



DOW CONFIDENTIAL

# Brand guidelines

**DOW VIDEO AND ANIMATION** GUIDELINES ADDENDUM

Please check the Brand Center periodically for updated guidelines.

<b>Dow video and animation</b>			
Introduction	4		
<b>Brand strategy</b>			
We are the new Dow	6		
Dow branded expression	7		
<b>Brand voice</b>			
Overview	9-10		
<b>The core visual identity elements</b>			
Toolkit overview	12		
DOW Diamond logo	13-18		
The brandline	19-25		
Color palette	26-31		
Typography	32		
Photography	34-42		
		<b>Animation, icons and illustration</b>	
		Animation	44
		Icons and illustration	45
		<b>Video specific brand application</b>	
		Video requirements	47
		Grid layouts	48
		Dow videos – overview	49
		Title frames	50
		Telling the story	51-53
		Identification considerations	54-55
		Watermark/Bug options	56
		Wrapping it up	57
		<b>Contact us</b>	
		Contact us	59

**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

# Dow video and animation guidelines

DOW CONFIDENTIAL

## Introduction

This is an overview of how the Dow Visual Identity applies to video communications and animation graphics, based on specific needs for the media. Because our Brand is a living asset, the material presented in this document will be updated on the Brand Center periodically to reflect any important changes.

Full details for the application of the Dow Visual Identity and Brand Voice are available on the Brand Center. Agencies, designers and business communicators can also contact the [brand team](#) for brand training at any time.

<https://brand.dow.com>

## Overview

Video and animation graphics bring new opportunities to showcase our Dow brand. It's important that all our electronic and digital materials are organized and prepared correctly for cost and time efficiencies, while presenting a consistent and impactful brand image that is aligned with other Dow communications and media.

As a general guideline, video developers will need to follow the Dow brand visual identity as it pertains to color palette, fonts, photography styles and other design assets.

Our video and animation graphic standards will assist our employees and partners in fulfilling Dow's requirements when creating branded materials. However, we acknowledge that the video realm is not static. Thus, these standards are subject to change as technology advances and our needs expand.

### Consider the following general guidance as you assess opportunities:

- Solid branding practices apply here in the digital world just as they do in print vehicles. Consistency will strengthen our brand.
- Resist the temptation to add too much window-dressing or crowd out the DOW Diamond. Un-branded audio, excessive animation, or other visual clutter will dilute our brand.
- Know that, realistically, our audiences' attention spans are limited. Thus, be sure to focus your efforts on our brand and our customers' needs, versus the latest and greatest digital tactic. Draw attention to the positive power of Dow and what it can do on behalf of its customers.
- Always project professionalism and confidence. Look for ways to use visual media in a fashion that complements, and does not compete with, the Dow brand.

If you have specific questions, please contact Chris Frederick, Creative Producer for Studio 20/20, [cfrederick@dow.com](mailto:cfrederick@dow.com).

The brand information in this guidelines document applies to all media, including video. On pages 43 - 45 you will find brand information specific to animation and illustration. On pages 46 - 55 are guidelines specific to video.

# Brand strategy

# 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.



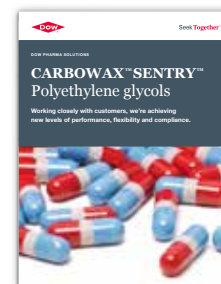
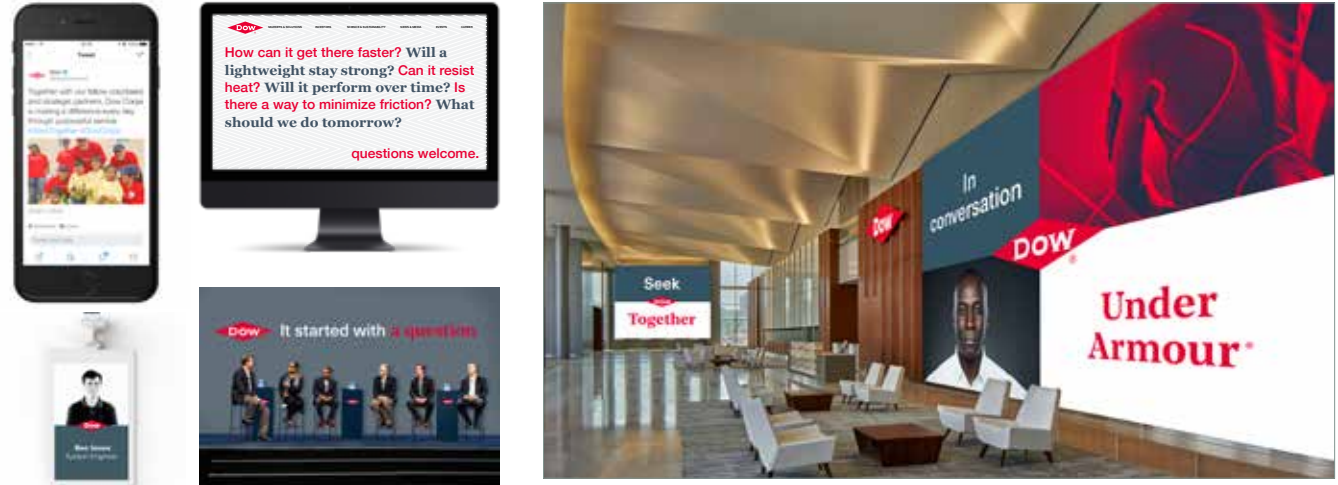
# Dow branded expressions

## Dow Visual Identity System - overview

DOW CONFIDENTIAL

The Dow Visual Identity System is a set of design and writing tools that helps us express our brand consistently **across all media** and all regions. Every successful business has a recognizable and unique brand. As a company's brand and reputation grows, customers can easily associate the brand with the company. The Visual Identity System is the part of branding that helps us portray our company and products in a consistent way. This promotes recognition to further build and support the brand. Branding is not just the company's logo – it is the company's face to the world. Presenting communications that are consistently branded will help Dow deliver its messaging as a unified brand, while leveraging the Visual Identity tools and templates which deliver cost efficiencies.

Specifics on the Visual Identity System and Core Design Elements on pages [11-43](#).



# Brand voice



# Brand voice

## Overview

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

### **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.

For more detailed information on brand voice, please visit the [Brand Center](#).

# Brand voice

## Overview

DOW CONFIDENTIAL

## 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.



## Seek Together™: our brandline

Our brandline is 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.

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"
- Reserve the words "seek" and "together" for the brandline. Whenever possible, 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."

# Seek Together™

# Core visual identity elements

# Toolkit overview

## Graphic elements

DOW CONFIDENTIAL

### Logo



### Brandline

Seek **Together™**

### Typography

**Arial**

Arial Regular

Arial Bold

Arial Black

**Georgia**

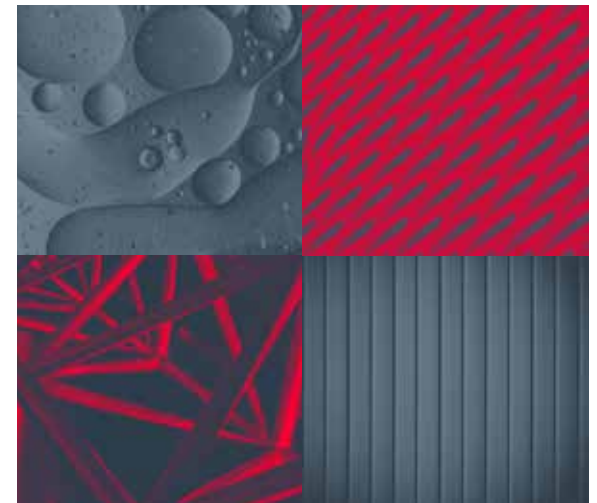
Georgia Regular

Georgia Bold

### Color palette



### Colorized textures



### Photography



# 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 proanimational 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:

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

DOW CONFIDENTIAL

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™**



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



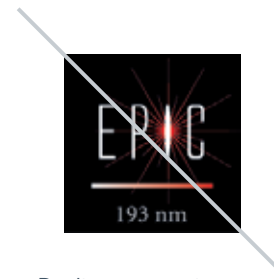
Don't lock-up the Dow Diamond logo with product names.



