felis ligula ut lacus. Nulla facilisi. Sed vitae enim eget ex sagittis dapibus. Nam pharetra sapien sit amet odio placerat, sit efficitur ligula dictum.

Pellentesque magna odio, tincidunt gravida posuere non, sagittis id mauris. Viva mus vitae dictum dui, ac gravida elit.

✗



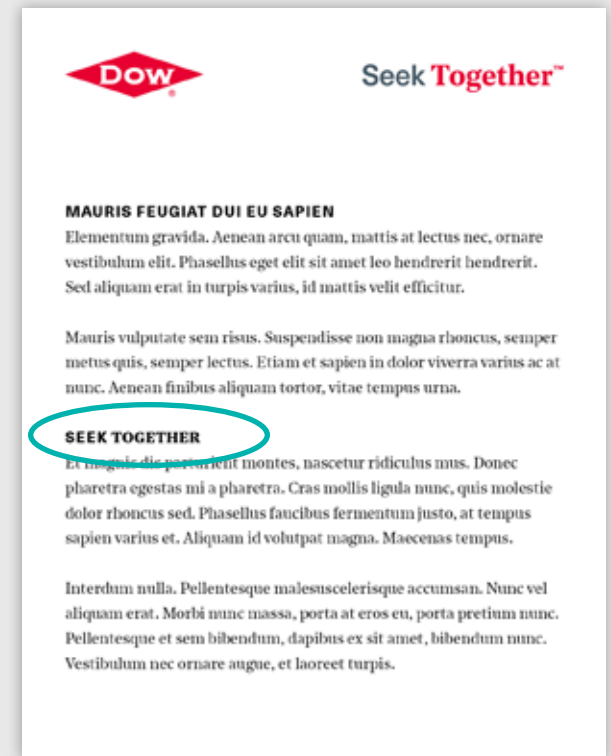
**SUSPENDISSE EGEST QUAM SED ELIT**  
Efficitur efficitur vitae id sem. Sed congue eu diam eget vulputate. Vestibulum lacinia vulputate purus, in hendrerit dolor efficitur sit amet. Integer ut rhoncus nisl.

Cras pretium quis velit porttitor posuere. Praesent porttitor mauris nulla **Dow** **Seek Together** Praesent rutrum nisl dictum enim nec cursus aliquam lorem vulputate. Proin porta ut risus vel bibendum. In nec porta ex. Quisque et tincidunt, erat vel rhoncus viverra, leo felis faucibus dolor, sed aliquet lorem enim tincidunt erat.

Etiam luctus sem ac sagittis ultricies. In porttitor neque augue, vel fringilla sapien pharetra non. Phasellus consectetur arcu vel diam tincidunt convallis.

**DONEC VEL MALESUADA JUSTO**  
Vestibulum quis rhoncus mi. Integer elementum felis ultricies porttitor venenatis. In hac habitasse platea dictumst. Vestibulum nulla metus, maximus sit amet mi, egestas dapibus purus. Ut ullamcorper nec justo eu viverra.

✗



**MAURIS FEUGIAT DUI EU SAPIEN**  
Elementum gravida. Aenean arcu quam, mattis at lectus nec, ornare vestibulum elit. Phasellus eget elit sit amet leo hendrerit hendrerit. Sed aliquam erat in turpis varius, id mattis velit efficitur.

Mauris vulputate sem risus. Suspendisse non magna rhoncus, semper metus quis, semper lectus. Etiam et sapien in dolor viverra varius ac at nunc. Aenean finibus aliquam tortor, vitae tempus urna.

**SEEK TOGETHER**  
Et magna die porttitor montes, nascetur ridiculus mus. Donec pharetra egestas mi a pharetra. Cras mollis ligula nunc, quis molestie dolor rhoncus sed. Phasellus faucibus fermentum justo, at tempus sapien varius et. Aliquam id volutpat magna. Maecenas tempus.

Interdum nulla. Pellentesque malesuscelerisque accumsan. Nunc vel aliquam erat. Morbi nunc massa, porta at eros eu, porta pretium nunc. Pellentesque et sem bibendum, dapibus ex sit amet, bibendum nunc. Vestibulum nec ornare augue, et laoreet turpis.

**Do** use Seek Together™ only as approved brandline artwork.

**Do not** insert the brandline artwork file into body copy or headlines.

**Do not** alter the fonts within copy to mimic the Seek Together™ artwork files.

*NOTE: Certain brand approved exceptions will be made for our Digital spaces such as Dow Connect.*

