



Brand guidelines

Brand SUMMARY to support the one Dow strategy

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

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

Brand strategy

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IMPORTANT INFORMATION REGARDING THE DOW DIAMOND:

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

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

Brand strategy

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, customercentric, 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](#).

Brand voice

Everything we write and say on behalf of Dow becomes part of our brand voice.

The brand voice guidelines break down how to apply strategy to what we say and how we say it; how to use our brandline, Seek Together™; and a new capitalization style for headlines and sub-heads.

Growing our voice over time.

Brand voice is a chance to show the world what Dow is all about. But it only works if we all use it – so embrace it, talk about it, make time for it. Over time, writing in brand voice will become an easy and natural part of writing for Dow.



We use voice to create the kind of relationship our audience can expect to have with Dow.

We're always:

Committed

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

Curious

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

Engaging

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

Humble

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

We're never:

Indulgent

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

Provocative

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

Close-minded

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

Solitary

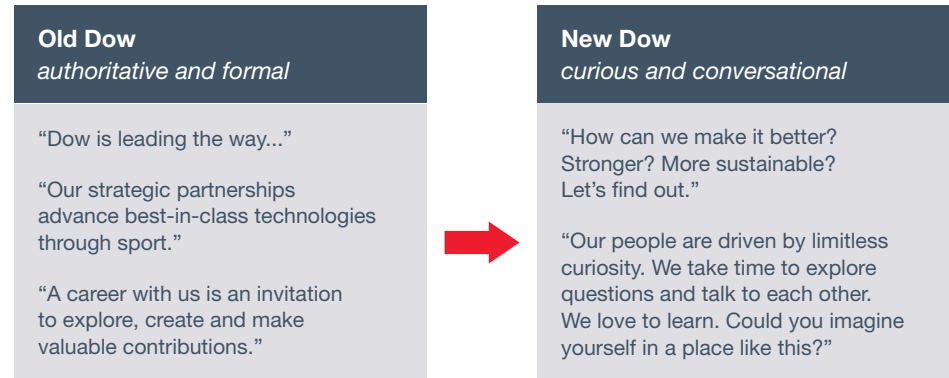
Never working alone, we expertly communicate and connect with others by listening, observing and conversing.

Understanding brand voice

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

We use voice to create the kind of relationship our audience can expect to have with Dow. Use these voice guidelines as a resource to aid creativity and help bring our brand to life. 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.

Transforming our brand voice to reflect the Dow of today.



Guiding principles

Always curious, questioning and ready to pursue answers, we reach out to engage and to actively involve our audiences.

Who we are	How we can show it
We're collaborative	Strike a conversational tone and engage readers. Avoid being too formal.
We're proactive and passionate	Don't shy away from showing passion or making a call to action. Avoid passive constructions (e.g., instead of saying “a breakthrough was made,” say “we made a breakthrough”).
We're easy to work with	Keep it simple and avoid jargon. Break up dense blocks of text with subheads, graphics or callouts, so that our writing feels easy to access.
We're partners, not just providers	Instead of saying what Dow will do, say what we'll do alongside our customers. Refer to us as a “partner,” not a “provider.” Move from framing accomplishments as Dow's alone to sharing credit with our customers on joint efforts.
We're humble, but we also have the vision to lead	We don't brag, and we listen to others, but this humility doesn't mean we're looking to others for solutions. We state our goals and capabilities clearly.
We're real people who you'll enjoy working with	We're able to be lighthearted and playful, where appropriate. However, we never try too hard to be funny or cute.

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

A strong brand voice starts with consistency across all channels and audiences. All official Dow communications should use brand voice. For personal interactions, such as sending an email introducing yourself to colleagues, employees should express themselves naturally and in alignment with Dow's values. You don't need to specifically use brand voice techniques in these situations.

When representing Dow in an official capacity – such as for a blog post, writing for product literature, giving a speech or presenting to customers – look for ways to borrow from the brand voice that feel natural to you. Any global internal or external communications should be reviewed by your Public Affairs contact for content and consideration of cultural differences.

Amplifying our brand story – four messaging themes

We've identified four themes that bring different aspects of our brand story to life. Look for opportunities to weave these ideas into your communications to elevate Dow's brand. More details on messaging aligned to these themes can be found in the messaging themes section on the [Brand Center](#).

1. A passion for partnership

We value collaboration in many ways – from listening to others, to working alongside our customers, to sharing ideas with diverse teams.

2. Expect us to deliver

We have a strong sense of responsibility to others – from earning trust to showing up with what our customers need, when they need it.

3. Business-transforming innovation

Our working style delivers powerful results – from driving change to being a catalyst for growth.