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

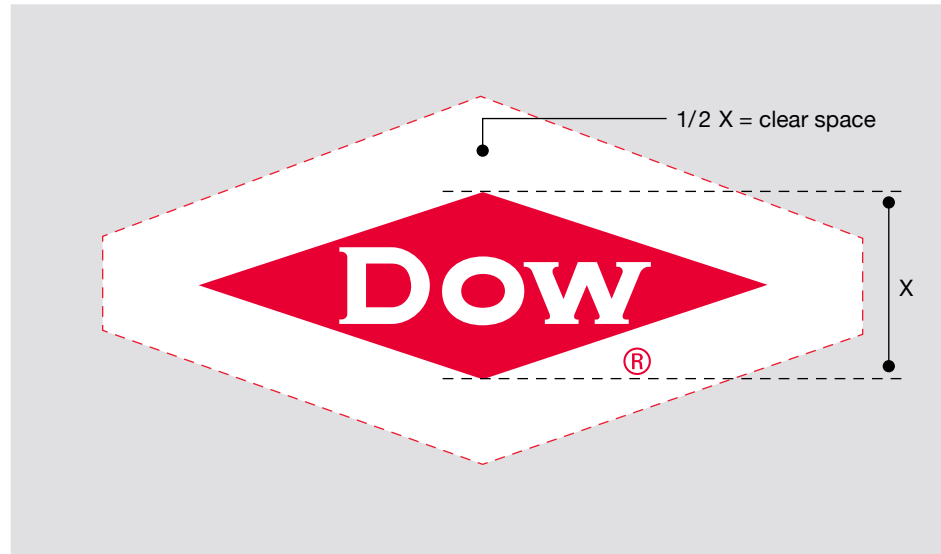
DOW CONFIDENTIAL

## 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 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 and legal considerations

DOW CONFIDENTIAL

### 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.

### DOW Diamond legal considerations

#### 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 (®Trademark 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 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](http://www.dow.com/about/corpid/corpid.html) 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](mailto:dowbrand@dow.com)) or Dow’s Trademark & Copyright Department at (989) 633-4113 (e-mail: [bwbidwell@dow.com](mailto:bwbidwell@dow.com)).



Solutions For Human Progress

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.

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 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

DOW CONFIDENTIAL

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

DOW CONFIDENTIAL

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 colorized 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.

# 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](#).*

# Brandline specifications

DOW CONFIDENTIAL

## 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

DOW CONFIDENTIAL

## 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



Seek Together™

### 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

DOW CONFIDENTIAL

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, centered, small brandline



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](#).*

## Vertical, left-aligned



## Horizontal, vertically centered



## Horizontal, shared hangline



## Horizontal, shared baseline





# Brandline-led: Logo with brandline relationships

DOW CONFIDENTIAL

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, centered, small Diamond



Vertical, left-aligned, large Diamond



Vertical, left-aligned, small Diamond



Horizontal, vertically centered



*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**



**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.

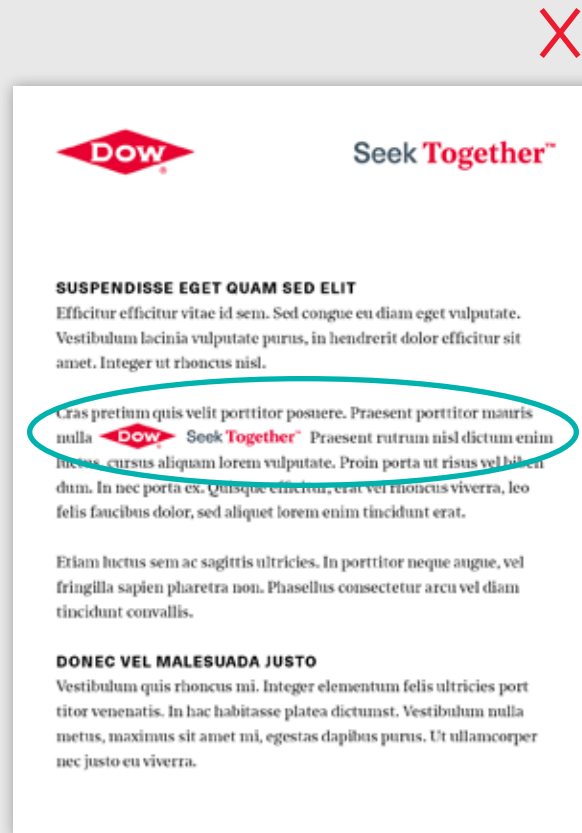
*Do not copy logos directly from these guidelines.  
Always use the approved digital artwork files  
available from the [brand center](#).*

# Avoid using the brandline in text

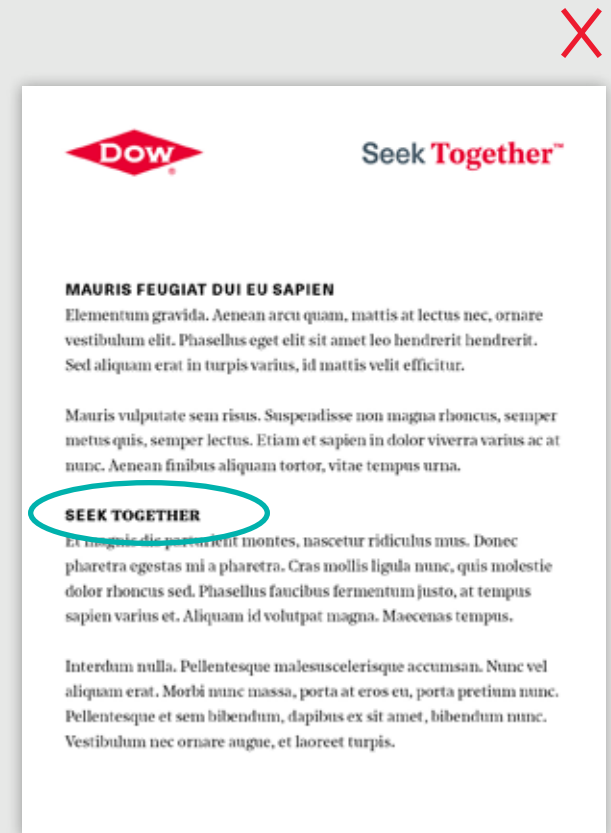
DOW CONFIDENTIAL



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.

