



Brand guidelines

DOW FACILITIES – site signage, naming conventions, interior branding

Contents

Introduction

Overview Facilities color palette	3
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Dow Facility Naming Conventions

Naming of major Dow-owned facilities	4
Naming rooms	5

Dow Facility Interior Branding

Introduction	6
Lobbies and reception areas	7
Hallways	8
Branded common areas	9

Exterior Site Signage

Overview	10
Standard color palette and restrictions	11
Ground monuments–typography	12
Ground monuments– materials and structural specifications	13
Ground monuments–type layout	14
Highway ground monuments	15
Legal entity name building mounted signs	16
Retrofitting existing signs	17
Secondary signage	18-19

Brand Inspiration Around the World

United States	20-21
Brazil	22
Argentina	23
China	24
Korea	25
Vietnam Singapore	26
Switzerland	27
Turkey	28
Saudi Arabia, Jubail	29

Leverage Branded Graphics

High resolution wall art	30
Branded video resources	31

Brand Contacts

32

The Dow Brand Center is our central library for all brand assets and guidelines. All Dow employees and vendors with a current Dow contract are eligible to access the Brand Center. Please visit the [Brand Center](#) to login or request an account.

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.

Introduction

Overview and facilities color palette

DOW CONFIDENTIAL

Overview

All signage and branding for Dow properties should comply with the Dow Visual Identity System. The following pages are **general guidelines** for the application of the Dow Visual identity System to our properties globally. Each site and building has its own unique characteristics and branding will need to consider the needs of the site and the culture.

When working with an architect for both internal and external branding design, these guidelines should be shared and enforced.

More detailed information on the use of the DOW Diamond logo and other basic brand design tools available in our Visual Identity System is available through the [Dow Brand Team](#).

The Corporate Brand Team has a brand and signage expert available for new facilities and/or major sites undergoing significant renovation. The expert can suggest site branding (internal and external) that may not be covered in these guidelines. Please contact the [Dow Brand Team](#) for more information.



Dow facilities color palette

Dow red is an integral part of the Dow visual identity. It connotes leadership, courage, willpower, vigor, faithfulness and heritage.

Leveraging the Dow primary colors and the neutral color palette shown below (along with natural materials such as wood, glass, brushed stainless, etc.) is always a good palette for the design of interior spaces that will withstand any new brand Visual Identity systems in the future.

Please see page inspiration examples starting on [page 20](#).

Primary colors



Dow Red
Pantone: 185 C
CMYK: 0-100-90-0
RGB: 232-0-51



Dow Slate Gray
Pantone: 7545 C
CMYK: 78-60-44-25
RGB: 65-83-100



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

Neutral palette for Dow facilities



White



25% Black



50% Black



75% Black

Dow Facility Naming Conventions

DOW CONFIDENTIAL

Naming of major Dow-owned facilities

Dow has standards for building names and signage around the globe. These standards are in place to drive brand consistency and cost efficiencies.

In general, Dow facilities should be named “**Dow** Name of Location”. There may be naming exceptions for corporate headquarters, regional headquarters or functional centers of expertise considered on a case-to-case basis. Please consider the following parameters below for naming facilities and buildings:

- The Dow Diamond is the Company’s logo. It is a vital, recognized and valuable corporate asset. Facilities and buildings should not create individual brands/logos.
- The naming of any Dow facility requires the approval of the Executive Vice President whose business/function is most closely associated with the facility. The Executive Vice President should communicate the proposed name of the building to Dow’s CEO.
- The group charged with naming the facility should work closely with the appropriate communications representative to ensure compliance with corporate branding standards.
- Buildings should not be named for former Dow CEOs or Chairpersons or Board Members without the consent of the Dow CEO.
- Buildings should not be named after living persons (except former chairman/CEOs, at the discretion of the current CEO).
- Avoid “naming contests” for Dow facilities. These can lead to conflict with Dow branding guidelines and the best-practice principles in this document. Please consult with your communications representative.

The naming of Dow sites, building and or plants has historically and should continue to follow these general guidelines:

Manufacturing Sites

Dow, (name of city)

- Buildings within Dow sites should not be named. The buildings should follow Dow Operations naming/numbering conventions.
- In the case where the site is a collection of plants and a significant local office presence, the term Operations is optional, i.e. Dow, Texas Operations.

Sales Offices

Dow, (name of City)

Small R&D Sites

Dow, (name of city), Research & Development

New Global Dow Center, Midland



Dow Facility Naming Conventions

DOW CONFIDENTIAL

Naming rooms

Naming Meeting Rooms / Auditoriums / Site Roads

Most conference rooms in Dow are simply numbered to allow ease of navigation for employees/guests. This is the standard convention across the Company. In those cases where management chooses to name conference rooms and/or auditoriums (or in some cases private roadways in or surrounding the facility), it is important to take the long view, understanding that leadership, programs, initiatives, customers and product names change over time in dynamic corporate environment.

With that in mind:

- Do not name conference rooms or streets for individuals including present or past Dow employees
- Exceptions to this rule can be made in the case of historical Dow figures (i.e. H.H. Dow etc..). Please consult with the [Dow Brand Team](#) before using these names.
- Avoid naming rooms or streets after specific Dow products (i.e. DERA KANE), processes, customers or initiatives (i.e. Efficiency for Growth)
- If the decision is made to name conference rooms or streets, Management should consider options that allow facility individuality such as:
 - **Consider naming conference rooms after elements on the periodic table.**
 - **Consider naming conference rooms for local cities, or states, or on a regional basis, countries.**

Each naming opportunity is unique. Please consult with your local Public Affairs Representative and/or the [Dow Brand Team](#) for assistance.