4. Let's find what's next

We are always looking to the future – we never rest on past success, but always look to move things forward, collaboratively.

Writing with intent – three styles

Our three styles – spark, share, and excite – represent the highest-level intent in writing for Dow. See the section on the voice style library on the [Brand Center](#) for more details on writing approaches and copy examples aligned to each mode.

Style

Spark

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

Style

Share

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

Style

Excite

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

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

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

Protecting our brandline

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

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

Seek Together™

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

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

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

NOTE: Certain exceptions may be made for the use of Seek Together to name corporate initiatives. These exceptions must be brand approved.

Use sentence case capitalization in headlines and subheads

To enhance our conversational tone, Dow now 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

“Can we tackle plastic waste working with the World Economic Forum?”

Don't

“Can We Tackle Plastic Waste Working with the World Economic Forum?”

Reviewer checklist

Whether you write copy, approve it, or both, here's a useful checklist to ensure it's aligned to Dow's brand voice:

- Does it follow Dow brand principles: committed, curious, engaging, and humble?
- Did you utilize the brand messaging themes to connect with the relevant audience?
- Did you use any specific writing approaches from the brand voice style library?
- Does it achieve its intended goal?
- Does it avoid authoritative writing and instead signal a more open, conversational style?
- Is the Seek Together™ brandline and logo used according to brand guidelines?

Visual identity

Toolkit overview

Graphic elements

GENERAL BUSINESS

Logo



Brandline

Seek **Together**[™]

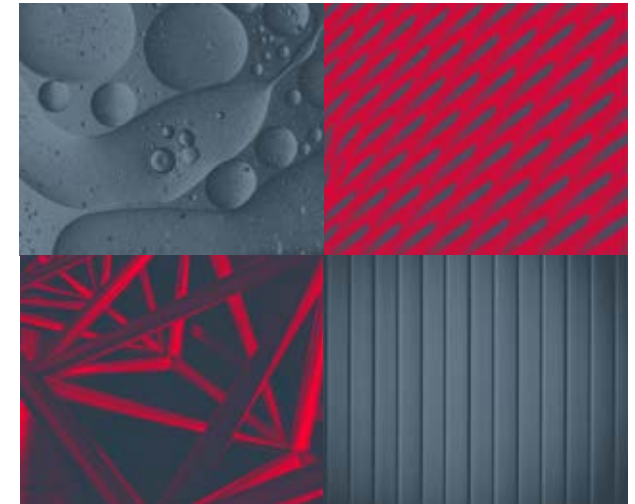
Typography

Arial
Helvetica Neue
Georgia

Color palette



Colorized textures



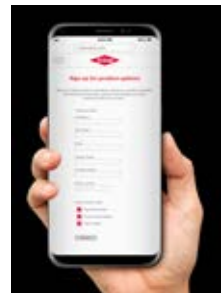
Photography



Toolkit overview

Graphic expression

GENERAL BUSINESS



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

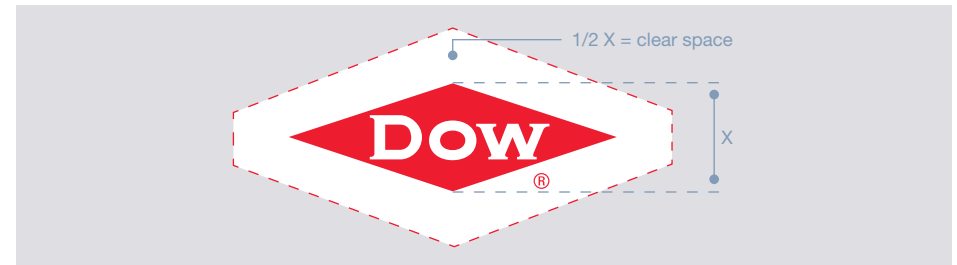
To ensure the optimum legibility of the logo, maintain ample clear space around it. The minimum recommended clear space is one-half the height of the DOW Diamond, represented below by the white area surrounding the Diamond.

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 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.

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.