# Color palette

## Overview

DOW CONFIDENTIAL

### 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.

### Secondary neutral colors

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

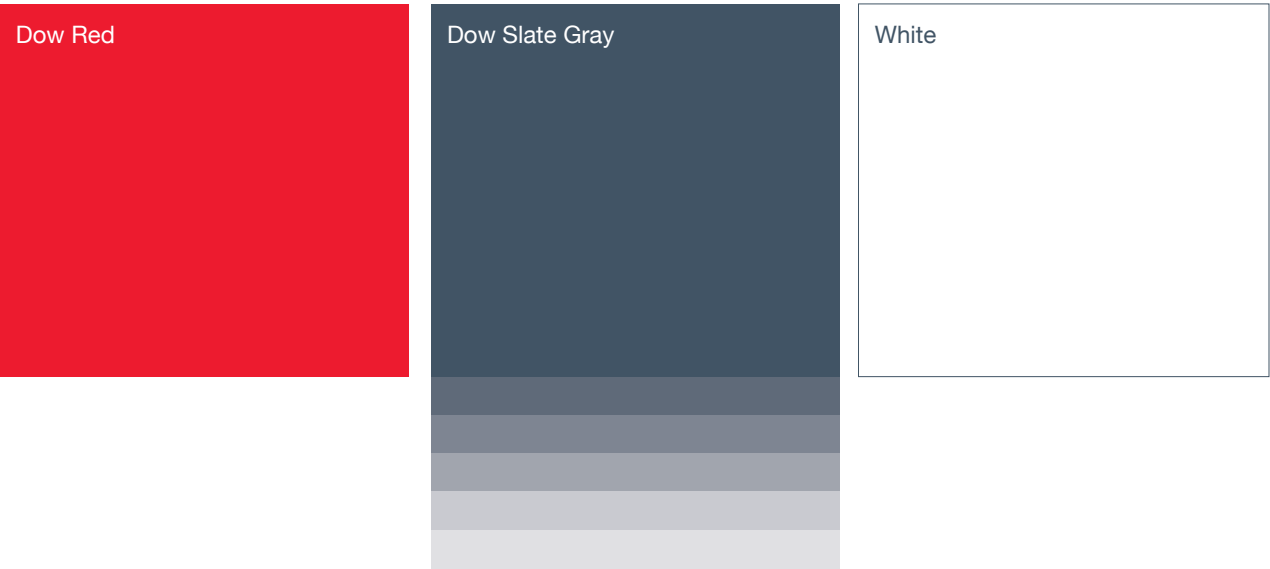
### Accent/call to action colors

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.

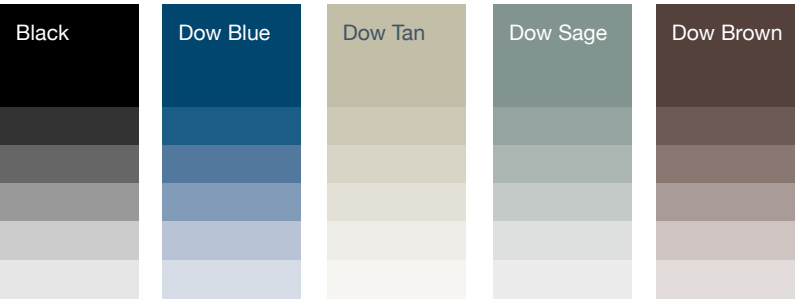
### Tints

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%.

### Primary colors



### Secondary neutral colors



### Accent/call to action colors



# Color palette

## Specifications

DOW CONFIDENTIAL

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



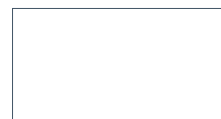
#### Dow Red

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

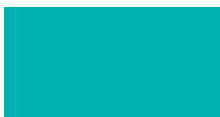
Pantone: 5497 C  
CMYK: 45-25-35-15  
RGB: 130-153-149  
Hex: #829995



#### 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

# Color palette

Hex and RGB tint specifications

DOW CONFIDENTIAL

	Dow Slate Gray	Black	Dow Blue	Dow Tan	Dow Sage	Dow Brown	Dow Teal	Dow Gold
100%	#415364 65-83-100	#000000 0-0-0	#193f5e 25-63-94	#cbc5b5 203-197-181	#829995 130-153-149	#5e514d 94-81-77	#00b2a9 0-178-169	#febb12 254-187-18
80%	#677583 103-117-131	#333333 51-51-51	#47657e 71-101-126	#d5d1c4 213-209-196	#9badaa 155-173-170	#7e7471 126-116-113	#33c1ba 51-193-186	#fec941 254-201-65
60%	#8d98a2 141-152-162	#666666 102-102-102	#758c9e 117-140-158	#e0dcd3 224-220-211	#b4c2bf 180-194-191	#9e9794 158-151-148	#66d1cb 102-209-203	#fed671 254-214-113
40%	#b3bac1 179-186-193	#999999 153-153-153	#a3b2bf 163-178-191	#eae8e1 234-232-225	#cdd6d5 205-214-213	#bfb9b8 191-185-184	#99e0dd 153-224-221	#ffe4a0 255-228-160
20%	#d9dde0 217-221-224	#cccccc 204-204-204	#d1d9df 209-217-223	#f5f3f0 245-243-240	#e6ebea 230-235-234	#dfdcd3 223-220-219	#ccf0ee 204-240-238	#fff1d0 255-241-208
10%	#ecedef 236-237-239	#e5e5e5 229-229-229	#e8ebef 232-235-239	#faf9f7 250-249-247	#f2f5f4 242-245-244	#efeded 239-237-237	#e6f7f6 230-247-246	#fff8e7 255-248-231

# Using our secondary color palette

LOW CONFIDENTIAL

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:

**Lead with primary and thread them throughout** your communication, using our accent/call to action colors as needed.

**Lead with primary colors and thread a single secondary color throughout** your communication, using accent/call to action colors as needed.

In both instances, leading with our primary colors means that the first impression, albeit a web landing page or the cover of the 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 select a secondary color to thread throughout the rest of the experience.

Note how the secondary color "Dow Sage" was chosen to subtly weave through this guidelines document.



Example 1: Lead with the Dow primary colors and thread them throughout



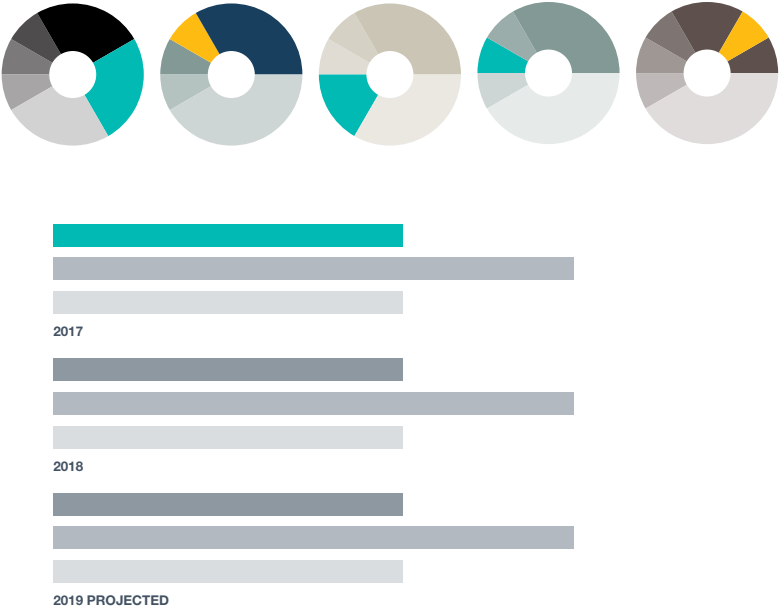
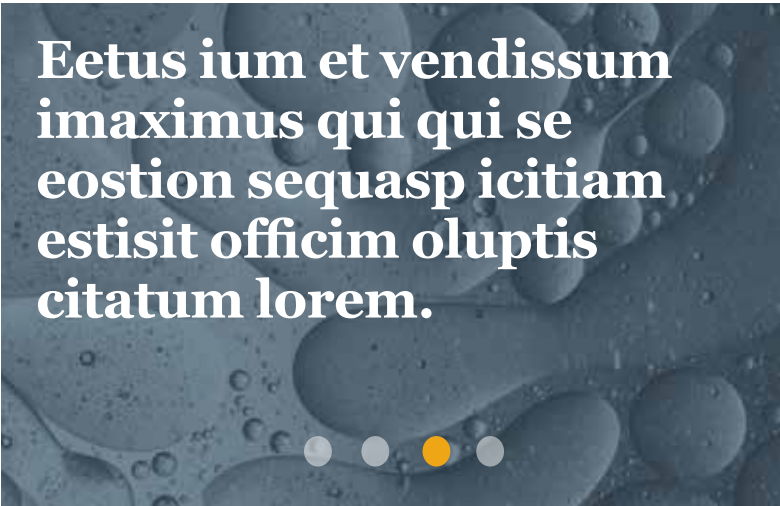
Example 2: Lead with the primary colors and thread a single secondary color throughout



# 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.



# Using our accent/call to action colors

DOW CONFIDENTIAL

## CORRECT use of accent and call-to-action colors

Limit the use of Dow Gold and Dow Teal to a call to action or highlight of key benefit or feature.



