



DOW RESTRICTED

Brand guidelines

DOW DIAMOND AND BRANDLINE – USAGE GUIDELINES

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DOW RESTRICTED

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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.

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

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 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](#).

Full-color Dow Red logo



One-color black logo



One-color reverse logo



IMPORTANT INFORMATION REGARDING THE DOW DIAMOND:

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Masterbrand strategy

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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.



Seek Together™



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.

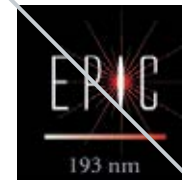


Tagline Lock-up

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.

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.

Dow logo specifications

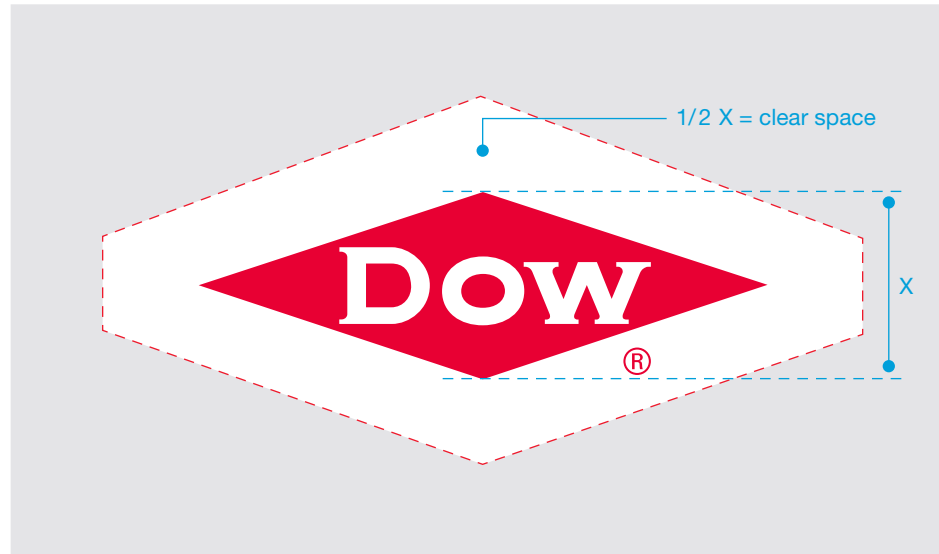
DOW RESTRICTED

Clear space and small sizes

Clear space

To ensure the optimum legibility of the logo, maintain ample clear space around it. The **minimum** recommended clear space is one-half the height of the DOW Diamond, represented at right by the white area surrounding the Diamond.

Do not place the brandline, type or graphic elements within the clear space.



Using the logo at small sizes

To maintain brand integrity, be sure that the logo stays legible when small. Best practice is to review the logo in real-world media, such as in a printed test and on-screen at various screen resolutions.

DOW Diamond with notch:

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



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.

DOW Diamond logo misuse

Ensuring consistent use of our logo is a crucial part of building brand equity. In protecting the logo, there are several things you need to avoid.



>Lorem ipsum dolor sit amet, nunc dia consectetur adipiscing elit. Ut fermentum, ipsum vitae consectetur interdum, **DOW** aliquam enim, nec tincidunt nunc diam et ante. Vivamus at enim augue, et pharetra nulla. Morbi tempus semper metus

Don't create lock-ups to the DOW Diamond logo without Brand approval. The only lockup permitted is with the Seek Together brandline and must be used per master files.

Don't use the DOW Diamond logo as a word.



Don't alter the DOW Diamond logo artwork in any way.



Don't alter the logotype inside the DOW Diamond logo.

Don't add drop shadows to the DOW Diamond logo.

Don't use the 1-color black DOW Diamond logo for color printing.



Don't use the DOW Diamond to identify fleet vehicles, such as tractor-trailers, tank cars, shuttle vehicles or rolling stock carrying hazardous materials.



Don't use the Dow Diamond in repetition as a pattern.