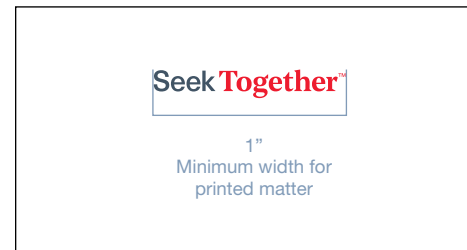
Using the brandline at small sizes

- 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



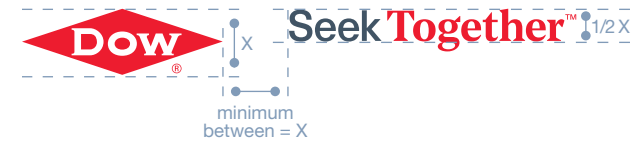
Vertical, left-aligned



Horizontal, vertically centered



Horizontal, shared hangline



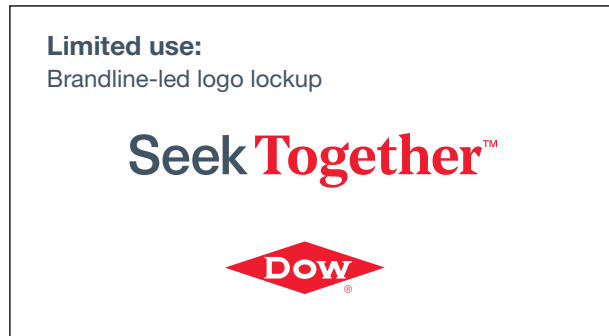
Horizontal, shared baseline



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



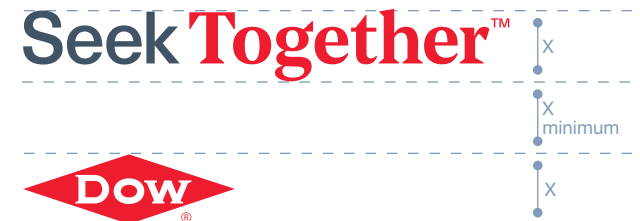
Vertical, left-aligned, large Diamond



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](#).

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 CO₂ 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.

Color palette

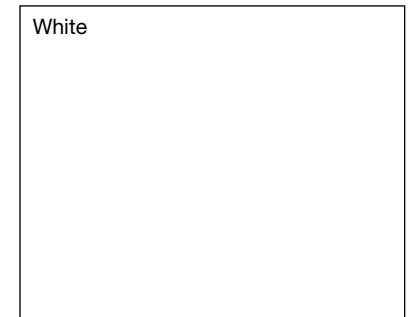
Overview

Primary colors

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

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

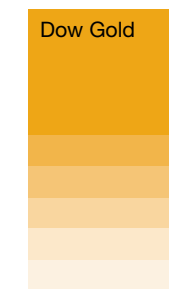
Primary colors



Secondary neutral colors

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

Secondary neutral colors



Accent/call to action colors

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%.