## INCORRECT use of accent and call-to-action colors

Do not use Dow Gold or Dow Teal to color a panel elevating the color to the same prominence as Dow Red and Dow Slate Gray.



## CORRECT use of accent and call-to-action colors



## INCORRECT use of accent and call-to-action colors



# 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).



### 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, video and MS Office applications.

Arial Regular

**Arial Bold**

**Arial Black**

## Georgia

Georgia Regular

**Georgia Bold**

### 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."

# Photography

## Overview

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.

### IMPORTANT PHOTOGRAPHY NOTE

Red tinted images were used in some early corporate videos and will not be used going forward except as approved in special corporate initiatives.

The use of Dow Red colorized textures is still acceptable in all materials and does not need special brand approval.





# 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.

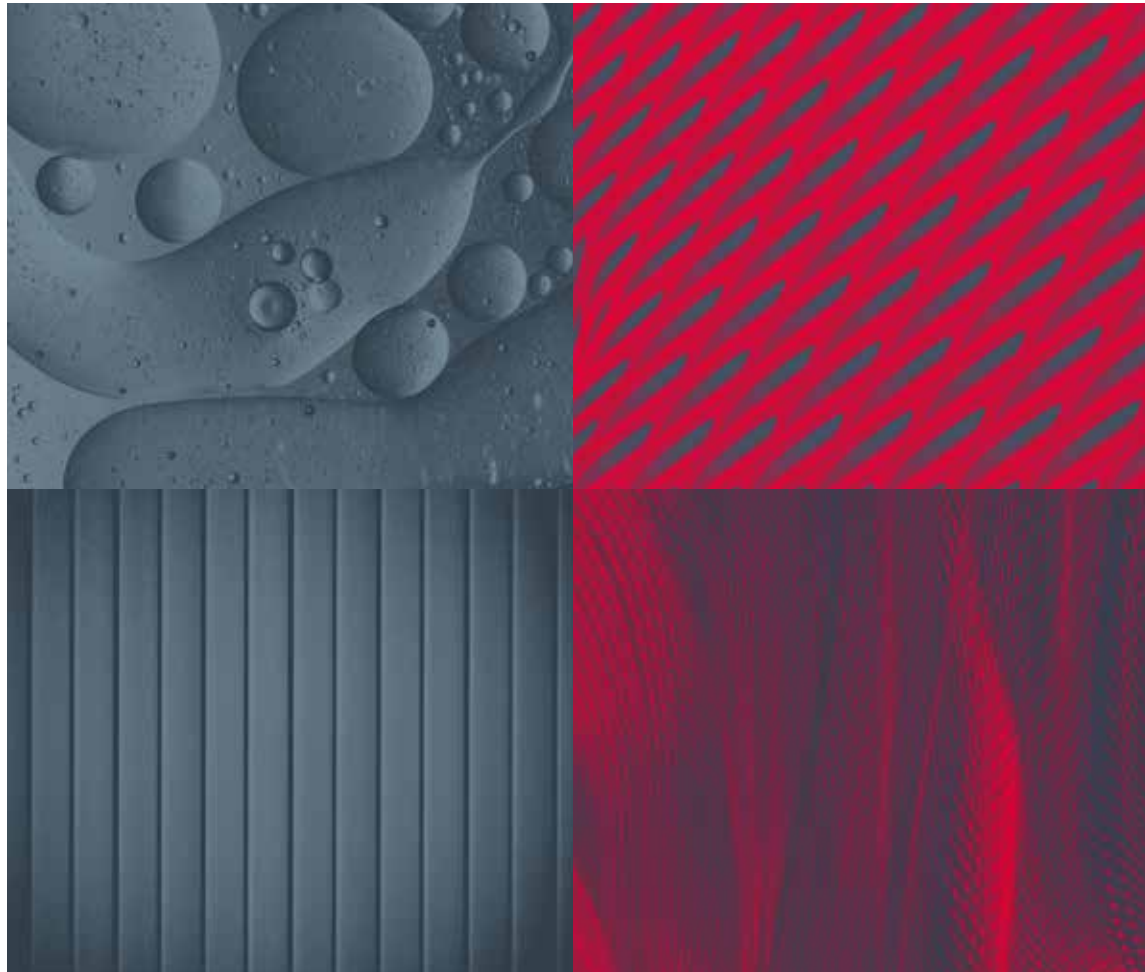
Currently, our textures appear in only Dow Red and Dow Slate Gray. A library of colorized textures is available for download on the [Brand Center](#).

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.

For directions on creating new colorized textures, please visit the [Brand Center](#).

**Download colorized texture motion files for video from the [Brand Center](#).**



This style of photography in Dow Red and Slate Gray is reserved for our abstract colorized texture images. Content images should use realistic coloring.

# Contextual photos

## Overview

DOW CONFIDENTIAL

**The photo guidelines on the following pages apply to all media, including video.**

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 portraits

DOW CONFIDENTIAL

### Custom or stock photography with an emphasis on a neutral palette

People are at the heart of the Dow business and brand. We care about connecting with the people we work with and serve.

Portraits of our employees are key to building this human connection.

Like our brand-led portraits, these portraits show our employees making direct eye contact with the viewer.

With simpler backgrounds and mostly neutral tones, these photos show the gentler, human side of the Dow brand. They work flexibly with colorized textures and allow Dow Red to retain the spotlight.