Don't place the word "DOW" in a shape or design element other than the official Dow Diamond.

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

Background control

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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%



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](#).

Background misuse

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These exhibits demonstrate a few common misuses of the DOW Diamond on backgrounds, none of which are ever acceptable.



Do not choose a background that is very similar in color to the DOW Diamond.



Do not add a gradient to a background in place of using a colored brand texture.



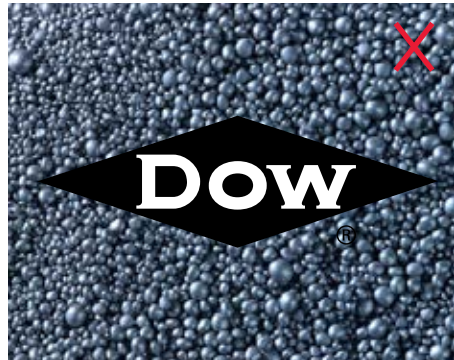
Do not allow the background to show through the logotype on the Dow Red Diamond logo. On the Red Diamond, the type must always be white.



Do not use a background that is not in our color palette.



Do not place the DOW Diamond on a busy background that compromises legibility.



Do not use the black DOW Diamond when color is available.



Do not use the black DOW Diamond on a photograph. Only place it on a solid background in one color applications.



Do not use the reverse DOW Diamond on a photograph. Only place it on a solid background. Exceptions may be made for the DOW watermark in video applications.

Notice of Ownership

All trademarks receive a “notice” of ownership. A “notice” is a sign post staking out a claim of ownership to a mark. Primary forms of notice are:

- The symbol (™), used to designate a product trademark.
- The symbol (®), used to designate the DOW Diamond.

The use of the symbol (®) and footnote reference (®Trade-mark of The Dow Chemical Company) is required to use with the DOW Diamond.

Use of the Register Symbol with the DOW Diamond

When using the register ® symbol with the DOW Diamond, the symbol must be shown in the same color as the Diamond.

Consult individual sections within Dow’s Brand Guidelines for the preferred treatment in most end-use applications.

This information is available on dow.com at <http://www.dow.com/about/corpid/corpid.html>.

For More Information on Legal Considerations

For additional information about the proper use of the DOW Diamond, please consult the Dow Corporate Brand Team (e-mail: dowbrand@dow.com) or Dow’s Trademark & Copyright Department at (989) 633-4113 (e-mail: bwbidwell@dow.com).

External Use

Use of the DOW Diamond (by non-Dow companies and/or non-Dow organizations) requires a trademark agreement between The Dow Chemical Company and the external using party. This agreement is initiated by Dow’s Trademark & Copyright Department. For further information, consult with Dow’s Trademark & Copyright Department at (989) 633-4113 (e-mail bwbidwell@dow.com).

Legal Entities

Not all Dow legal entities (subsidiaries and joint ventures) are authorized to use the DOW Diamond, although exceptions will be considered where appropriate. For further clarification, consult with Dow’s Trademark & Copyright Department at (989) 633-4113 (e-mail bwbidwell@dow.com).

Dow Product Trademarks

Dow product trademarks will use the symbol (™) and accompanying footnote reference (™Trademark of The Dow Chemical Company (“Dow”) or an affiliated company of Dow) is required to use with the DOW Diamond.

The brandline

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Overview

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](#).

Brandline specifications

Clear space and small sizes

Clear space

To ensure the legibility of the brandline, maintain ample clear space around it. The minimum recommended clear space equals the height of the letter “h.” Note that the clear space height doesn’t include the descender of the “g.” Do not place the Dow logo or any type or graphic elements within the clear space.



Using the brandline at small sizes

For printed matter, the minimum recommended width is 1 inch.

For digital applications, be sure to maintain legibility across screen sizes.

Best practice is to review the brandline in real-world media, such as in a printed test and on-screen at various screen resolutions.