Color specifications

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

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

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

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

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

Primary colors



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

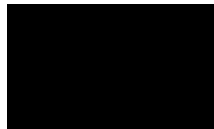


Dow Slate Gray
Pantone: 7545 C
CMYK: 78-60-44-25
RGB: 65-83-100
Hex: #415364



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

Secondary neutral colors



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



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



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

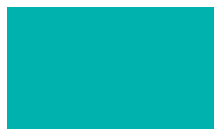


Dow Sage
Pantone: 5497 C
CMYK: 45-25-35-15
RGB: 130-153-149
Hex: #829995



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

Accent/call to action colors



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



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

Tint specifications

	Dow Slate Gray	Black	Dow Blue	Dow Tan	Dow Sage	Dow Brown	Dow Teal	Dow Gold
100%	# 415364 RGB 65-83-100 CMYK 78, 60, 44, 25	# 000000 RGB 0-0-0 CMYK 0, 0, 0, 100	# 193f5e RGB 25-63-94 CMYK 100, 50, 10, 45	# cbc5b5 RGB 203-197-181 CMYK 25, 20, 35, 0	# 829995 RGB 130-153-149 CMYK 45, 25, 35, 15	# 5e514d RGB 94-81-77 CMYK 55, 65, 65, 45	# 00b2a9 RGB 0-178-169 CMYK 80, 15, 40, 10	# febb12 RGB 254-187-18 CMYK 0, 35, 100, 5
80%	# 677583 RGB 103-117-131 CMYK 62, 48, 35, 20	# 333333 RGB 51-51-51 CMYK 0, 0, 0, 80	# 47657e RGB 71-101-126 CMYK 80, 40, 8, 36	# d5d1c4 RGB 213-209-196 CMYK 20, 16, 28, 0	# 9badaa RGB 155-173-170 CMYK 36, 20, 28, 12	# 7e7471 RGB 126-116-113 CMYK 44, 52, 52, 36	# 33c1ba RGB 51-193-186 CMYK 68, 0, 32, 0	# fec941 RGB 254-201-65 CMYK 0, 28, 80, 4
60%	# 8d98a2 RGB 141-152-162 CMYK 47, 36, 26, 15	# 666666 RGB 102-102-102 CMYK 0, 0, 0, 60	# 758c9e RGB 117-140-158 CMYK 60, 30, 6, 27	# e0dcd3 RGB 224-220-211 CMYK 15, 12, 21, 0	# b4c2bf RGB 180-194-191 CMYK 27, 15, 21, 9	# 9e9794 RGB 158-151-148 CMYK 33, 39, 39, 27	# 66d1cb RGB 102-209-203 CMYK 51, 0, 24, 6	# fed671 RGB 254-214-113 CMYK 0, 21, 60, 3
40%	# b3bac1 RGB 179-186-193 CMYK 31, 25, 18, 10	# 999999 RGB 153-153-153 CMYK 0, 0, 0, 40	# a3b2bf RGB 163-178-191 CMYK 40, 20, 4, 18	# eae8e1 RGB 234-232-225 CMYK 10, 8, 14, 0	# cdd6d5 RGB 205-214-213 CMYK 18, 10, 14, 6	# bfb9b8 RGB 191-185-184 CMYK 22, 26, 26, 18	# 99e0dd RGB 153-224-221 CMYK 34, 0, 16, 0	# ffe4a0 RGB 255-228-160 CMYK 0, 14, 40, 2
20%	# d9dde0 RGB 217-221-224 CMYK 16, 12, 9, 5	# cccccc RGB 204-204-204 CMYK 0, 0, 0, 20	# d1d9df RGB 209-217-223 CMYK 20, 10, 2, 09	# f5f3f0 RGB 245-243-240 CMYK 5, 4, 7, 0	# e6ebea RGB 230-235-234 CMYK 9, 5, 7, 3	# dfdcdb RGB 223-220-219 CMYK 11, 13, 13, 9	# ccf0ee RGB 204-240-238 CMYK 17, 0, 8, 0	# fff1d0 RGB 255-241-208 CMYK 0, 7, 20, 1
10%	# ecedef RGB 236-237-239 CMYK 8, 6, 4, 3	# e5e5e5 RGB 229-229-229 CMYK 0, 0, 0, 10	# e8ebef RGB 232-235-239 CMYK 10, 5, 1, 4	# faf9f7 RGB 250-249-247 CMYK 3, 2, 3, 0	# f2f5f4 RGB 242-245-244 CMYK 4, 3, 3, 2	# efeded RGB 239-237-237 CMYK 6, 6, 6, 4	# e6f7f6 RGB 230-247-246 CMYK 9, 0, 4, 0	# fff8e7 RGB 255-248-231 CMYK 0, 3, 10, 1

NOTE: Dow Red is always used at 100% value and never used as a tint.

Using our secondary color palette

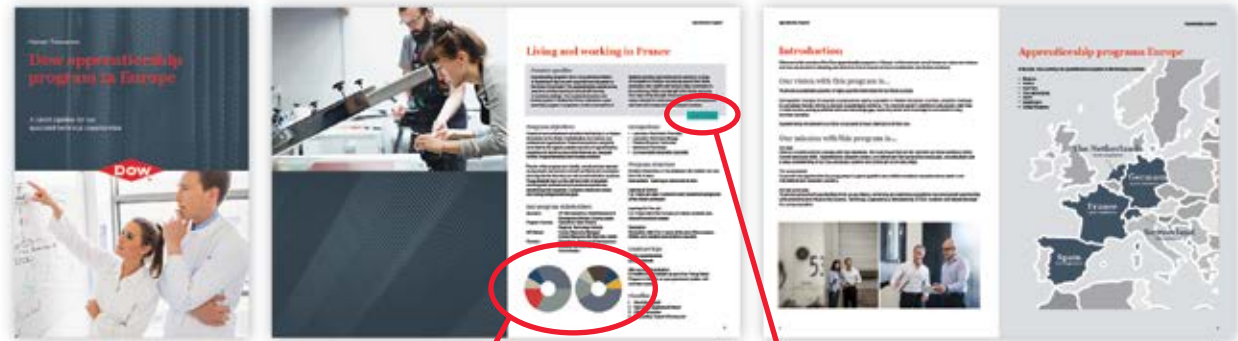
Our color palette allows many creative possibilities. To preserve the impact of our brand's signature red color, use Dow Red somewhat sparingly relative to Dow Slate and White for primary touchpoints.