# Photography

## Contextual collaboration

DOW CONFIDENTIAL

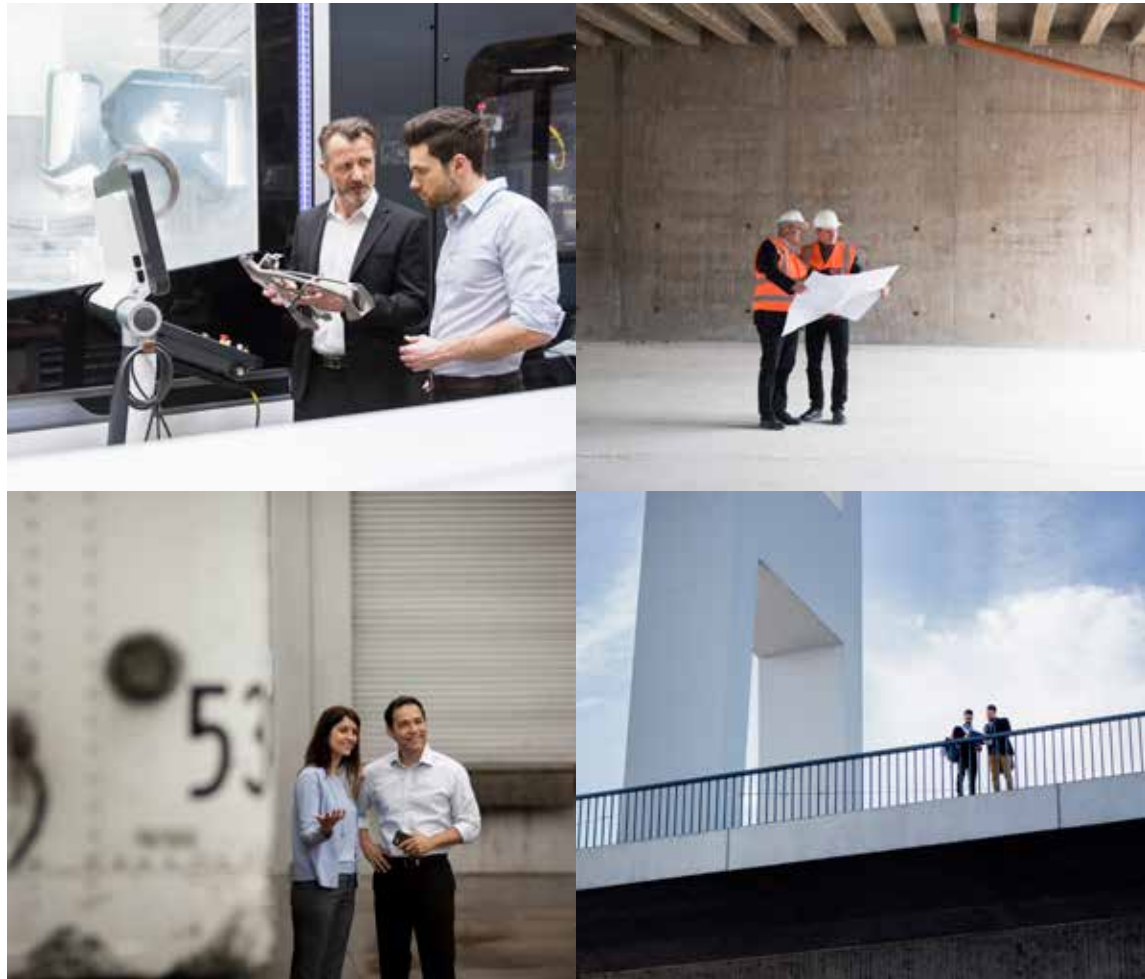
### Custom or stock photography showing collaboration, with an emphasis on neutral colors

Collaborating with diverse customers is central to Dow's business, and we celebrate these personal interactions.

Photos of people working collaboratively in the marketplace help to represent Dow's values for partnership.

These photos should always appear realistic, not staged. They should capture enough of the surrounding environment to suggest a story, and the people should always look engaged in a conversation or exchange.

As with all images in our contextual photograph style, the overall color should be neutral, coordinating with our secondary color palette.



# 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

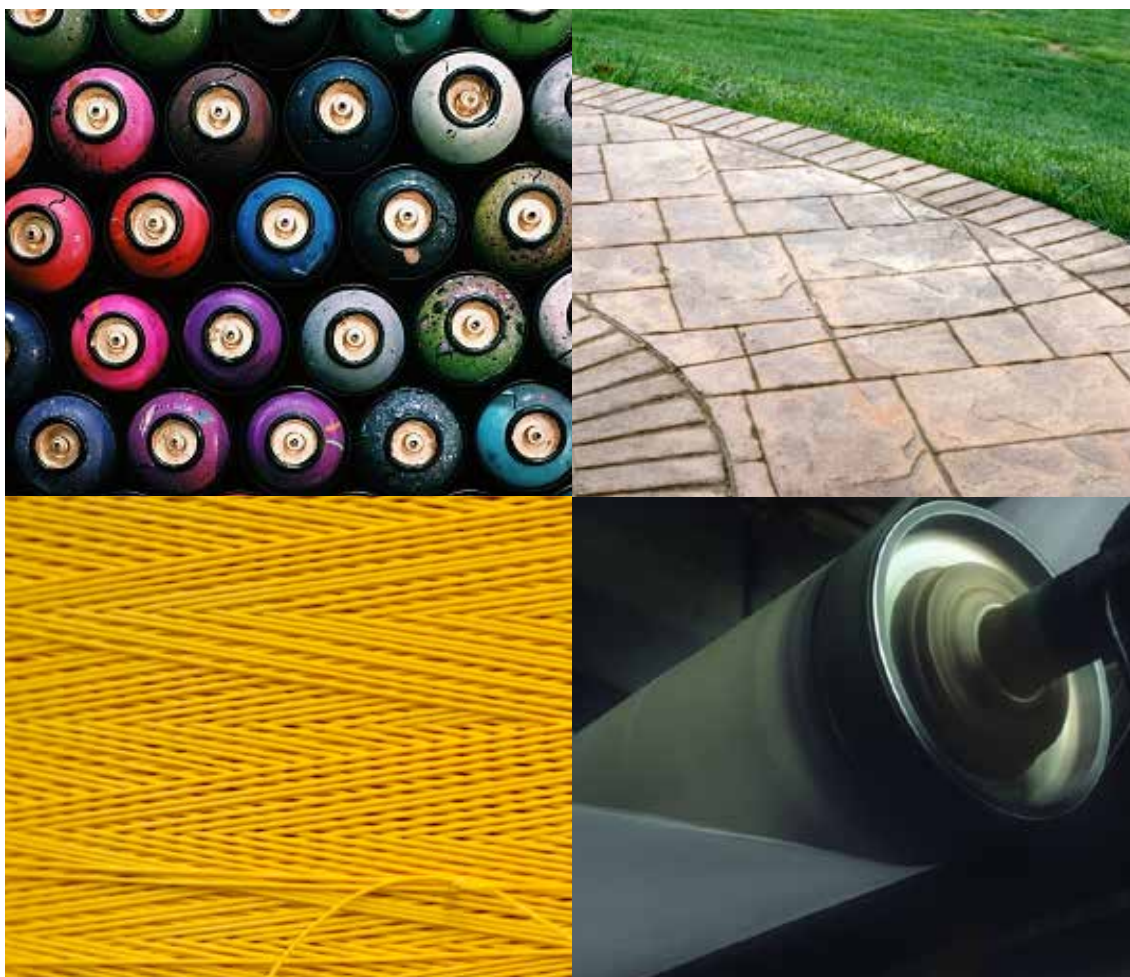
## Product-specific photos

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.



# Animation specific brand application



# Animation

DOW CONFIDENTIAL

## Dow animation examples for digital banners

The three basic animation sequences shown on this page apply the Dow conversation style using both serif and sans serif fonts and split screens when possible.

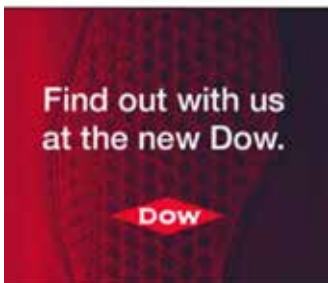
Frame 1



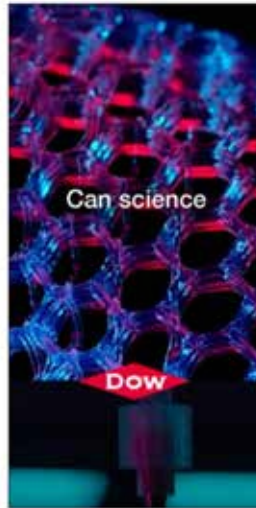
Frame 2



Frame 3



Frame 1



Frame 2



Frame 3



Frame 4



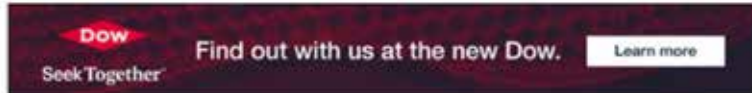
Frame 1



Frame 2



Frame 3





## 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.

## Illustrations

While not a core element to our visual system, illustration may be used when necessary to communicate a concept or tell a story. Illustration style is flexible, but should always be crisp and modern in feel. Always use high-quality, professional illustration. Whenever possible stay within the primary and secondary Dow brand color palettes. When other colors are needed, keep within a more neutral palette, similar to the examples shown in our photography guidelines (see pages 36-40).