Dow facility interior branding

Introduction

Interior design for Dow sites should reflect our brand by leveraging our visual identity system design tools including, but not limited to:

- The DOW Diamond
- Dow primary colors and neutral palette
- Dow corporate advertising campaign imagery (when available)
- Dow 2025 sustainability goals imagery
- Imagery displaying product solutions
- Natural materials such as wood, glass, bronze, copper and stainless



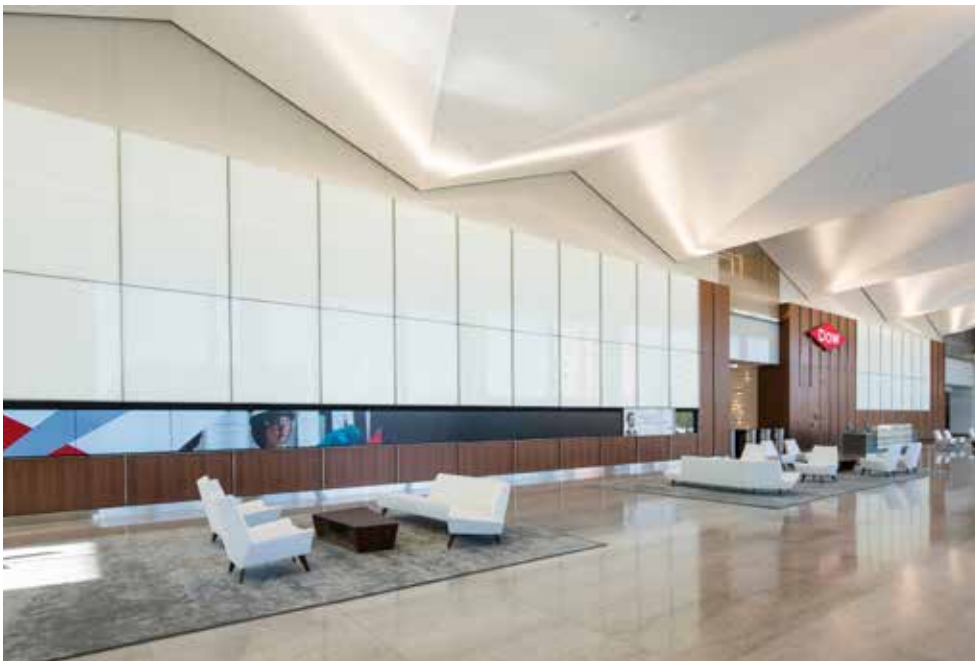
DOW CONFIDENTIAL

Dow facility interior branding

Lobbies and reception areas

The examples on the following pages are intended for general brand guidance. Each site will need to determine the appropriate way to apply the Dow Visual Identity System to their facility depending upon the distinct and different requirements of each site. The Brand team is available to work with your vendor to provide individual brand guidance.

For more examples on site branding around the world, please see the Brand Inspiration section in this document, starting on [page 20](#).



The lobby area at The GLocal Dow Center in Midland uses primarily neutral colors from natural materials which allows the DOW Diamond to be featured.



Use window cling decals of the red DOW Diamond on interior glass for inexpensive branding opportunities.

Approved Dow Diamond logos are available through the [Dow Brand Team](#).

Dow facility interior branding

Hallways

DOW CONFIDENTIAL



Branded graphics can be used to decorate hallways or conference rooms.



Exciting feature wall in elevator corridor at the new Global Dow Center, Midland.

Carpeting

Neutral grays are part of the Dow color palette and are always a good choice for carpeting.

When budgets permit, back-lighting can be an attractive way to display the DOW Diamond.



Dow facility interior branding

Branded common areas

DOW CONFIDENTIAL



Cafeteria in the new Global Dow Center in Midland.

The **Brand Team** can partner with you and your vendor to identify image resources to help create exciting branded interior design spaces at your facility.



Add Dow palette color to work spaces for a vibrant atmosphere.



Create texture on a wall displaying our corporate ambition in an approved brand font.

Exterior Site Signage

DOW CONFIDENTIAL

Overview | Primary signage

Overview

Exterior signs play an important, visible role in our Company's image. They give Dow the opportunity to make an initial positive impression on people who work in or visit our facilities, as well as the countless thousands in our communities who pass our properties daily. Our signs must be very standardized, since they're a very visible aspect of our brand.

Primary Signage

Primary signs are typically located at the main entrance to provide optimum visibility and identification to visitors and employees. All sites must have at least one primary sign.

Standard Dow Ground Monuments

The Standard Ground Monument should be used at all street entrances to Dow sites. See [pages 13-14](#) for additional specifications on standard Ground Monuments.



Dow Highway Ground Monument

The Highway Ground Monument should only be used for visibility to identify a Dow site from the highway. It should not be used at street entrances and typically has no text included on the sign. This sign format may be used at a **main** campus entrance, but not for wayfinding ground monuments within the site. See the [page 15](#) for additional information on Highway Signs.



Multiple Business Ground Monument (Dow iParks)

The basic design of the Highway monument can be leveraged with added space below the Diamond to accommodate names of businesses other than Dow on site. This type of signage is used at street entrances to Dow sites.



Exterior Site Signage

DOW CONFIDENTIAL

Color palette and restrictions

Color Details for Dow Signage Only

The specified color to be used globally for the Dow Diamond is Dow Red (PANTONE®w 185C) on all primary and secondary signs.

The color for the lower portion of primary signage is PANTONE 422 Gray. The color for secondary signage is PANTONE 424 Gray. See [pages 18-19](#) for details on Secondary signs.

Note: PANTONE 422 Gray and PANTONE 424 Gray are used only on Dow signage. A different shade of gray – PANTONE 431 – is used on other Dow Corporate material including business cards, mailing labels, letterheads and envelopes.

To ensure a uniform Dow Red reproduction for the DOW Diamond, suppliers should match their ink to a PANTONE 185C color swatch.