Our colors can be used with two different approaches:

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

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

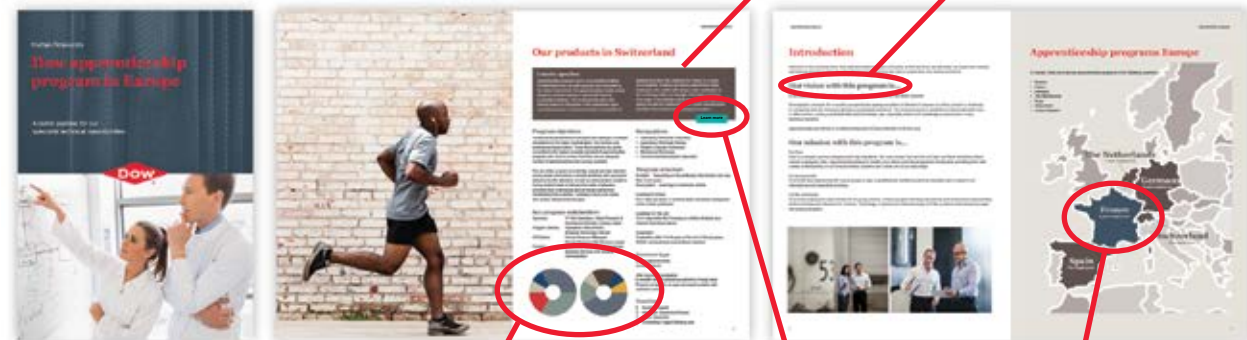
In both instances, leading with our primary colors means that the first impression, whether a web landing page or the cover of a brochure, will showcase our primary colors and reinforce the Dow brand. Once the primary palette is introduced, you can choose to either continue using this palette or add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



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

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

Limited use of call to action colors per guidelines.



Example 1: Lead with the primary colors (Dow Red and Dow Slate Gray) and select a single secondary color to thread throughout.

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

Limited use of call to action colors per guidelines.

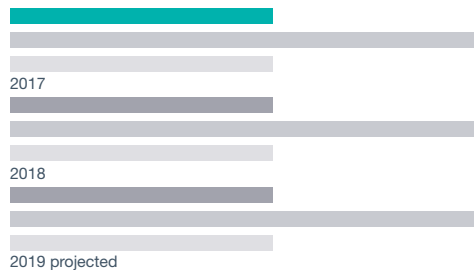
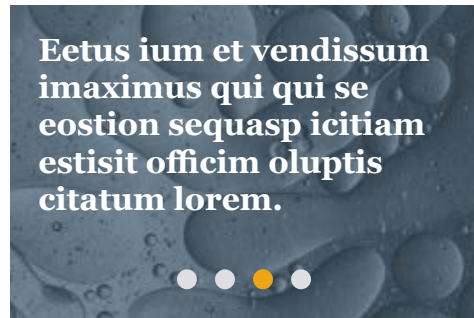
The single chosen secondary color may be used in conjunction with the primary colors, in this case, Slate Gray.

Using our accent/call-to-action colors

Use our two accent/call-to-action 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.

CORRECT use of accent and call-to-action colors Limit the use of Dow Gold and Dow Teal to a call to action or to highlight key benefits or features.

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.



POLYURETHANES

Industrial intermediates & infrastructure

Solutions that enable unique properties in manufacturing processes, infrastructure markets and downstream finished goods.

[Learn more](#)

Be part of the conversation

We're committed to low emissions solutions people love. That's why we're discovering a new material by working with our customers to apply fresh thinking to the world around us. It's not about just adding value to what's already out there, it's about creating new, with the responsibility to make an exchange that will make a meaningful difference in global development.

It's not just our products, it's the people.

DOW

Seek Together™

DOW

Your headline goes here.

Optional sub-head in Georgia bold

Poster Body-Georgia Regular, Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at nibh nec sem euismod tempor. Integer nunc lorem, aliquet eu lacus quis, vestibulum at massa. Maecenas enim arcu, ultrices ut molestie quis, varius gravida.

Seek Together™

www.dow.com

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.

With the exception of colorized textures, our photography should use natural color with no artificial color tinting or duotones. The photo treatment used in our colorized textures should NOT be used on content and product images.

Photo resources

The [Dow Photo Library](#) is Dow's internal source for storing, accessing and sharing images and graphics for all of Dow's businesses, sites and functions.

Employees and agency partners can also utilize [Dow's Adobe Stock](#) plan to search for images. Dow has pre-purchased a set number of downloads. Employees should request images through the internal [request form](#). Agency partners should email their requests to the [Creative Asset Management](#) team.

Image purchases (for images not available within our agreement) should be made through the Creative Asset Management team. Employees and agency partners can submit a request to have an image purchased by sending an email to fjldcam@dow.com.



Photography

Brand-led portraits

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**.