Color illustration may be used for campaigns and special needs, but be judicious. Do NOT use neon colors or other bold colors that don't reflect or fit with the brand palette. Do NOT show products or materials not created by Dow without an explanation.



# Video specific brand application

# Video requirements

DOW CONFIDENTIAL

**Dow has developed the following standards for use by our partners. Please note that these standards are subject to change as technology advances or our needs change over time. Questions should be directed to the Dow Video Concierge Service (989) 636-2911.**

- Dow requires that all video content (this includes both raw source footage and finished programs) produced on its behalf, be provided within 10 days of project completion and approval, to: Studio 20/20, The Dow Chemical Company, Studio 20/20, 2040 Dow Center, Midland, MI 48674.
- All video elements should be provided in their original recorded format.
- Copies of all associated model releases (written approvals) must accompany each program.
- Each video source and accompanying documentation must be clearly marked with shooter, contact information, length, title, date of acquisition (for raw footage) or completion (for finished program).
- All component graphic elements of the finished video program must be provided.
- All animation/animation graphic elements should be accompanied by the source/media files and the application project file that it was created in. Animation files created in After Effects or Cinema4D are preferred.
- All animation/animation graphic video files that are submitted should be formatted to the following minimum specifications: 16:9 aspect ratio, 4K (UHD) resolution preferred, 1920x1080 accepted. 23.98, 24, 29.97 or 30 fps.
- Flash and other web design-based applications will not be acceptable for video assets.

**Not all videos require the same treatment. It is required however to use the Dow visual guidelines for typography and accurate color rendering in all sequences.**

For compatibility questions or assistance, please contact Chris Frederick, Creative Producer for Studio 20/20, [cfrederick@dow.com](mailto:cfrederick@dow.com).

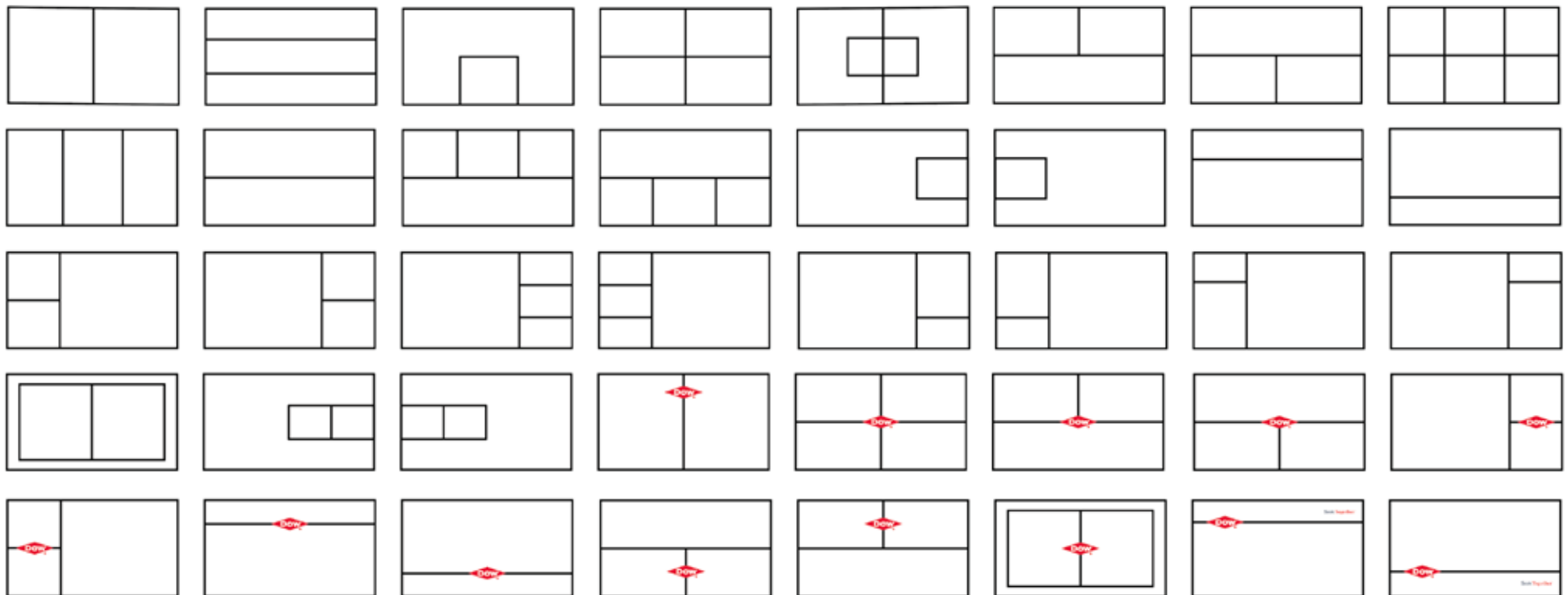
# Possible grid layouts

DOW CONFIDENTIAL

Typical layouts utilize a full screen format and the grid layouts below should be interspersed **to support Dow's “conversational” style of design.**

An infinite number of grid layouts are possible – the most common ones shown below.

**Try to have some layouts that include the DOW Diamond placed between images and/or color blocks like those in the last two rows below. This placement of the Diamond is a strong representation of collaboration in our visual system.**



# Dow videos

## Overview

Dow produces many types of video content, including:

1. Brand films (anthemic, case study, etc.)
2. Product introductions
3. Product capabilities
4. Product usage/training
5. Presentations
6. Employee engagement promos
7. Safety promos
8. Safety trainings
9. New hire trainings
10. Functional campaign promos
11. Leader messages  
(Executive, Functional, Business, and Regional)
12. Event promos or recaps
13. Employee recognitions
14. Company awards
15. Digital displays
16. Tradeshow content
17. Partner promos (Habitat for Humanity, FIRST, United Way)
18. Recruitment
19. Virtual tours

Not all videos require the same treatment. It is required however to use the Dow visual guidelines for typography and accurate color rendering in all sequences.

In general, the DOW Diamond should be used in the introduction to any video where possible. It should be shown in Dow Red, vertically and horizontally centered, and at 100% opacity – never use transparency, except in fade animations.

An exception would be looped videos or digital displays (for example at tradeshows) where it might make sense to show the DOW Diamond in a different context.

You may also use the DOW Diamond at the end of a film, when the opening frames of a film are not suitable.

## Do

**Use the official red DOW Diamond to introduce a video where possible.**  
Where it is not possible to insert it at the beginning, use it at the end instead.

**Include the brand line “Seek Together” logo lockup where possible and appropriate.**



## Do not

**Do not use the white DOW Diamond to introduce our brand.**  
The red Diamond is always preferable.

**Do not use the Diamond in an older style layout such as with a notch above or below the Diamond.**



DOW CONFIDENTIAL

### 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.

# Title frames

DOW CONFIDENTIAL

Typical branded first page and title pages where applicable

Dow films should lead with the DOW Diamond whenever possible. The Diamond should be displayed in a tasteful size as shown.

It is not mandatory for the title frame to be the first frame of the film. That is up to the discretion of the director.