# Color palette

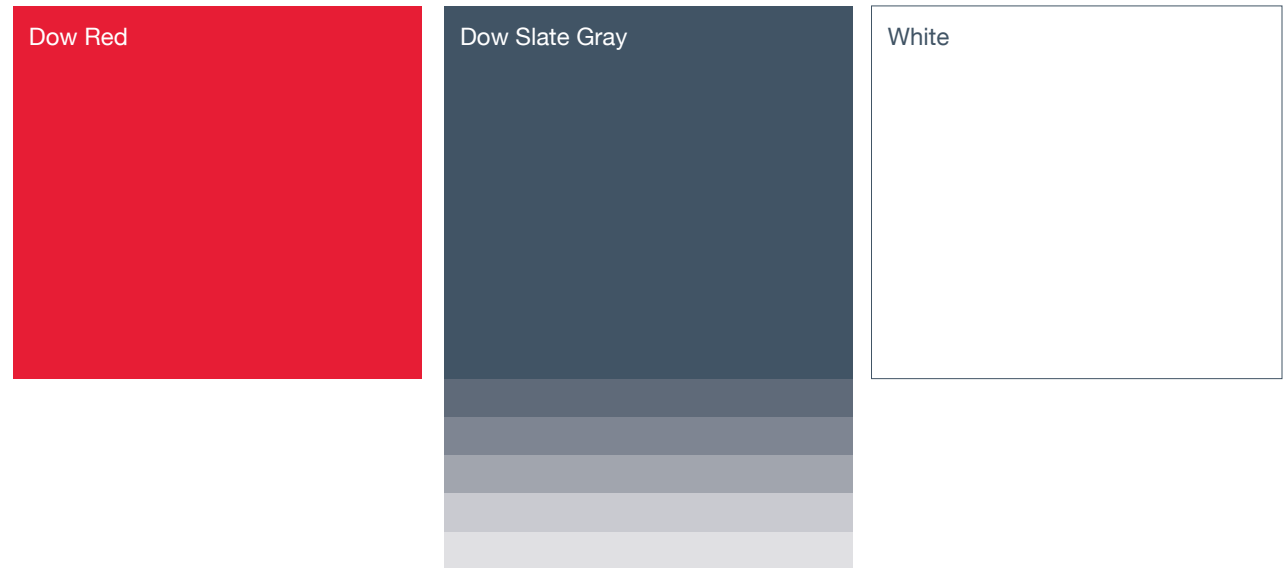
## Overview

### Primary colors

Dow Red, the color of the DOW Diamond, is an integral part of the Dow visual identity. It connotes leadership, courage, willpower, vigor, faithfulness and the heritage of our company. It symbolizes our passion for using science to improve our world. It communicates our strength, authenticity and creativity.

Dow Slate Gray and White are primary colors that work with Dow Red but do not visually compete with it.

### Primary colors



### Secondary neutral colors

Our secondary neutral colors complement, rather than compete with, our primary colors. These colors allow the DOW Diamond to remain prominent.

### Accent/call to action colors

Our accent/call to action colors may be used to highlight information in a chart, graph or infographic, or to prompt an action within a printed or digital space.

### Tints

To create more tones and depth across our color palette, Dow Slate Gray and all secondary neutral and accent colors may be tinted. The brand tints are 80%, 60%, 40%, 20% and 10%.

### Secondary neutral colors



### Accent/call to action colors





# Color palette

## Specifications

Always use the color specifications found on this page when reproducing our colors.

For printed materials, use either the Pantone or CMYK specifications.

For digital materials (video, PowerPoint, websites, etc.), use the RGB or Hex specifications.

**These color conversions have been customized for Dow. Do not use “automatic” conversions from design software.**

CMYK coated values are verified against the GRACoL certification standard. CMYK uncoated values are also verified against GRACoL, but because uncoated substrates often vary in brightness, color and absorption, best practice is to test these values with your vendor and adjust for best brand color fidelity.

### Primary colors



#### Dow Red

Pantone: 185 C  
CMYK: 0-100-90-0  
RGB: 232-0-51  
Hex: #e80033



#### Dow Slate Gray

Pantone: 7545 C  
CMYK: 78-60-44-25  
RGB: 65-83-100  
Hex: #415364



#### White

CMYK: 0-0-0-0  
RGB: 255-255-255  
Hex: #ffffff

### Secondary neutral colors



#### Black

CMYK: 0-0-0-100  
RGB: 0-0-0  
Hex: #000000



#### Dow Blue

Pantone: 2188 C  
CMYK: 100-50-10-45  
RGB: 25-63-94  
Hex: #193f5e



#### Dow Tan

Pantone: 7535 C  
CMYK: 25-20-35-0  
RGB: 203-197-181  
Hex: #cbc5b5



#### Dow Sage

Pantone: 5497 C  
CMYK: 45-25-35-15  
RGB: 130-153-149  
Hex: #829995



#### Dow Brown

Pantone: 411 C  
CMYK: 55-65-65-45  
RGB: 94-81-77  
Hex: #5e514d

### Accent/call to action colors



#### Dow Teal

Pantone: 326 C  
CMYK: 85-0-40-0  
RGB: 0-178-169  
Hex: #00b2a9



#### Dow Gold

Pantone: 124 C  
CMYK: 0-35-100-5  
RGB: 254-187-18  
Hex: #febb12

# Using our secondary color palette

Our color palette allows many creative possibilities. To preserve the impact of our brand's signature red color, use Dow Red somewhat sparingly relative to Dow Slate and White for primary touchpoints.

Our colors can be used with two different approaches:

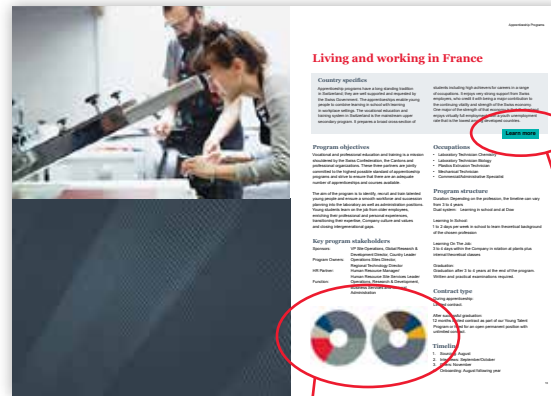
**1. Lead with our primary colors:** design your communication with Dow Red and Slate Gray and use the secondary color palette just for tables, graphs and charts; use our accent/call to action colors per guidelines. **See example 1.**