Photography

Colorized textures

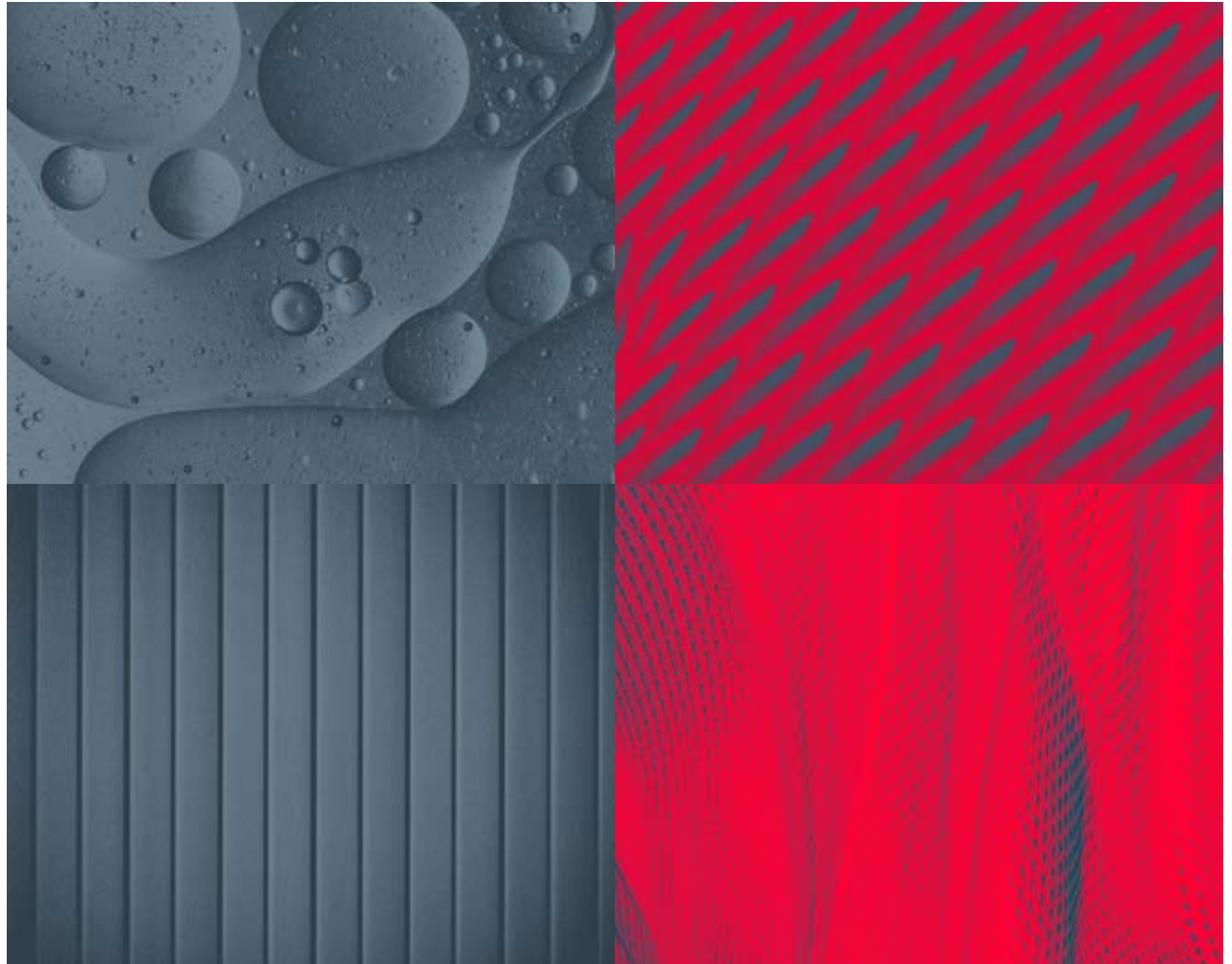
Custom or stock textures in Dow colors

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

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

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

For detailed specifications to create custom colorized textures, go to the [Brand Center](#).



Contextual photos

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



Contextual portraits

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, whenever possible, 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.



Contextual collaboration

Custom or stock photography with an emphasis on a neutral palette

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.



Contextual focus on products

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.



Contextual industry, business or initiative

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 can be shot with straight-on or aerial perspectives. Photos sourced from stock imagery houses may need to be adjusted for style and cropping.



Brand-led close-ups of products

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.