When appropriate, our brandline, Seek Together™ should be displayed on a frame just before the title frame. Always use from master brandline files found on the [Brand Center](#).

**The title should be set in either Arial or Georgia – in regular or bold, at the discretion of the film editor or art director.**

**Download all the video assets from the [Brand Center](#).**

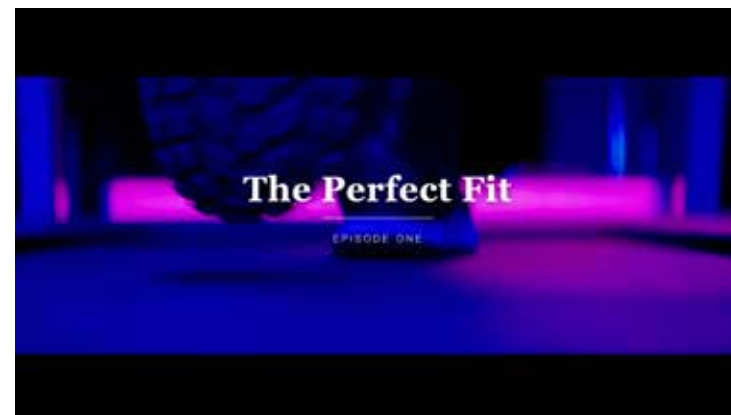
- Still Colorized Textures
- Motion Textures Dow
- Video assets bundle:
  - Color Palette for Video
  - DOW Diamond Signature Frame
  - DOW Diamond package
  - Dow Seek Together brandline
  - Seek Together Signature Frame
  - Lower Thirds
  - Brand getting started tools, with pre-made grids
  - Seek Together background



**DOW Diamond frame:** This frame sets the stage that this is a Dow branded film.



**Brandline frame:** This frame declares our ambition and brand platform.



**Title frame:** This screen capture illustrates the relative size for the title.

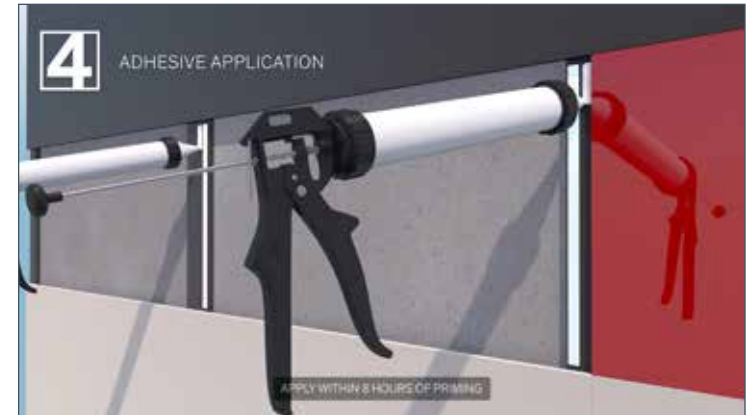


# Telling the story

DOW CONFIDENTIAL

Stories can be told using images and video following the neutral color styles shown in the photography section of these guidelines, injecting color throughout, using full color product or end consumer use photography.

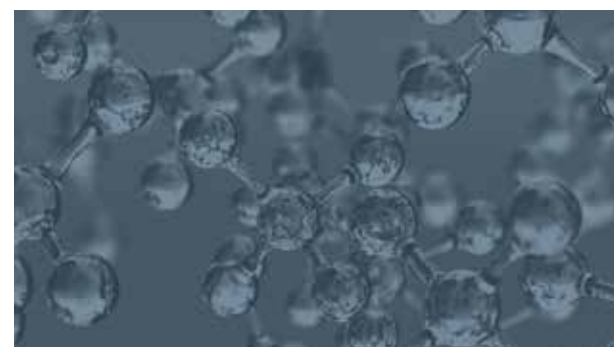
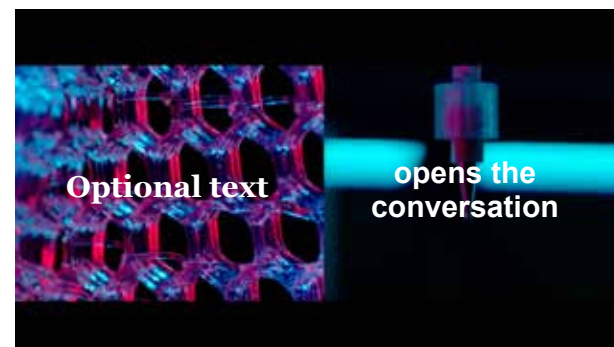
**Strategic use of the split screen format makes use of Dow's "conversational" style of design in the brand system. Adding text further promotes the feel of a back-and-forth discussion utilizing both the Arial and Georgia fonts in red and white.**



Split screens used for images and textures creates a rich, conversational style when telling Dow stories and is enhanced even further when using text that invites conversation set in our serif and sans serif fonts.

# Telling the story

DOW CONFIDENTIAL



Tell your story using text and images following the neutral color styles shown in our photography guidelines, injecting color throughout using full color product or end consumer use photography. Use static or motion textures freely.

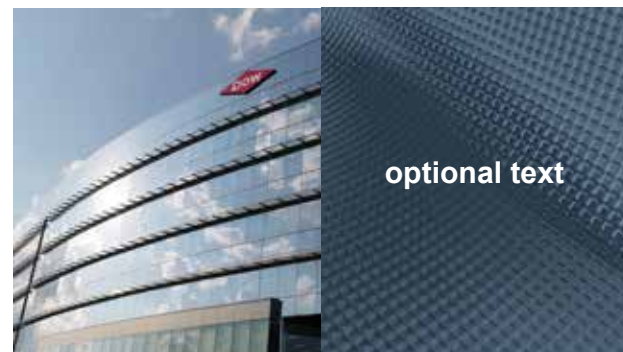
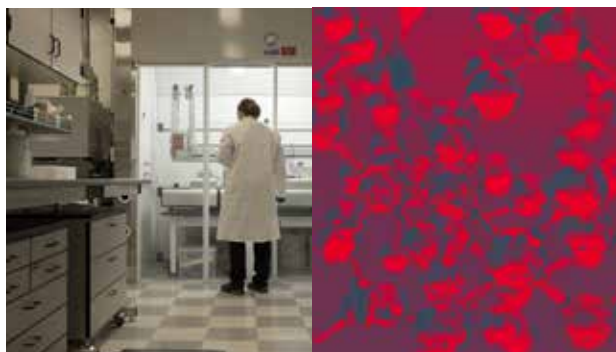
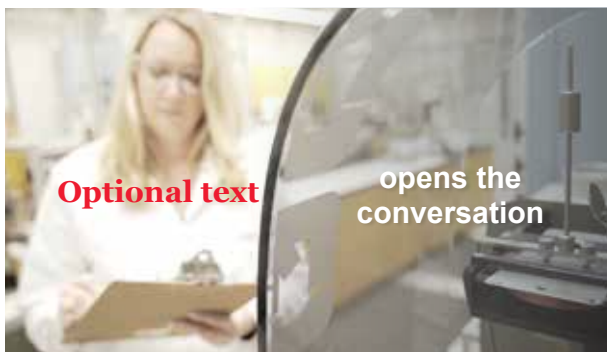
**Download all the video assets from the [Brand Center](#).**

- Still Colorized Textures
- Motion Textures Dow
- Video assets bundle:
  - Color Palette for Video
  - DOW Diamond Signature Frame
  - DOW Diamond package
  - Dow Seek Together brandline
  - Seek Together Signature Frame
  - Lower Thirds
  - Brand getting started tools, with pre-made grids
  - Seek Together background



# Telling the story

DOW CONFIDENTIAL



## Download all the video assets from the [Brand Center](#).

- Still Colorized Textures
- Motion Textures Dow
- Video assets bundle:
  - Color Palette for Video
  - DOW Diamond Signature Frame
  - DOW Diamond package
  - Dow Seek Together brandline
  - Seek Together Signature Frame
  - Lower Thirds
  - Brand getting started tools, with pre-made grids
  - Seek Together background

# Identification considerations

DOW CONFIDENTIAL

Identifying people in video is a simple way to illustrate the brand visual identity. In each of these examples, there is use of appropriate combinations of the typography, (Arial and Georgia), colorized textures, and the primary colors.