**2. Lead with our primary colors and add your choice of one secondary color:** in addition to Dow Red and Slate Gray, you may use one additional color from the secondary palette to weave throughout your communication. Be sure to always start off your design featuring our primary colors. The full secondary color palette may be used for tables, graphs and charts and our accent/call to action colors per guidelines. **See example 2 where Dow Brown was chosen to supplement the Dow Red and Slate Gray.**

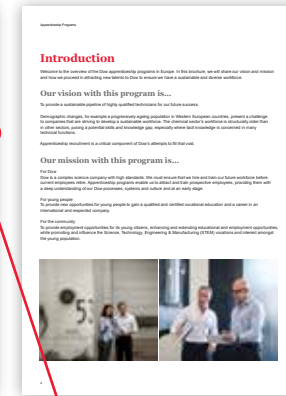
**In both instances, leading with our primary colors means that the first impression, whether a web landing page or the cover of a brochure, will showcase our primary colors and reinforce the Dow brand.** Once the primary palette is introduced, you can choose to either continue using this palette or add a secondary color to thread throughout the rest of the experience.



**Example 1:** Lead with the Dow primary colors (Dow Red and Dow Slate Gray) and thread them throughout.



Secondary and accent colors may be used in charts, graphs and tables in order to create a clear message.



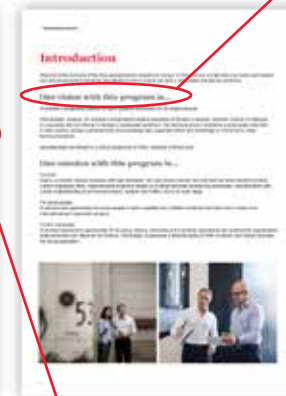
Limited use of call to action colors per guidelines.



**Example 2:** Lead with the primary colors (Dow Red and Dow Slate Gray) and select a single secondary color to thread throughout.



Secondary and accent colors may be used in charts, graphs and tables in order to create a clear message.



Limited use of call to action colors per guidelines.


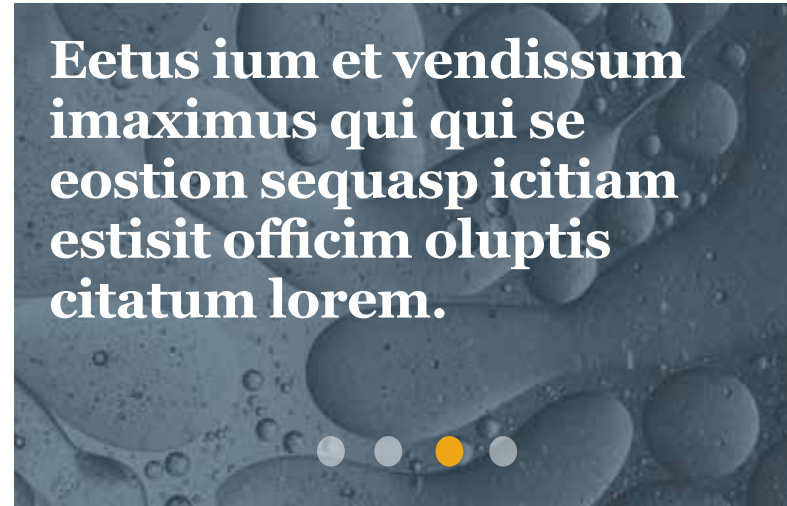


The single chosen secondary color may be used in conjunction with the primary colors, in this case, Slate Gray.

# Using our accent/call to action colors

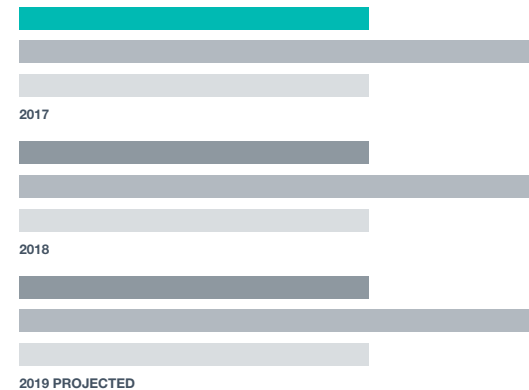
DOW CONFIDENTIAL

Use our two highlight colors Dow Teal and Dow Yellow in a limited way for calling attention to an important fact, data point or call to action within a user experience. Always use these colors sparingly and only as intended so as not to compete with Dow Red.



**POLYURETHANES**  
**Industrial intermediates & infrastructure**  
Solutions that enable unique properties in manufacturing processes, infrastructure markets and downstream finished goods.

[Learn more](#)



# Photography

## Overview

DOW CONFIDENTIAL

As a large organization with complex business needs, we have four photography categories to support our brand:

**Brand-led portraits**

**Colorized textures**

**Contextual photography**

**Product-specific close-ups**

Some photography styles reinforce our Seek Together™ messaging. Other styles document our daily business, products and people.





# Photography

## Brand-led portraits

DOW CONFIDENTIAL

### Custom photography with rich gray backgrounds

Our innovative process always starts with asking the right questions—informed, open, incisive questions that foster productive dialog, stronger relationships and new answers.

We represent this human-centric approach by featuring our employees in brand-led portraits.

This style of portraiture is for applications specifically focused on communicating our brand. Pairing these portraits with our abstract textures helps to convey how we celebrate our people and our materials.

Our brand-led portraits are shot in a specific style for Dow. The portraits appear on Slate Gray and have a richness and depth without being “colorful.” In these up-close and intimate portraits, the subject always looks directly into the camera, emphasizing the trusting rapport that we strive to build in our partnerships.