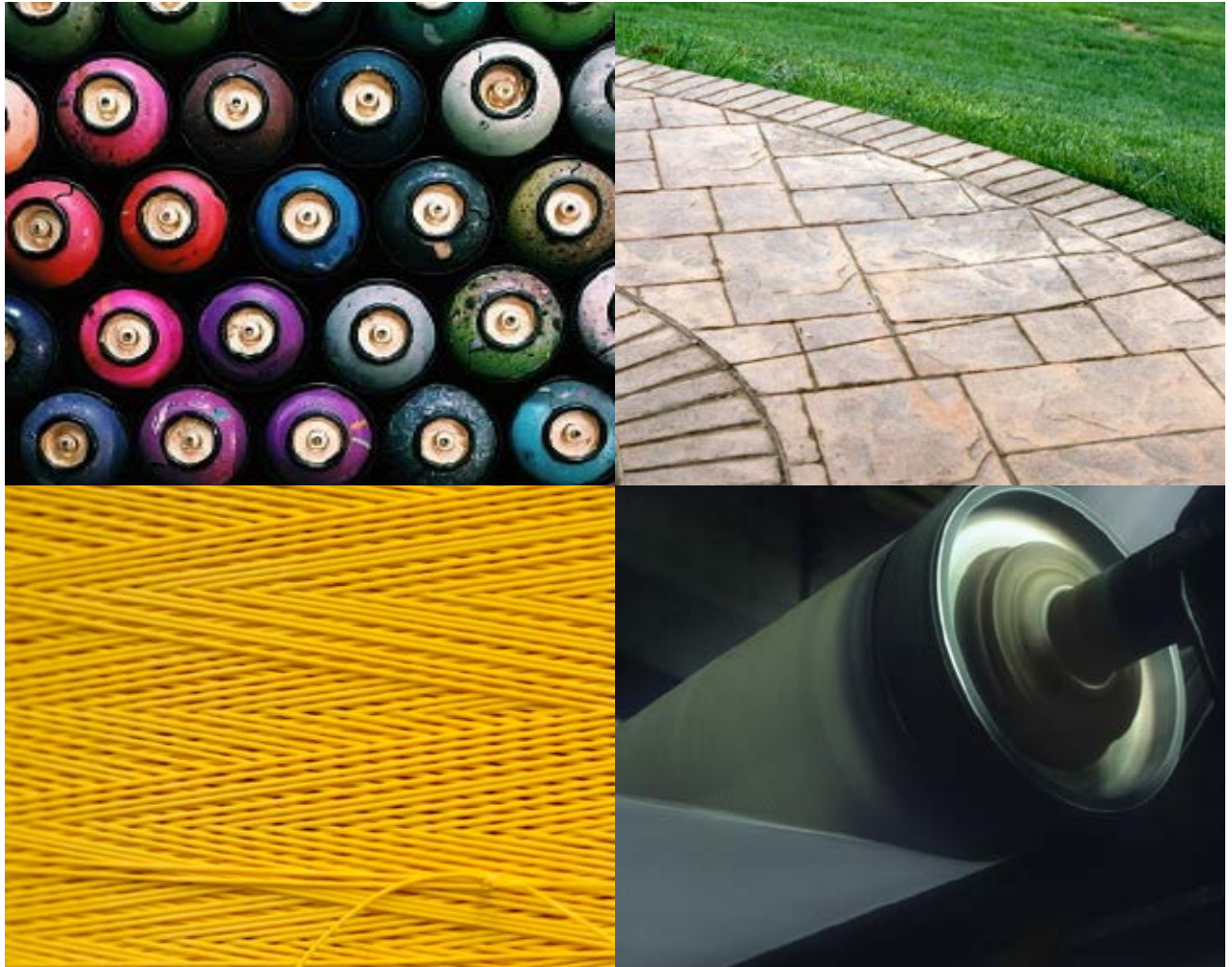


Product-specific photos

Functional photography for product literature

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

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



Photography pairings

Portraits + colorized textures

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

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

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

Contextual and product photo styles + primary colors

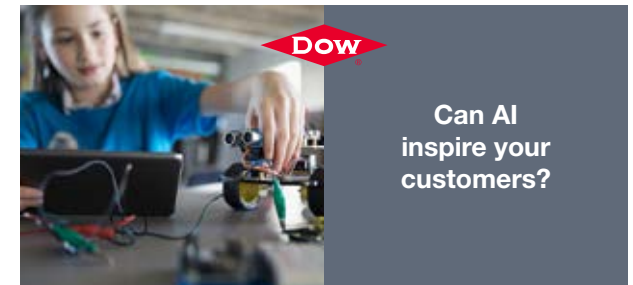
Although our colorized textures are generally preferable to flat backgrounds, in some cases flat backgrounds work better. For instance, flat backgrounds pair better with product photos, as they visually compete less.

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

Brand-driven portraits



Contextual imagery



Product photography



Overview

A typographic conversation

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

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

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

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



Headline capitalization

Use sentence case capitalization in headlines and subheads

To enhance our conversational tone, Dow now 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

“Can we tackle plastic waste working with the World Economic Forum?”

Don't

“Can We Tackle Plastic Waste Working with the World Economic Forum?”

