



# Brand guidelines

DOW Diamond and brandline usage guidelines

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## Contact us

### 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

# One Dow brand strategy

We are using a One Dow brand. 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.



# 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.**

### 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.

Do not copy logos directly from these guidelines. 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.

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# DOW Diamond logo specifications

## Clear space

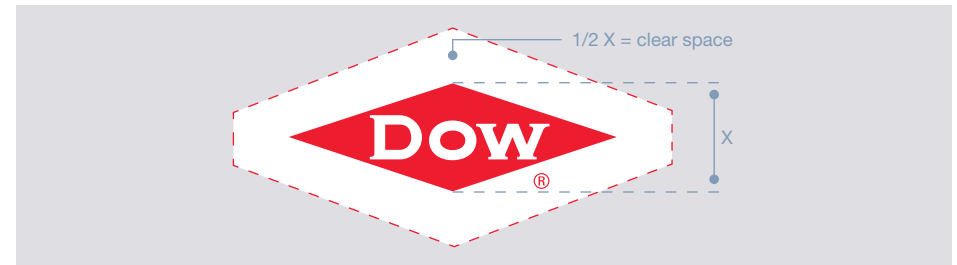
To ensure the optimum legibility of the logo, maintain ample clear space around it. The minimum recommended clear space is one-half the height of the DOW Diamond, represented below by the white area surrounding the Diamond.

**Do not place the brandline, type or graphic elements within this 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.

The third tier headings for this new page would be “Clear space” “Using the logo at small sizes” and “DOW Diamond in text”. Keep both graphics as is.



## 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.

# Logo misuse

Ensuring consistent use of our logo is a crucial part of building brand equity. In protecting the logo, there are several things to avoid. More examples of logo misuse are covered in detail in the [Brand Center](#).



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



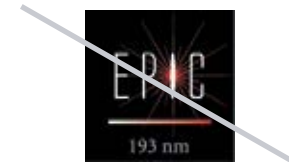
Don't lock-up the Dow Diamond logo with product names.



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.



NOTE: 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

# Background control

The DOW Diamond should be placed on backgrounds that provide sufficient legibility. The examples at right show a variety of acceptable background scenarios. Use these as a guide when choosing a solid color, photographic or texture background.



On Dow Slate Gray at 100%



80%



60%



40%



20%



10%

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



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





# Background misuse

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 (®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 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>.

## 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](mailto: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](mailto:bwbidwell@dow.com)).

### 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)).

**Brandline**

# Designing with the brandline

## Overview

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

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.

## 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.

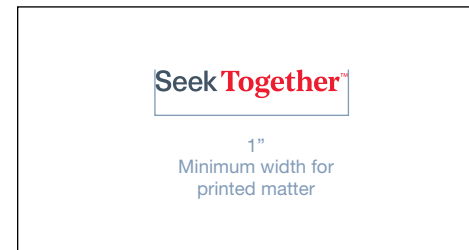
## Using the brandline at small sizes

- 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.

**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.**

## Brandline

# Seek Together™



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

# Brand-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.

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.

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




**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.

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

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



## Vertical, left-aligned



## Horizontal, vertically centered



## Horizontal, shared hangline



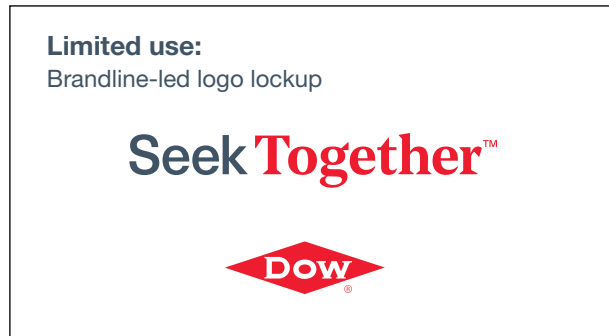
## Horizontal, shared baseline



Do not copy logos directly from these guidelines. Always use the approved digital artwork files available from the **Brand Center**.

# Brandline-led usage

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.



Seek Together™

**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.

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

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



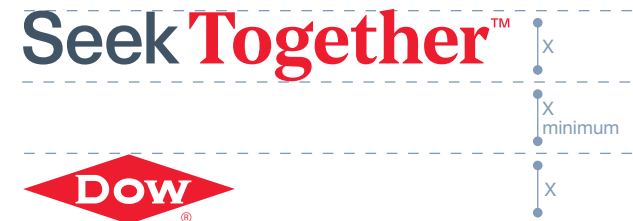
Vertical, left-aligned, large Diamond



Vertical, centered, small Diamond



Vertical, left-aligned, small Diamond



Horizontal, vertically centered



# Logo with brandline color versions

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

For ADA compliance, always ensure that there is sufficient contrast with the background for legibility.

For more information, see [ADA Compliance information in the typography section of the Brand Center](#).