Use the original photography in our library of brand assets whenever possible. If you wish to use a portrait sourced from a stock imagery house (such as Getty), adjustments must be made so that it follows the brand-led style.

If you need to create brand-led portraits or wish to use stock images as portraits, please contact the Brand Team ([dowbrand@dow.com](mailto:dowbrand@dow.com)).



# Photography

## Colorized textures

DOW CONFIDENTIAL

### Custom or stock textures in Dow colors

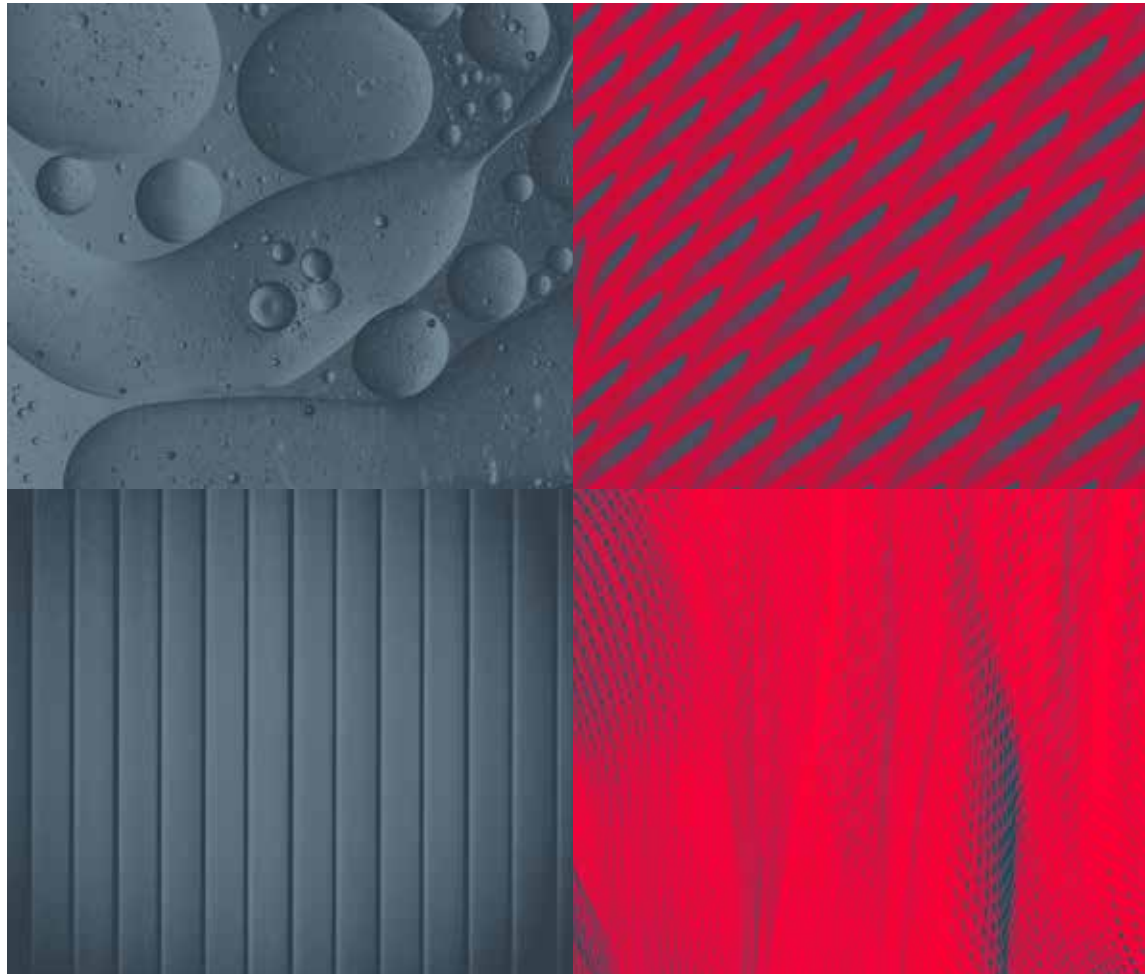
Colorized textures are a distinctive workhorse of our visual style. These abstract images celebrate the unique perspective we bring to innovating materials.

Our textures may be used to complement the other photography styles in our toolkit, provide a provocative background for text or enliven a design with a punch of color.

Currently, our textures appear in only Dow Red and Dow Slate Gray. A library of colorized textures is available through the Brand Team.

If you wish to use a texture from a stock imagery house (using Dow stock photo account preferred), the texture must be colorized to match our brand colors. The following pages provide instructions.

Please contact the Brand Team ([dowbrand@dow.com](mailto:dowbrand@dow.com)) with any questions about textures.



# Contextual photos

## Overview

While brand-led portraits and colorized textures help create a unique look for Dow, they can't capture the breadth of our business.

To express our day-to-day life at Dow and the lives of our clients and products, we have four categories of contextual photos:

### Portraits

### Collaboration

### Products in use

### Industry

Although these photos may seem less distinctive than our brand-led portraits and textures, they have nuances that make them speak in the Dow visual style.

With mostly neutral tones similar to those in our secondary color palette, these photos flexibly complement our colorized textures and allow Dow Red to stand out powerfully.

### Portraits



### Collaboration



### Products in use



### Industry





# Photography

Contextual focus on products

DOW CONFIDENTIAL

## Custom or stock photography showing products in use, with an emphasis on neutral colors

Every day, our products help people all around the world. Photographs of our products in use show the many ways that Dow shapes the world we live, work and play in.

Often, these photos capture employees and customers interacting with our products.