Sign Restrictions

It is not Dow policy to identify any fleet vehicles (such as tractor-trailers, tank cars, shuttle vehicles or rolling stock), water towers or pipeline containing hazardous materials with the DOW Diamond.

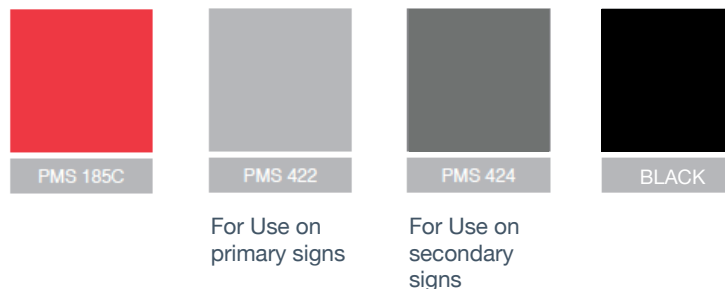
Also, no logos, graphic marks, photos or symbols, unless legally required, should be used below the DOW Diamond. If a unique sign is required for your facility, contact the [Brand Team](#). Facility names – located in the lower right of signs (as in example on this page) should be short to improve visual readability, descriptive to promote an immediate understanding to employees/visitors of what each facility does and should not contain the word “Dow”; e.g., “Michigan Operation”.

Identification

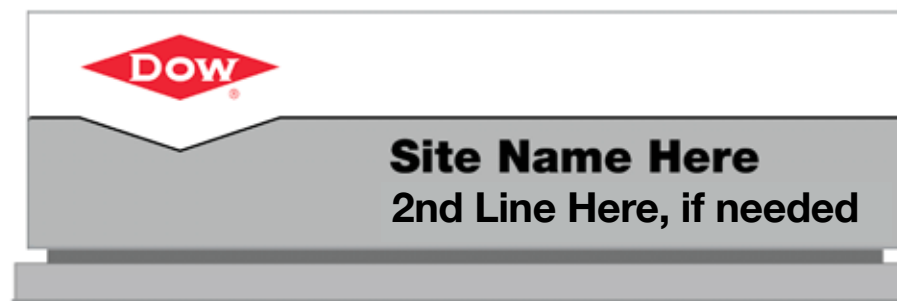
Our teams have two options for identification:

- Legal entity name (such as Dow Chemical Canada, Inc.)
- An approved standardized version of Dow (such as Dow Beijing)

Note: special PMS grays are used just for Dow Site Signage as specified in this document:



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.



Standard Dow Ground Monument

When creating a Dow ground-mounted sign, always use the editable Adobe Illustrator [master file](#) found on the Dow Brand Center to ensure consistency for type layout, DOW Diamond and notch configuration.

Exterior Site Signage

DOW CONFIDENTIAL

Standard ground monument – typography

The Standard Ground Monument should be used at all street entrances to Dow sites.

Typography

To ensure similarity of signage design throughout Dow, the Helvetica family will be the official typeface for all signage.

All text for signs will be set initial cap and lowercase only. Choose from the following examples:

Helvetica Black/Heavy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Standard Dow Ground Monument

The Standard Ground Monument should be used at all entrances to Dow sites.



When creating a Dow ground-mounted sign, always use the editable Adobe Illustrator [master file](#) found on the Dow Brand Center to ensure consistency for type layout, DOW Diamond and notch configuration.

Exterior Site Signage

DOW CONFIDENTIAL

Standard ground monument – materials and structural specifications

The Standard Ground Monument should be used at all street entrances to Dow sites.

Ground-mounted signs must be used when ample lawn space is available to identify a facility. Building mounted signs ([page 16](#)) are acceptable for primary

identification where conditions prevent installation of ground-mounted signs.

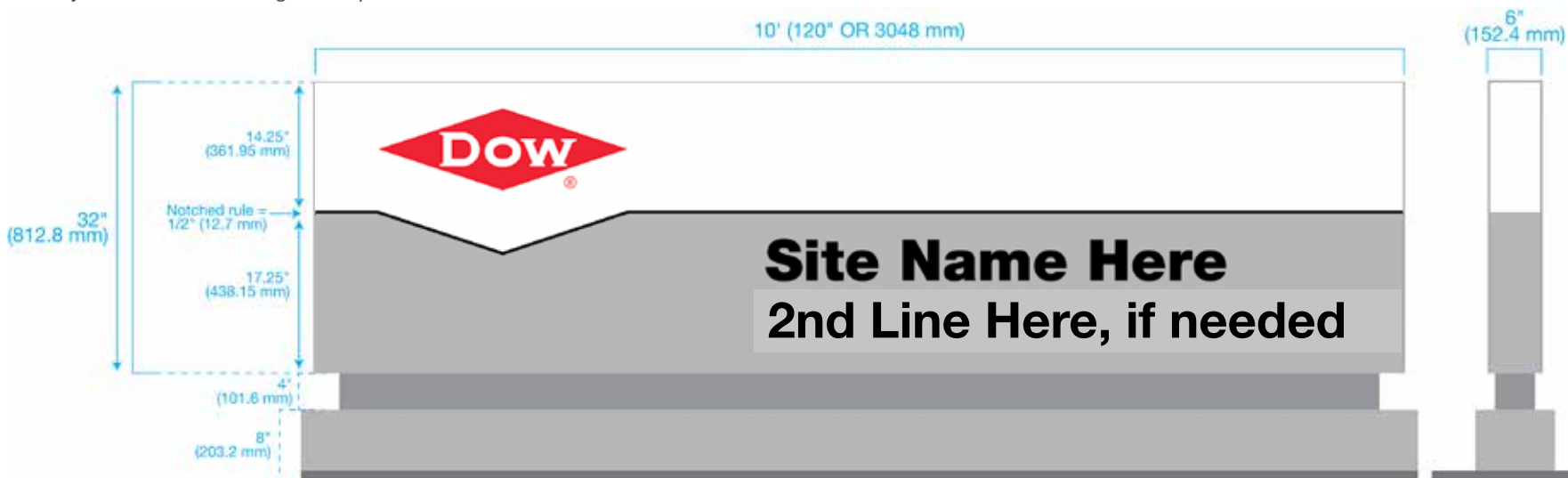
Material:

- Use aluminum post and panel construction of ample gauge to avoid surface distortion. Powder finish .063 gauge is recommended; if not available, prime with white automotive acrylic enamel.
- Paint lower portion of sign with automotive acrylic enamel to match PMS 422 Gray.
- Use premium grade vinyl (seven-year minimum lifespan) to match PMS 185C for the red specified for the DOW Diamond.
- Use black die-cut vinyl for lettering and one-quarter inch (12.8 mm) notched rule.