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

Seek Together™

1"
Minimum width for
printed matter

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

Seek Together™



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

Brand-led: Logo with brandline relationships

These primary-use lockups show commonly used proportions and arrangements of the DOW Diamond with the brandline. These examples are meant to provide a starting point for your communication. Be sure to include sufficient clear space around any lockup.

Vertical, centered, large brandline



Vertical, left-aligned



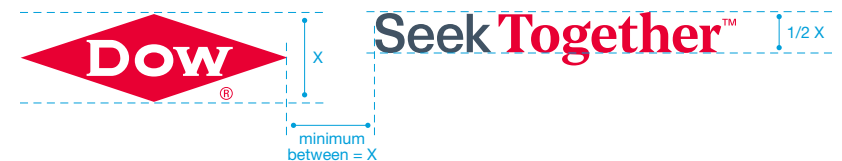
Horizontal, vertically centered



Vertical, centered, small brandline



Horizontal, shared hangline



Horizontal, shared baseline



NOTE: The top three primary-use brand-led lockup configurations are pre-configured as master files and are available from the Dow Brand Team.

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

Brandline-led: Logo with brandline relationships

These limited-use lockups show commonly used proportions and arrangements of the brandline with the DOW Diamond when the brandline is the dominant voice. These examples are meant to provide a starting point for your communication. Be sure to include sufficient clear space around any lockup. Contact the Brand Team for usage guidance.

Vertical, centered, large Diamond



Vertical, left-aligned, large Diamond



Horizontal, vertically centered



Vertical, centered, small Diamond



Vertical, left-aligned, small Diamond



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

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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



Seek Together™

One-color black positive lockup



Seek Together™

Use the one-color black positive lockup only in instances where one-color printing is indicated.

Full-color reverse lockup



One-color reverse lockup



Use the one-color reverse lockup only in instances where one-color printing is indicated.

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

Logo application

Example on promotional items

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Merchandise and promotional items can effectively showcase the Dow brand.

Always select quality materials when creating branded items. Well-constructed items convey Dow's dedication to quality and have greater brand impact by lasting longer.


Choosing the appropriate logo, scale and clear space will help ensure that an item reflects our brand. Always insist on premium reproduction techniques from high-quality vendors. A pre-production proof will confirm that the item can be made as designed.



Avoid using the brandline in text

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✓



The image shows a document header with the DOW logo and the text 'Seek Together™'. A red oval highlights the logo and text, and a green checkmark is placed above it. The rest of the page contains placeholder text.

DOW Seek Together™

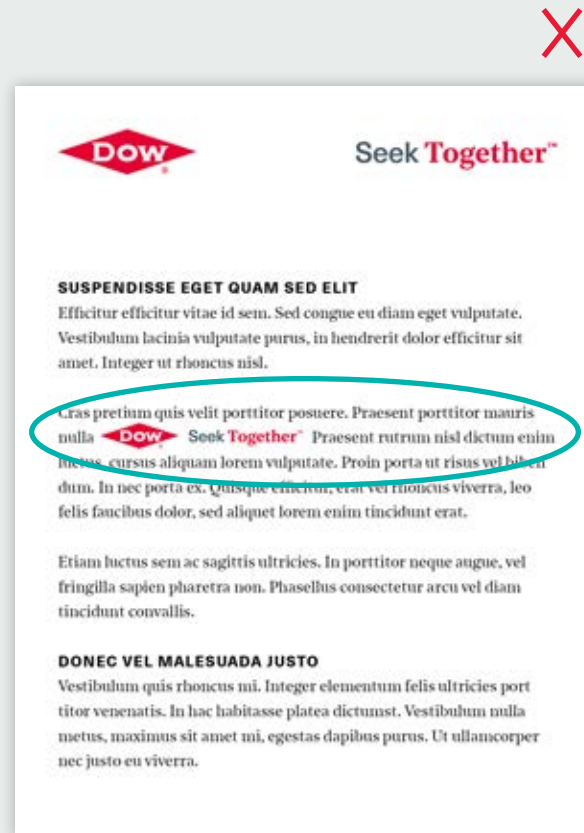
LOREM IPSUM DOLOR SIT AMET
Consectetur adipiscing elit. Aliquam accumsan vitae nibh id tincidunt. Mauris sodales gravida massa. Suspendisse feugiat ultricies tortor et semper. Quisque iaculis magna ut arcu condimentum volutpat. Ut tempor odio non dui mollis, ut lobortis quam blandit. Lorem ipsum dolor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