As with the other photos within our toolkit, these photos are mostly neutral and visually quiet. Photos in this style work flexibly with our colorized textural backgrounds and with our secondary neutral color palette.



# Photography

Contextual industry, business line or initiative

DOW CONFIDENTIAL

## Custom or stock photography with dynamic cropping, abstract elements and neutral colors

Dow's products and services engage diverse industries. Dynamically cropped, abstract photos capture the unique perspective that Dow takes on global innovation.

Similar to our colorized textures, these photos can add drama to a design while representing Dow's commitment to developing quality materials.

These photos are more neutral in color and are shot with straight-on or aerial perspectives. Photos sourced from stock imagery houses may need to be adjusted for style and cropping.



# Photography

Brand-led close-ups of products

DOW CONFIDENTIAL

## Custom or stock details with dynamic cropping, abstract elements and an emphasis on our primary palette

Dow takes pride in the details of its products. In communications about specific products, close-up photography emphasizes the focused attention we put into developing quality materials.

Similar to our colorized textures, these close-up photos are more abstract and reflect our primary brand colors. Photos sourced from stock imagery houses may need to be adjusted for style and cropping.





# Photography

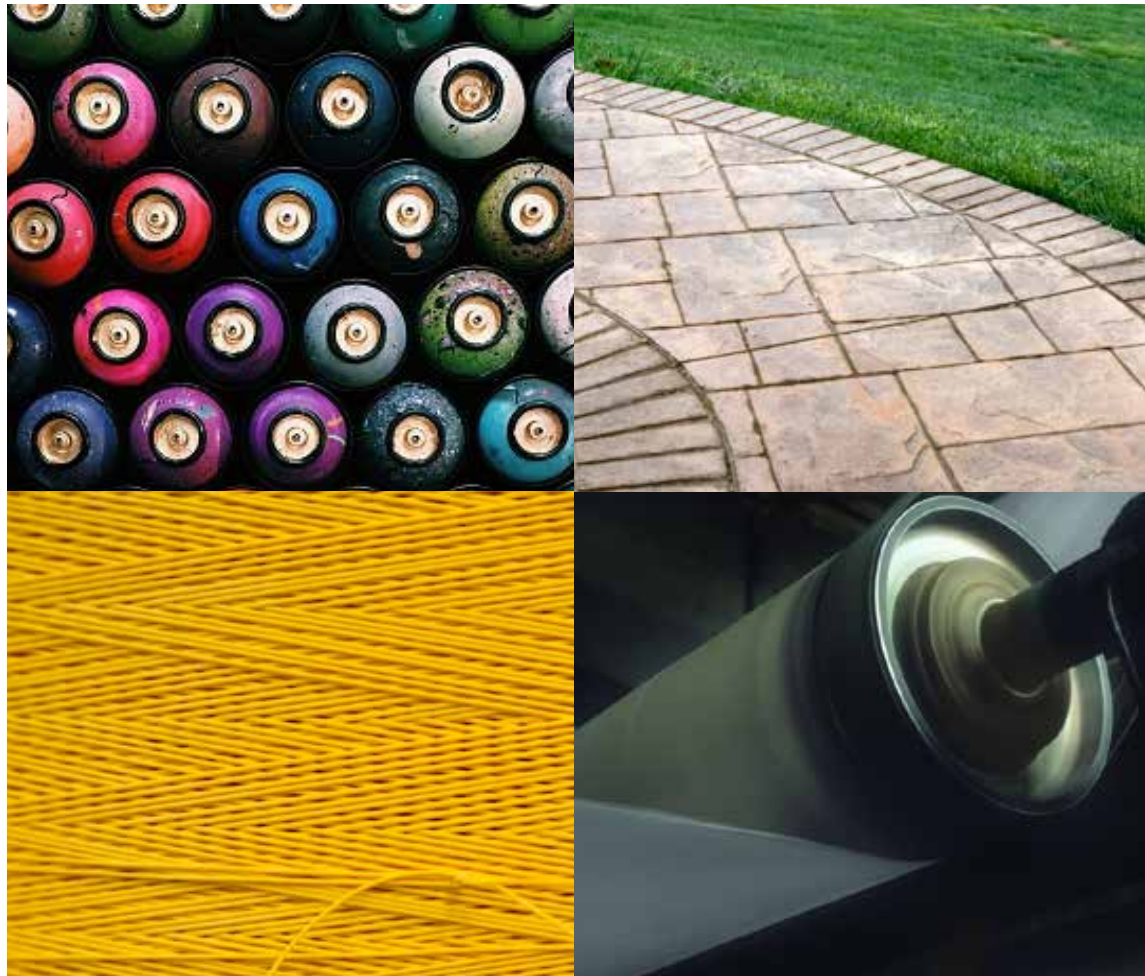
## Product-specific photos

DOW CONFIDENTIAL

### Functional photography for product literature

To represent a product accurately in product sheets, you may need to diverge from our criteria for photo styles. Product sheets are a special case when you may disregard our style criteria.

Even so, whenever possible, use dynamically cropped product photos and avoid special effects (such as filters) that obviously deviate from our photo styles. This visual consistency helps to build our brand recognition.



# Photography pairings

DOW CONFIDENTIAL

## Portraits + colorized textures

Pairing our portraits with our colorized textures is a distinctive look within our visual identity. This juxtaposition reflects our human-centric approach to materials science, and our emphasis for fostering ongoing dialog with employees and customers.

The neutral tones in our brand-driven portraits and contextual portraits pair flexibly with our colorized textures.

Currently, colorized textures are only in Dow Red and Slate Gray. Secondary colors should not be used.