When creating a Dow ground-mounted sign, always use the editable Adobe Illustrator [master file](#) found on the Dow Brand Center to ensure consistency for type layout, DOW Diamond and notch configuration.



Primary Ground-Mounted Sign Example – United States

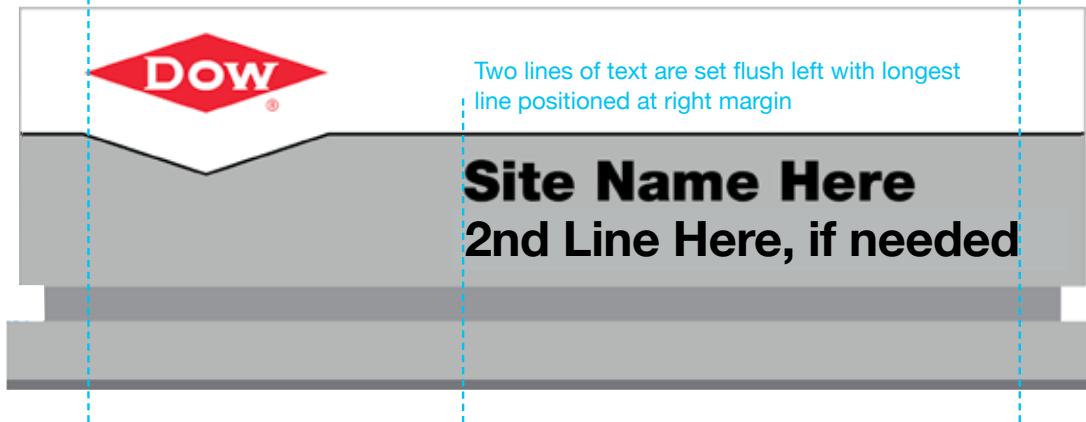


Exterior Site Signage

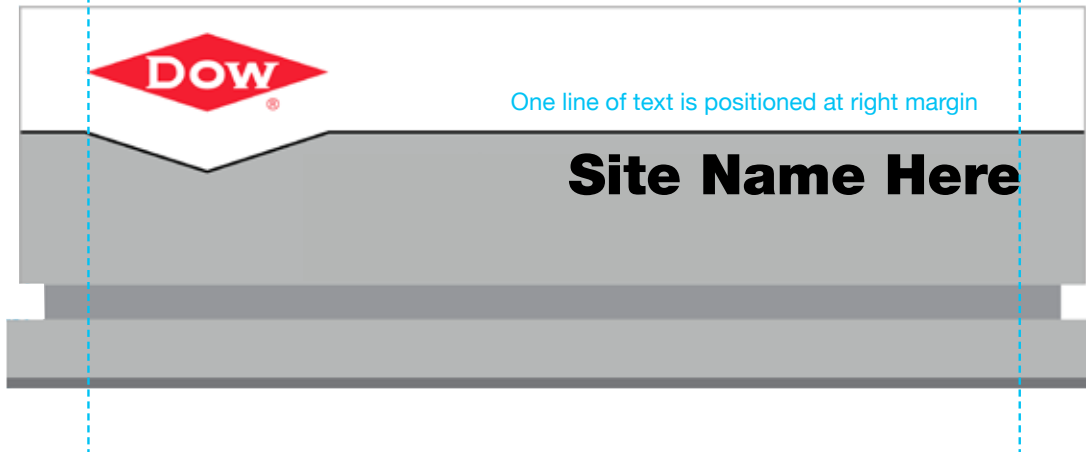
Standard ground monument – type layout

DOW CONFIDENTIAL

Sign with Site Name and address line



Sign with Site Name - no address line



When creating a Dow ground-mounted sign, always use the editable Adobe Illustrator **master file** found on the Dow Brand Center to ensure consistency for type layout, DOW Diamond and notch configuration.