## Full-color positive lockup



Seek Together™

Also acceptable on a very light gray background

## One-color positive lockup



Seek Together™

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

## Full-color reverse lockup



Use only over 100% Slate Gray only when the word "Together" will be displayed at 18pt /24px or larger.

## One-color reverse lockup



Use the one-color reverse lockup only in instances where one-color printing is indicated, or when needed for ADA compliance.

## Exception for horizontal lockup and when required in small type sizes for ADA compliance



Always use the approved digital artwork files available from the [Brand Center](#).

# Brandline misuse

Ensuring consistent use of our logo is a crucial part of building brand equity. In protecting the logo, there are several things to avoid. More examples of logo misuse are covered in detail in the [Brand Center](#).



Do not alter the brandline



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 copy logos directly from these guidelines. Always use the approved digital artwork files available from the [Brand Center](#).



# Logo application

## Examples on promotional items

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.

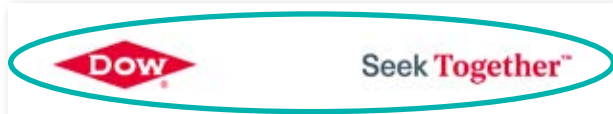
Choosing the appropriate logo, scale and clear space will help ensure that an item reflects our brand. Always insist on premium reproduction techniques from high-quality vendors. A pre-production proof will confirm that the item can be made as designed.



# Avoid using the brandline in text

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

✓



**UPM BIOFUELS**

Working with our partner UPM, Dow is turning a waste residue from paper production into naptha, creating an alternative and renewable feedstock for plastics production. This waste product comes from sustainably managed forests - extracted as a residue when separating wood fiber for pulp production. Unlike other alternative renewable feedstocks, no extra land resources are required and there is no competition with the human food chain. This approach is reducing CO<sub>2</sub> emissions by more than 50% when compared to standard fossil derived PE resins and the polymers produced as a result are helping packers and converters to meet their sustainability goals.

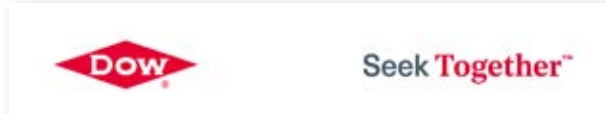
**DOW TECHNOLOGIES**

Dow offers products to support the recycling of previously hard to recycle products, for example, with the use of RETAIN™ Polymer Modifier multi-layer barrier films can be recycled. Dow's work in this area is broadening the mix of plastic waste that can be recycled and allowing recyclers to enhance the quality and therefore value of the recycled material and end-use application.

Dow is passionate about advancing recycling capabilities. We design products for recyclability. We innovate recycling technologies. We find new ways to incorporate recycled content into the resins we sell. All to increase the amount of plastic recycled and reused worldwide.

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

✗



**CIRCULATE CAPITAL**

Circulate Capital is an impact-focused investment management firm dedicated to financing innovation, companies and infrastructure that prevent the flow of plastic waste into the world's ocean while advancing the circular economy.

Dow **Seek Together™** is investing in Circulate Capital's Ocean Fund – the first fund and incubator preventing ocean plastic.


**GLOBAL PLASTIC ACTION PARTNERSHIP**

The Global Plastic Action Partnership (GPAP) is driven by the World Economic Forum and funded by the governments of Canada and the U.K., along with Dow and other global brands. The partnership aims to fast-track a circular economy by evaluating viable solutions to reduce plastic pollution, prioritize these solutions for investment opportunities and develop a roadmap for implementation.

The GPAP translates commitments into local action and supports Dow's commitment to a circular economy for plastic by showing how business, communities and government can redesign the global “take-make-dispose” economy as a circular one.

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

✗



**IMPROVING ROADS WITH RECYCLED PLASTIC**

Asia, Europe, Africa, North America, Latin America – these regions face different challenges. One thing they have in common? Infrastructure can be improved. That's why Dow is working with partners around the world to make polymer-modified asphalt roads with recycled plastic.

Roads built from recycled plastic are often more resistant to corrosion and can reduce potholes and traffic jams. Additionally, tons of plastic is being diverted from landfills for the projects. And this is just the start; with our partners, we're working toward safer, more sustainable roads.

**SEEK TOGETHER**

Recycling for a Change has created a training, professional development and strategic support model that is enabling waste picker cooperatives in Brazil to become more sustainable and profitable, while providing the highest quality materials to enhance the plastics recycling value chain.

Alongside partners Boomera and Avina, Recycling for a Change represents an opportunity to support local entrepreneurship and economically empower individuals, families and communities. By developing a role-model initiative that can be implemented with cooperatives, this project will generate sustainable income for hundreds of families across the waste management value chain in Brazil.

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

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

# Contact us

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

## Brand Team

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