## Brand-driven portraits

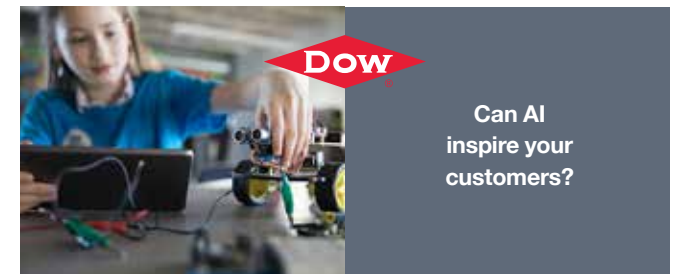


## Contextual and product photo styles + primary colors

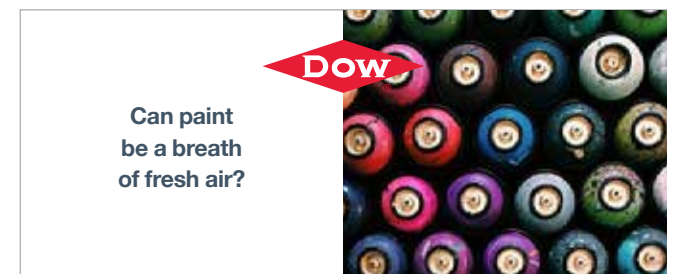
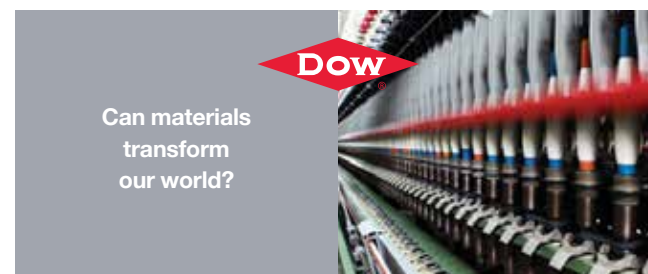
Although our colorized textures are generally preferable to flat backgrounds, in some cases flat backgrounds work better. For instance, flat backgrounds pair better with product photos, as they visually compete less.

Flat backgrounds may be paired with any of our photos, but should not take on secondary colors. Our flat backgrounds span all of the tints of Slate Gray, White and, when the DOW Diamond is not placed on top, Dow Red.

## Contextual imagery



## Product photography



# Typography

## Overview

DOW CONFIDENTIAL

### A typographic conversation

Our brand is about conversation and engagement, questions and answers, iteration and exploration.

Our typography reflects this. By juxtaposing our two primary typefaces, we suggest different voices exchanging ideas. Whenever possible, these typefaces should be used in tandem.

When a headline isn't suitable for both primary typefaces, simply use one. We suggest that you set the subsequent subhead or descriptive text in the other primary typeface.

You may choose among our typefaces for headlines, subheads, titles and descriptors. For body copy and lengthier text, we recommend Helvetica Neue or Arial (for digital and MS Office applications).



### Headline capitalization style

#### Use sentence case capitalization in headlines and subheads

To enhance our conversational tone, Dow uses sentence-case capitalization. This means that the first letter of a headline is capitalized while subsequent letters are lowercased. In this style of capitalization, there are exceptions for certain words like proper nouns or acronyms, which should be capitalized.

#### Do

“Dow partners, with World Economic Forum, tackle plastic waste from source to sea.”

#### Don't

“Dow Partners, with World Economic Forum, Tackle Plastic Waste from Source to Sea.”

## System fonts for digital environments

Our system fonts are universally available across computer systems. Use Arial and Georgia for our digital and web spaces as well as in MS Office applications (Word, PowerPoint, etc.).

You may choose which typeface to lead with in your communication. Whenever possible, use both serif and sans serif in a way that suggests an exchange of different voices.

## Arial

Use in web and MS Office applications.

Arial Regular  
**Arial Bold**  
**Arial Black**

## Georgia

Georgia Regular  
**Georgia Bold**

## Display fonts

These typefaces were selected to work in harmony with our system fonts for use primarily in commercial print applications on communications that require large display fonts, such as for events, and related materials. For this reason, our literature templates also use the Helvetica Neue family.

Juxtapose these two fonts as needed to suggest a typographic conversation.

## Helvetica Neue

Helvetica Neue 45 Light  
Helvetica Neue 55 Roman  
Helvetica Neue 65 Medium  
**Helvetica Neue 75 Bold**  
**Helvetica Neue 95 Black**

## Georgia

Georgia Regular  
**Georgia Bold**

The Americans with Disabilities Act (ADA) requires high visual contrast between typography and backgrounds for certain digital applications.

See the Brand Center for more information to ensure maximum accessibility for low vision users.