Exterior Site Signage

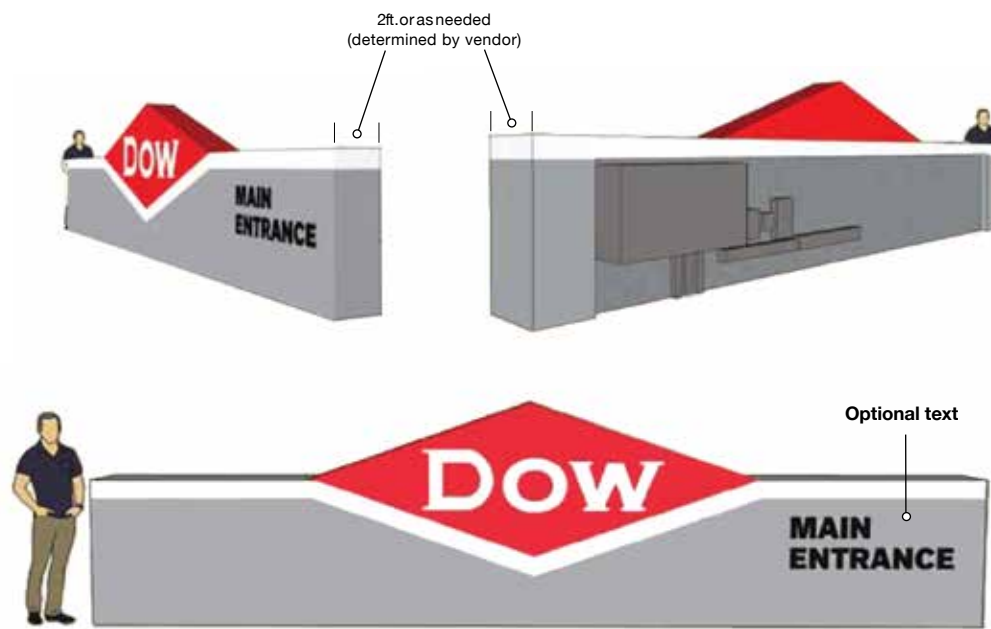
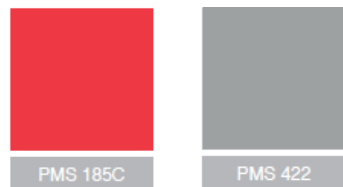
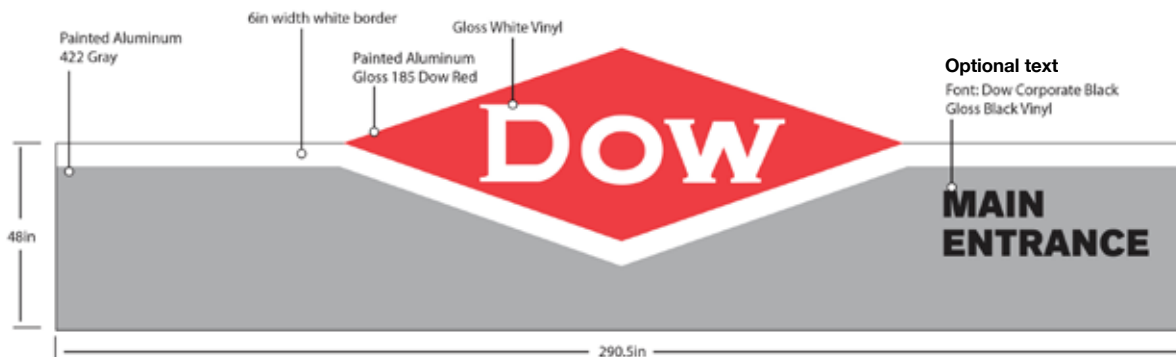
Highway ground monument

DOW CONFIDENTIAL

The Highway Ground Monument should only be used for visibility to identify a Dow site from the highway. It should not be used at site entrances and has no text included on the sign.

Material:

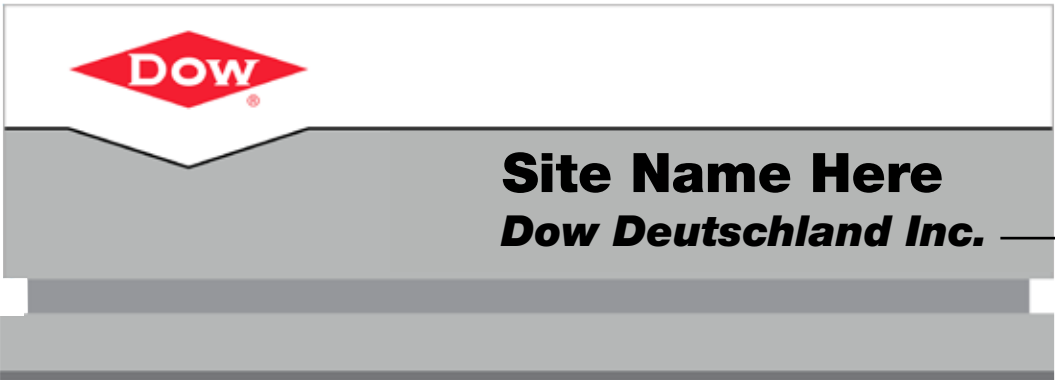
- Use aluminum post and panel construction of ample gauge to avoid surface distortion. Powder finish .063 gauge is recommended; if not available, prime with white automotive acrylic enamel.
- Paint lower portion of sign with automotive acrylic enamel to match PMS 422 Gray.
- Use premium grade vinyl (seven-year minimum lifespan) to match PMS 185C for the red specified for the DOW Diamond.