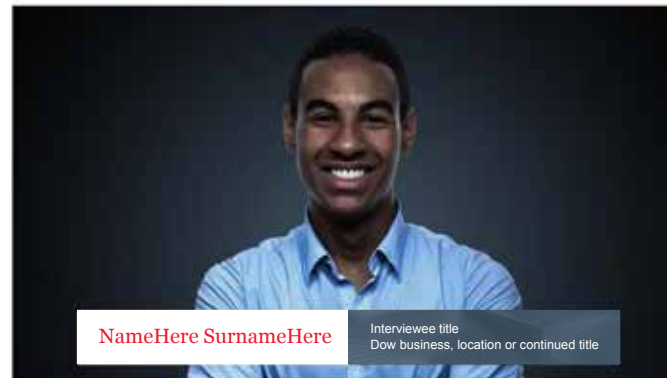
## Layout suggestions

These lower-third examples are recommended, but the video editor/designer may choose to use a different variation of visual identity elements. Any compliance concerns can be advised through [cfrederick@dow.com](mailto:cfrederick@dow.com).

Information on ADA compliance available on the [Typography page](#) of the [Brand Center](#).

## Download all the video assets from the [Brand Center](#).

- Still Colorized Textures
- Motion Textures Dow
- Video assets bundle:
  - Color Palette for Video
  - DOW Diamond Signature Frame
  - DOW Diamond package
  - Dow Seek Together brandline
  - Seek Together Signature Frame
  - Lower Thirds
  - Brand getting started tools, with pre-made grids
  - Seek Together background

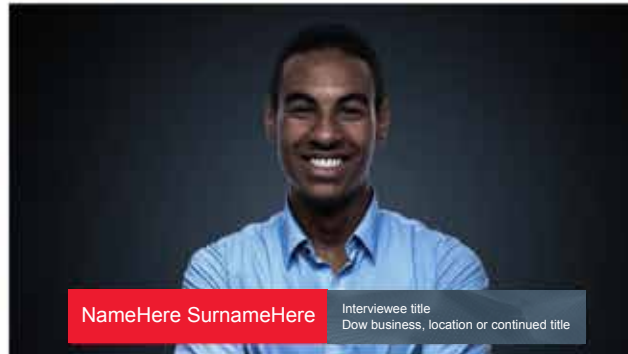


# Identification considerations

DOW CONFIDENTIAL

These examples are preferred and easy to duplicate.

Information on ADA compliance available on the  
Typography page of the [Brand Center](#).



## Download all the video assets from the [Brand Center](#).

- Still Colorized Textures
- Motion Textures Dow
- Video assets bundle:
  - Color Palette for Video
  - DOW Diamond Signature Frame
  - DOW Diamond package
  - Dow Seek Together brandline
  - Seek Together Signature Frame
  - Lower Thirds
  - Brand getting started tools, with pre-made grids
  - Seek Together background

# Watermark or bug

## White or red

DOW CONFIDENTIAL

The use of a DOW Diamond “bug” or watermark is optional. When desired, use the mark according to these guidelines.

The DOW Diamond may be used as a watermark in the lower right corner of the frame, in white or red. The relative size of the watermark should be roughly as shown in these examples. For most 1920x1080 applications, the size of the DOW Diamond would be 250 pixels wide.

When using as a watermark, the DOW Diamond should never appear less than 50% transparency. The DOW Diamond is available in the assets section of the Brand Center.

The DOW Diamond may be used at 100% opacity when appearing on backgrounds that contrasts well with full opacity logo.



## Download all the video assets from the [Brand Center](#).

- Still Colorized Textures
- Motion Textures Dow
- Video assets bundle:
  - Color Palette for Video
  - DOW Diamond Signature Frame
  - DOW Diamond package
  - Dow Seek Together brandline
  - Seek Together Signature Frame
  - Lower Thirds
  - Brand getting started tools, with pre-made grids
  - Seek Together background



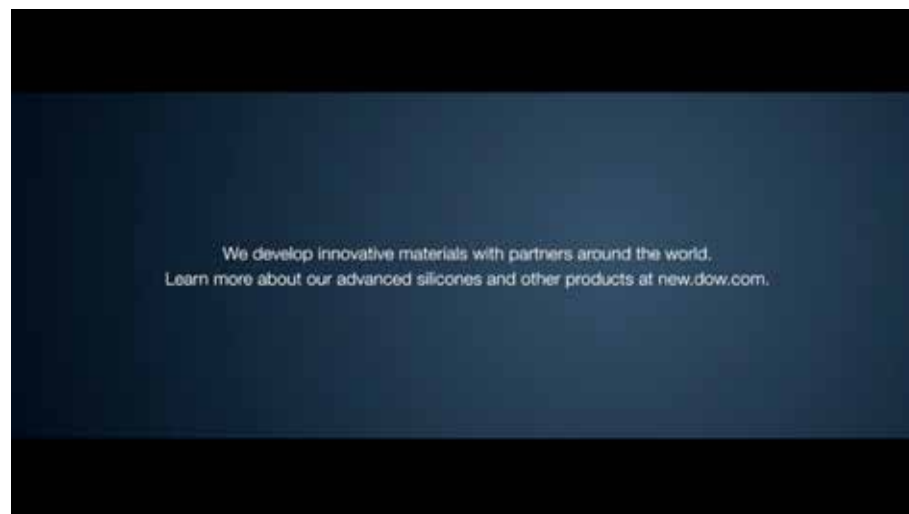
# Wrapping it up

DOW CONFIDENTIAL



Whenever possible, the signature frame should be a split screen with a quick fade-in of the DOW Diamond placed over the center top area and the Seek Together brandline placed centered on either side of the center line.

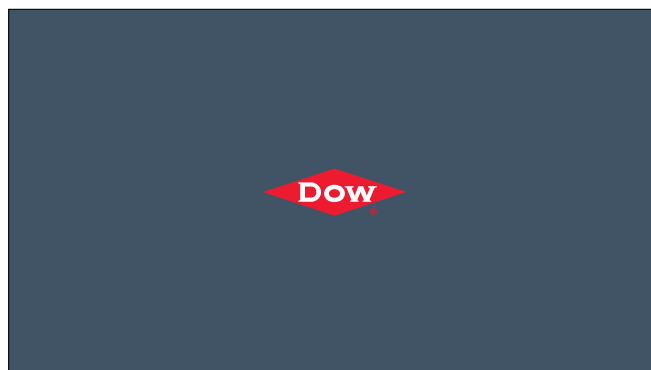
The background may be made from images, colored textures, or may use solid, or tints of Dow Slate Gray or white.



When a call-to-action frame is desired, place the text, in white, over Dow slate gray.

## Basic signature frames

In this case, use the Dow slate gray or white background with the DOW Diamond or Dow-Seek Together logo lockup as a simple sign off frame.



# Contact us

# Contact us

DOW CONFIDENTIAL

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

## For brand specific information

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

## For video specific questions

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



Seek Together™

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

Dow Video and Animation Guidelines v1.0 | June 2019

59