# Layouts and grids

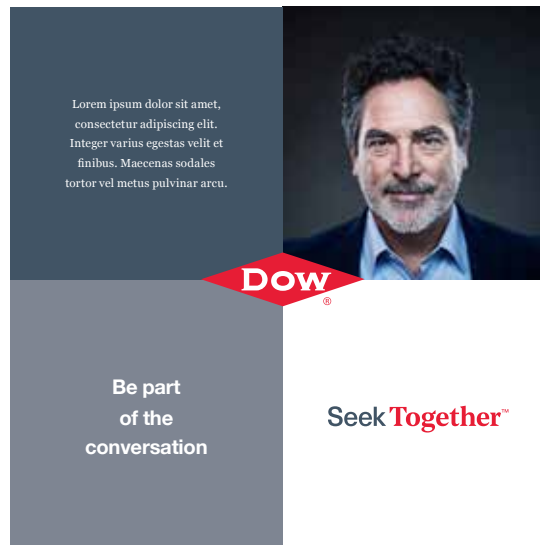
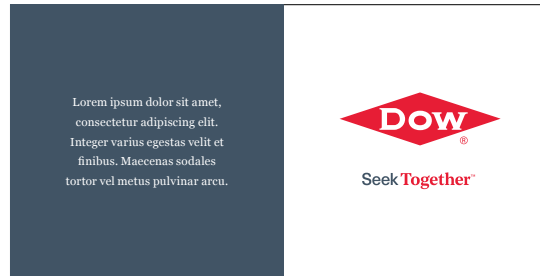
## Overview

### The grid provides an underlying structure with infinite variety

Seek Together™ not only influences our photography and typography choices — it also guides our approach to layouts.

### A scalable grid built on blocks

By integrating blocks of images and words, we convey conversations in a strong, clean layout. This is a dynamic, flexible foundation for diverse communication needs.



DOW CONFIDENTIAL

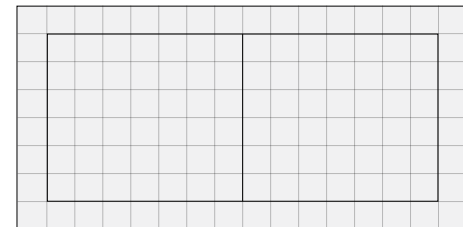
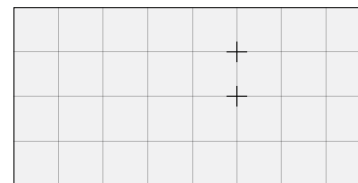
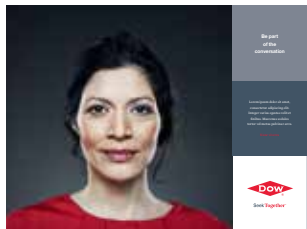
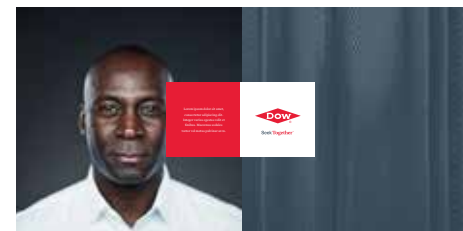
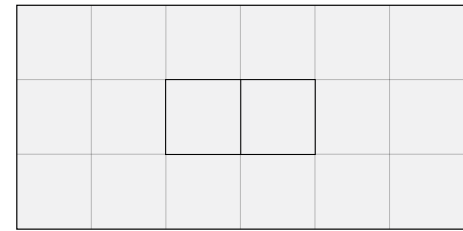
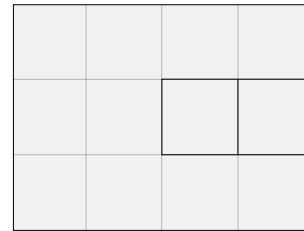
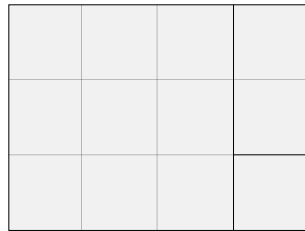
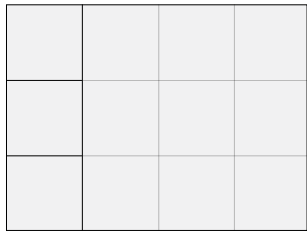




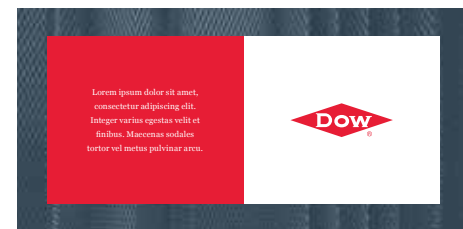
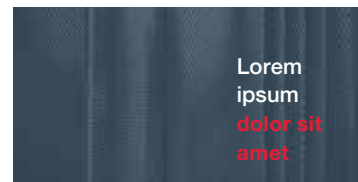
# Layouts

Using the grid to place graphic elements

DOW CONFIDENTIAL



Being easily scalable, the grid works well across all types of media, from documents to print banners and digital presentations.



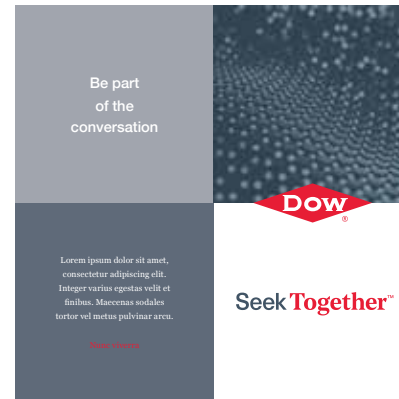
# Layouts

## Positioning the DOW Diamond

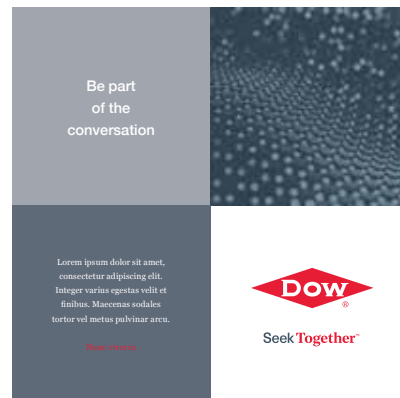
The DOW Diamond visually connects the “conversations” between our blocks of text and images.