Exterior Site Signage

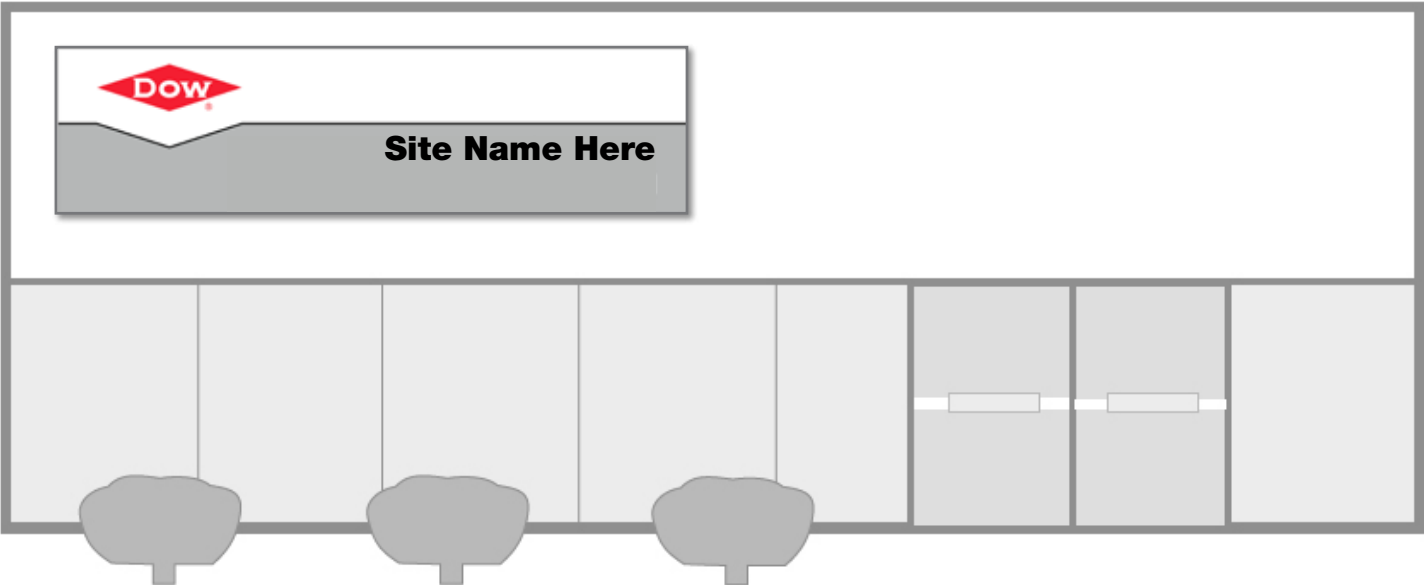
Legal Entity Name (use only when required) | Building Mounted Signs

Use of Legal Entity Name on Primary Ground-Mounted Sign – Europe



Use Legal Entity Name under Site Name only when regionally mandated. Set in Helvetica Black Italic.

Primary Building Mounted Sign Example – All Regions



Exterior Site Signage

Retrofitting Existing Signs

When existing signs must be used (for leased space and other special circumstances), always follow the brand guidelines on previous pages as closely as possible.

The Helvetica typeface should be used along with the Dow colors shown at right. The same layout style as shown on previous pages for new signs should be followed within the limitations of the space. Below are some layout recommendations for signs shaped differently than the standard new Dow monument.



PMS 185C

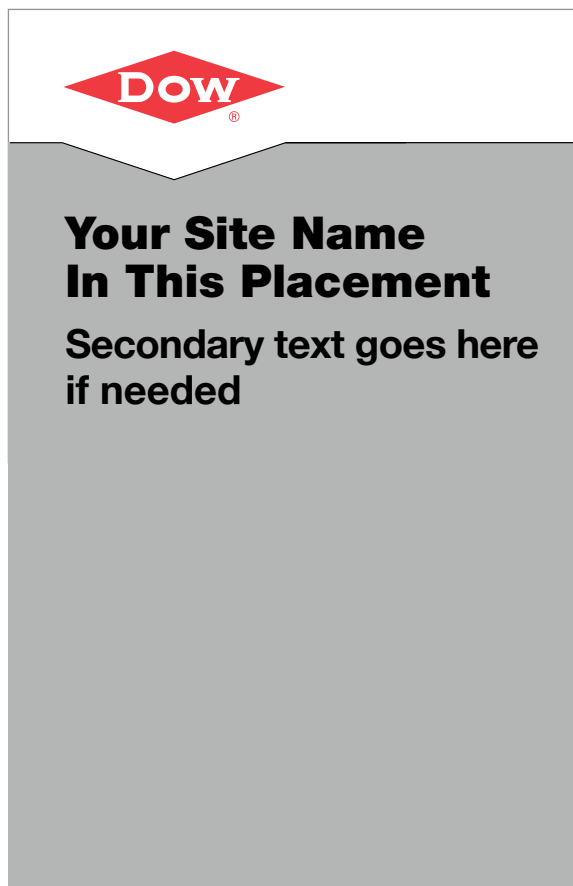


PMS 422



BLACK

When creating exterior signage, always use the editable Adobe Illustrator [master file](#) found on the Dow Brand Center to ensure consistency for type style, DOW Diamond and notch configuration.



Sample layouts
for retrofitting
existing signs

Please contact the [Brand Team](#) for additional guidance on new and retrofitted Dow signage.

Exterior Site Signage

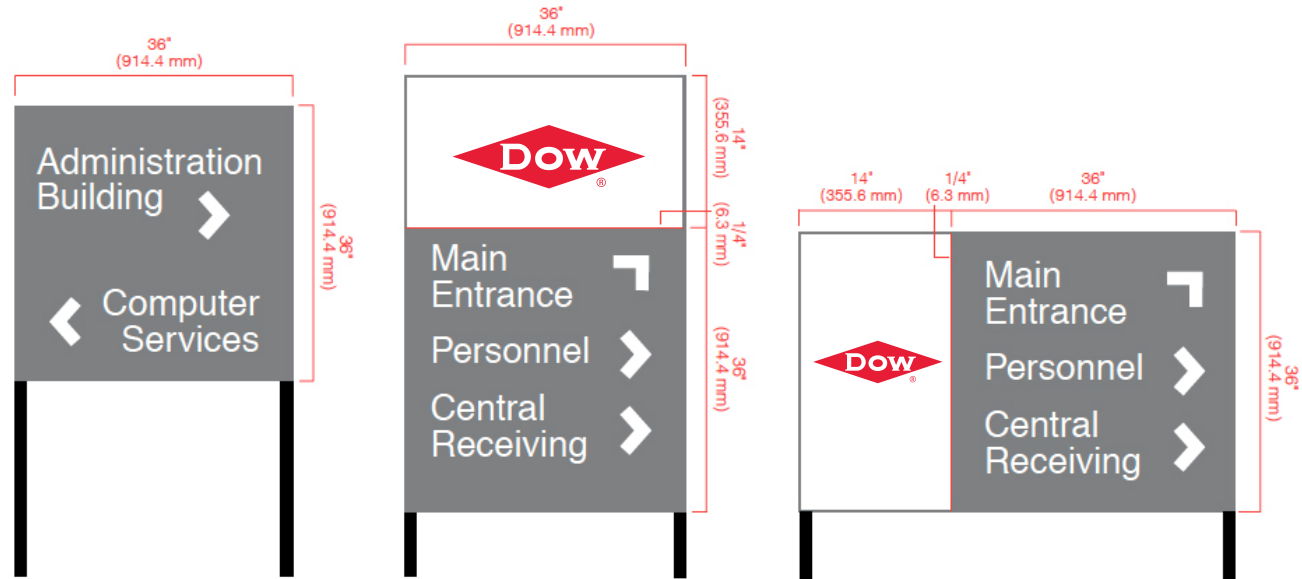
Secondary Signage

Secondary signs include:

- those at a facility's non-primary entrance
- informational and directional signs to provide guidance to visitors after entering the facility
- signs to identify individual buildings within a complex

These signs have the option of containing the DOW Diamond while using a minimal number of words to communicate the information.

- Use aluminum post and panel construction of ample gauge to avoid surface distortion. Powder-finish .063 gauge is recommended; if not available, prime with white automotive acrylic enamel.
- Paint lower portion of sign with automotive acrylic enamel to match PMS 424 Gray.
- Use premium grade vinyl (seven-year minimum lifespan) to match PMS 185C for the Dow Red specified for the DOW Diamond and the one-quarter inch (6.3 mm) red dividing line between the white and gray areas.
- Use white die-cut reflective vinyl in Helvetica type for text in the gray areas.



Font for secondary signs: Helvetica Regular

Colors for secondary signs:



Exterior Site Signage

Secondary Signage – cont'd

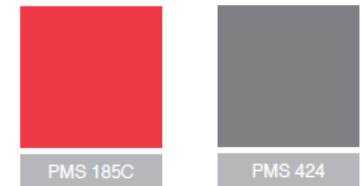
DOW CONFIDENTIAL

Notice Signs:

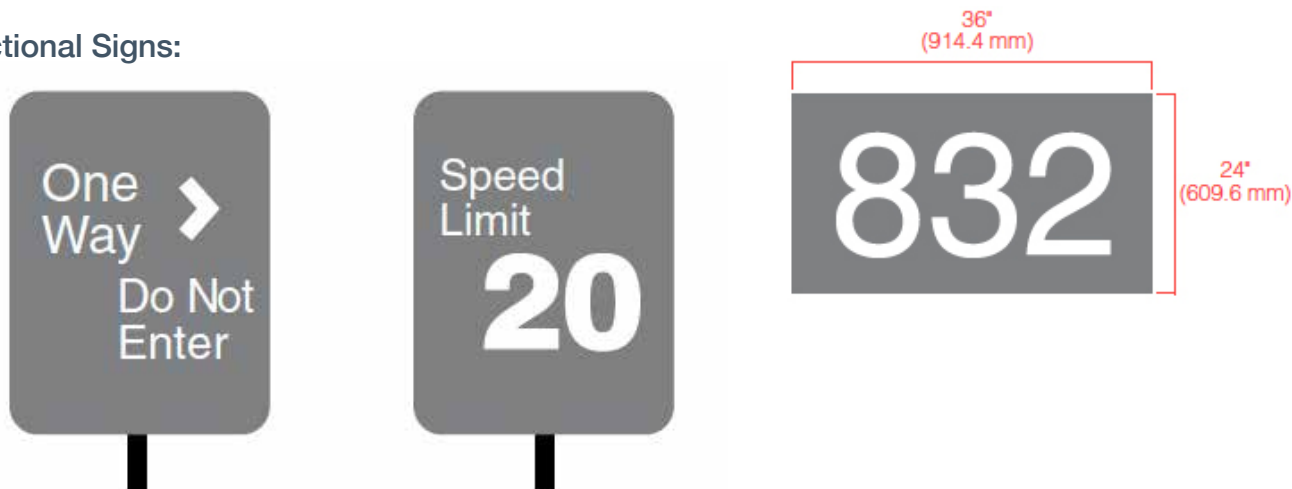


Preferred font for notice signs:
Helvetica Black/Heavy

Colors for all secondary signs:



Directional Signs:



Font for directional signs: Helvetica Regular and Heavy, as shown

Dow facilities – interior branding around the globe

DOW CONFIDENTIAL

United States | Midland - The Global Dow Center and 2040 building



Common areas with branded graphics, in this case (left) our sustainability 2025 goals; at right, the video “waterfall” feature in the lobby tells a story about the elements, and below, a graphic wall panel used to convey global connection at Dow’s Studio 2020 in the 2040 building.



Please contact the [Brand Team](#) for assistance with Dow site branding.

Dow facilities – interior branding around the globe

United States | Digital Fulfillment Center and DC1 building



As we become a more “Digital Dow”, it made sense for the lobby of the Digital Fulfillment Center to take advantage of a digital display.



As the interior spaces in heritage Dow Corning buildings were renovated, they took advantage of using the core Dow branding to inject color and excitement into the space.

Please contact the [Brand Team](#) for assistance with Dow site branding.

Dow facilities – interior branding around the globe

DOW CONFIDENTIAL

United States | Chicago, IL | Milpitas, CA

Chicago



Prominent, but tasteful display of The DOW Diamond on the glass doors and illuminated behind the reception desk; red accent wall uses Dow palette color.

California Innovation Center



Business and brand images displayed in oversize graphic based on the core design elements of the Dow Brand Visual Identity System.

Dow facilities – interior branding around the globe

DOW CONFIDENTIAL

Brazil | Dow Rochavera Corporate Tower, Sao Paulo



Every space is touched with elements of our visual identity incorporating natural textures and materials along with accent walls and furniture featuring Dow palette colors.