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✗



The image shows a document header with the DOW logo and the text 'Seek Together™'. A red 'X' is placed above it. In the body text, the words 'DOW' and 'Seek Together™' are inserted into a sentence and circled in red.

DOW Seek Together™

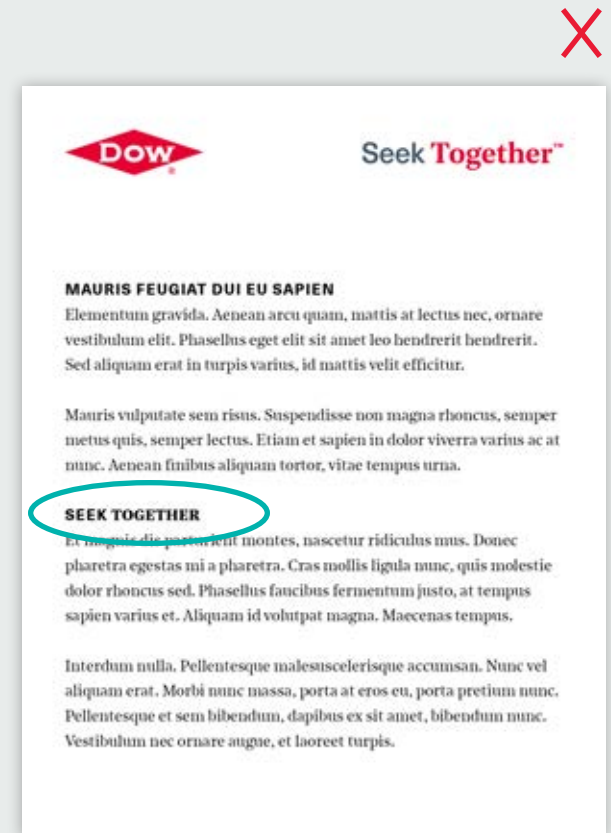
SUSPENDISSE EGEST QUAM SED ELIT
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DONEC VEL MALESUADA JUSTO
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✗



The image shows a document header with the DOW logo and the text 'Seek Together™'. A red 'X' is placed above it. In the body text, the words 'SEEK TOGETHER' are inserted into a sentence and circled in red.

DOW Seek Together™

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
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Interdum nulla. Pellentesque malescencerisque 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.

Brandline and lockup misuse

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These are common ways to misuse the logo and brandline. None of these are ever acceptable.



Do not alter the brandline by changing the position of the letters.



Do not rearrange the elements of any logo with brandline lockup.



Do not alter the colors of the brandline.



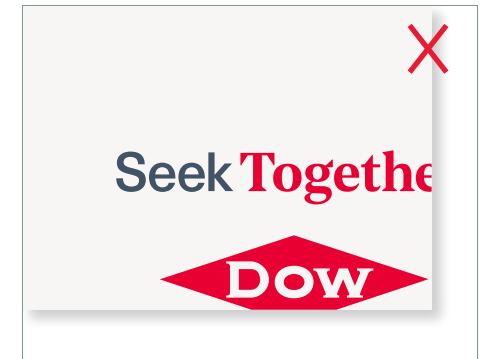
Do not distort the logo or brandline in any way.



Do not add any special effects to the logo or brandline.



Do not skew or stretch the logo or brandline.



Do not crop the logo or brandline.

Contact us

DOW RESTRICTED

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

Brand Team

Email: dowbrand@dow.com



Seek Together™

®™Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow

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