When applicable, center the DOW Diamond between two blocks, bridging them. When this approach isn't feasible, place the DOW Diamond within a block that acts as a supporter of the content.

### DOW Diamond as connector



### DOW Diamond as supporter



## Our masterbrand strategy

**Dow's Masterbrand strategy prohibits the use or creation of any logos other than the DOW Diamond.**

The development of unique logos for internal groups and initiatives dilutes the power of the Dow brand, wastes company resources and is not permitted.

Exceptions may be made for some key corporate initiatives and require brand approval.

The Dow Visual Identity System is based upon a Masterbrand strategy. This means that our efforts and investments are focused on strengthening and supporting ONE Dow brand. As a result, all of our individual initiatives benefit from a single strong brand reputation and high credibility, without the additional costs needed to establish individual brands with logos for businesses or internal initiatives.

## Themed graphics

There is a distinction between the development of a logo and the creation of a themed graphic. Key messages and images may be combined in alignment with the Dow brand guidelines to create a themed graphic for a specific program or event. These graphics are intended for use related to a specific program or event and whenever possible, not intended to be carried over from year to year.

**Themed graphics are never integrated with the Dow logo, nor do they replace or become a new logo.**

Themed graphics should always be placed within the content area of Dow branded material in a secondary position and not placed at the top of the communication competing with the DOW Diamond. It is not a logo, but merely a graphic to represent your message or event. New logos are not permitted within the Dow brand guidelines.

**Themed graphics creation should be limited to the Dow Primary color palette, approved fonts, images and simple color blocks. Any new logo creation outside of these parameters needs specific brand team approval.**

Themed graphics examples:



**For more information or guidance creating a brand approved theme graphic, please contact the brand team.**

## Icons

Icons may be used in conjunction with and supporting text information. Always use the primary and secondary color palettes when creating icons. **Never use the icons as feature symbols or in any way that elevates it to a logo status.**



Lorem ipsum dolor sit amet, ex sale pericula mea. Et sea percipit verterem quaestio, mea sonet repudiandae ut.



Lorem ipsum dolor sit amet, ex sale pericula mea. Et sea percipit verterem quaestio, mea sonet repudiandae ut.



Lorem ipsum dolor sit amet, ex sale pericula mea. Et sea percipit verterem quaestio, mea sonet repudiandae ut.



Lorem ipsum dolor sit amet, ex sale pericula mea. Et sea percipit verterem quaestio, mea sonet repudiandae ut.



Lorem ipsum dolor sit amet, ex sale pericula mea. Et sea percipit verterem quaestio, mea sonet repudiandae ut.



Lorem ipsum dolor sit amet, ex sale pericula mea. Et sea percipit verterem quaestio, mea sonet repudiandae ut.

## Dow's approved sustainability icon library

The 2025 sustainability program icons updated in our new brand colors are available for download on the [Brand Center](#).



Product branding and product logo creation is covered separately in a special addendum to the Dow brand guidelines. Please visit the [Brand Center](#) for more information.

# Logo creation and icons

## Logo exceptions

There are a number of approved exceptions for internal logos that have been developed through the years at Dow and represent some very important internal programs. Many of these logos you will see on the Dow Intranet and have been grandfathered in.

All **new** logos for special internal initiatives should be treated as themed graphics” as outlined on [page 90](#) and should follow the brand guidelines.

**One important brand approved exception is for logos that represent our employee networks.**

These logos are developed creating an identity for **Dow employee resource groups (ERGs)**.

Please work with your communicator to obtain corporate approval if any new employee network logo is needed.

Please note that certain pre-existing logos were reviewed and grandfathered in as exceptions.



Examples of internal program logos that were grandfathered. **Any special logos for internal or external initiatives that do not align with the brand, need brand approval.**

## DOW EMPLOYEE RESOURCE GROUPS (ERGs)



Seek **Together**

**Title goes here on this line and extends**

Subtitle here on this line as well

Molluptat ibusibusae atqueac uptaqui ommoluptati dolupta iesieni scilia dolorum dolecaepero ium ea volor aut quam quia natest quia como essit, velibeatus earibus, te prae sitint ex earum volesti andebit, ea nonesequam volorehenem **experem re corporsa ntiscilis** ent del este doloreh enientorest ma iunti dentia quiatatas quam alitam nonsequos mos et.

**Quam faceaquid que cus nihil int polentiatia maioresto et et quat.**

- Saeseque sapis enis as vent, quam, officia ssm
- Lusant ide maion repudantus, ipeitur, niaspe si aut al
- Fiquamus experia as dotorporiam faces acidund aerferistis ani a inv
- Rent que volendit qui autem invelent que cuptas

**Ut vellit doluptam labora** Aut rendendici bla tquae sunturitat. Ident, od et aut quae. Nam, eum rest.

© 2018 The Dow Materials Company. All rights reserved.  
Et arumque consequi dolupta itiqui quate optur ad ut lautat volupta consecere que est, eum identi liquos rem am sus ad et

UNSUBSCRIBE | PRIVACY POLICY  
The Dow Materials Company | 2030 Dow Center | Midland MI 48674 | USA

### Use example:

ERG logos are distinct and proprietary to their group and are not part of the Dow brand system. Use of these logos should always be secondary to the DOW logo and should never compete in size and placement with the DOW Diamond.

For more information on employee networks and use of ERG logos, please contact your PA communicator.

# Contact us

DOW CONFIDENTIAL

Reach out to us with any questions or for help using these brand guidelines.

## Brand Team

Email: [dowbrand@dow.com](mailto:dowbrand@dow.com)



Seek Together™