Please contact the [Brand Team](#) for assistance with Dow site branding.

Dow facilities – interior branding around the globe

DOW CONFIDENTIAL

Argentina | Buenos Aires



Dow red can be used to highlight conference room numbers and break rooms (above); images inspired by Dow Solutions decorate a large wall (bottom left); break room injects Dow palette colors for a bold statement (right); the DOW Diamond is displayed in stainless on a plexiglass red wall (below).



Dow facilities – interior branding around the globe

DOW CONFIDENTIAL

China | Shanghai Dow Center



Neutral grays and white are paired with glass and wood as the predominant architectural features.



A white base palette is accented with dynamic shapes using natural wood tones and a pop of Dow red in the chairs in the atrium (above).



The reception area of the Learning Center uses curved natural wood for the reception desk, neutral gray carpet, and red accent walls.

Dow facilities – interior branding around the globe

DOW CONFIDENTIAL

Korea | Seoul R&D Center



The new R&D Center in Seoul leverages a Dow brand graphic in the lobby next to the reception desk (photo at left), and images from the Dow Photo library interspersed with frosted glass panels with the Dow Diamond (above).

Please contact the [Brand Team](#) for assistance with Dow site branding.

Dow facilities – interior branding around the globe

DOW CONFIDENTIAL

Vietnam | Singapore | Thailand

Ho Chi Minh City



A neutral palette of white, gray and black is accented with red chairs (above) and office dividers (right).



Singapore



Above, the red seating echoes the DOW Diamond on the wall.

Thailand



Above, the Dow 2025 Sustainability Goals program decorates the walls.

Dow facilities – interior branding around the globe

Switzerland | Horgen

DOW CONFIDENTIAL



In Horgen, predominantly white spaces are accented with Dow red furniture.



Please contact the [Brand Team](#) for assistance with Dow site branding.

Dow facilities – interior branding around the globe

DOW CONFIDENTIAL

Turkey | Istanbul



White walls, black carpet and natural wood flooring set the stage for the reception area (top left); white decor with strong accents of red give this breakroom a crisp, exciting look (top right); and brand imagery decorates the hallway (bottom left).

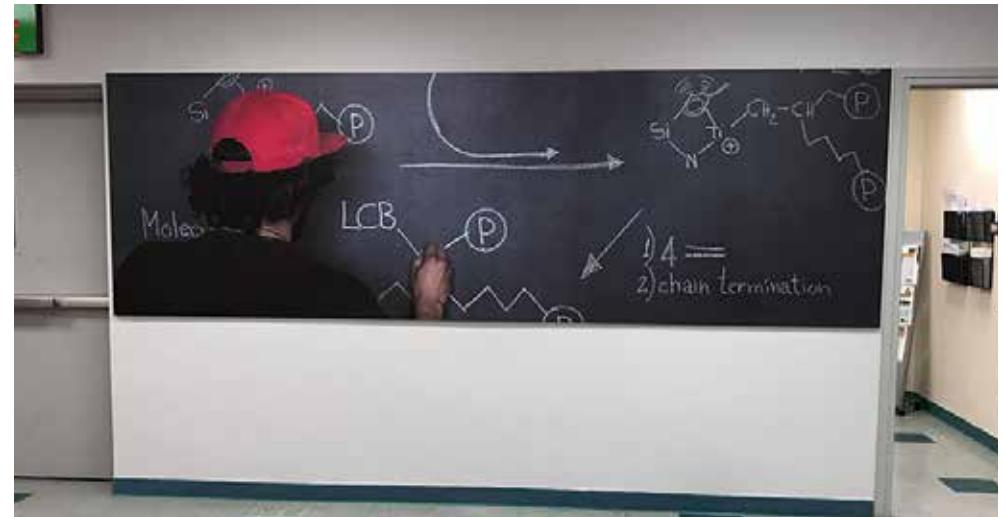
Dow facilities – interior branding around the globe

DOW CONFIDENTIAL

Saudi Arabia | Jubail



Dow branded graphics are scattered throughout to decorate the site in Jubail.



Branded graphics

DOW CONFIDENTIAL

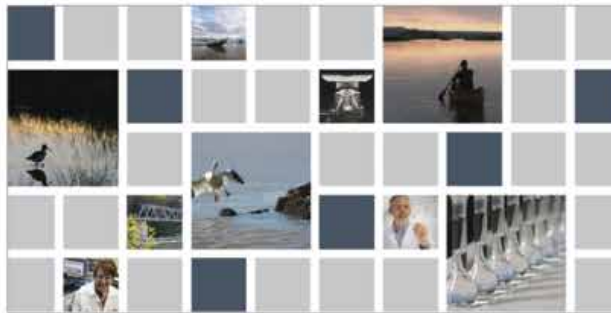
Dow wall art libraries - large format approximately 16' wide x 8' high

The wall art shown below has been created in the core Dow branding for use at Dow facilities to be compatible with any Dow visual identity system. These files are available at very high resolution PDFs to leverage at your site. Review of images used is recommended for use at your site. Please contact the [Brand Team](#) for more information.

Dow Branded Wall Art



Dow branded wall art #2



Dow branded wall art #3



Dow branded wall art #4a



Dow branded wall art #5



Dow branded wall art #6

Dow Sustainability Goals Wall Art



Sustainability icons poster

Branded graphics

Global Dow Center Lobby Videos

DOW CONFIDENTIAL

The Global Dow Center lobby displays 2 large branded videos as shown on this page. Please contact the [Brand Team](#) for more information on leveraging these resources.



A series of video screens line the back wall of the lobby to tell the story of Dow's history.

The impressive “waterfall” display starts with an image of our founder, Herbert Dow, which then breaks up and pixelates into falling images, ending with the table of the elements.



Contact us

DOW CONFIDENTIAL

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

Dow Facilities Brand Guidelines - V2 | February 2019

33