Do

“Dow receives the 2021 Manufacturer of the Year award from the Manufacturing Leadership Council”

Don't

“Dow Receives the 2021 Manufacturer of the Year Award From the Manufacturing Leadership Council”

Do

“Dow wins 20 ACC Responsible Care® awards for exemplary environmental, health and safety performance”

Don't

“Dow Wins 20 ACC Responsible Care® Awards for Exemplary Environmental, Health and Safety Performance”

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.

Display fonts

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

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

Arial

Use in web and MS Office applications

Arial Regular
Arial Bold
Arial Black

Georgia

Georgia Regular
Georgia Bold

Helvetica Neue

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

Georgia

Georgia Regular
Georgia Bold

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

See the [Brand Center](#) for more information to ensure maximum accessibility for low vision users.

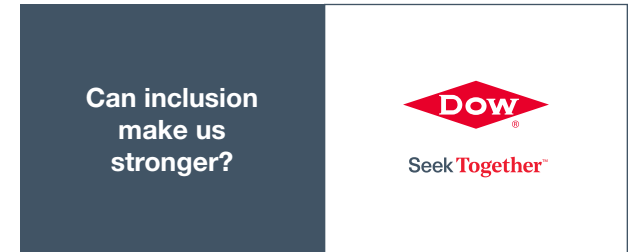
Layouts and grids

Overview

The scalable grid provides an underlying structure with countless variety.

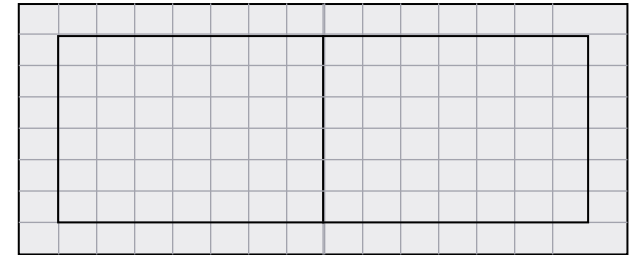
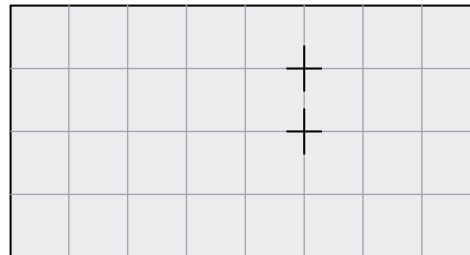
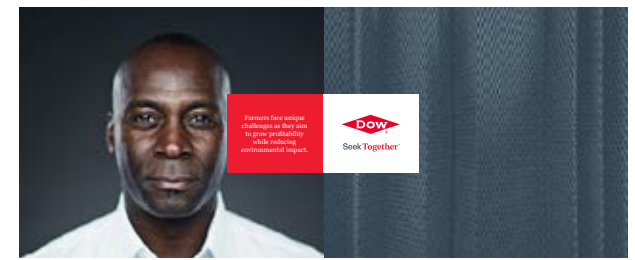
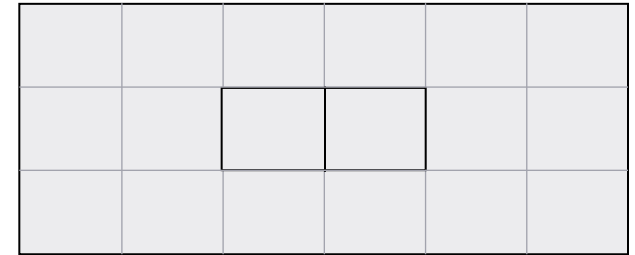
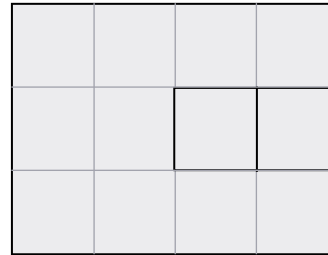
Seek Together™ not only influences our photography and typography choices — it also guides our approach to layouts.

By integrating blocks of images and words, we convey conversations in a strong, clean layout. This is a dynamic, flexible foundation for diverse communication needs. Being easily scalable, the grid works well across all types of media from documents, print banners and digital presentations to video and social media. Be sure your grid layouts take into account the specs and final distribution platforms.



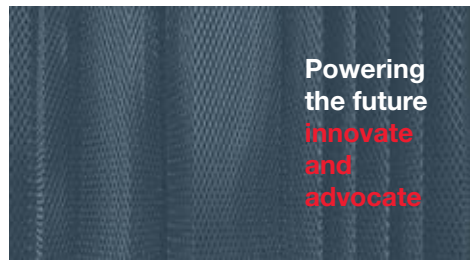
NOTE: These layouts represent a variety of applications. Keep ADA compliance in mind and avoid type and background combinations which are difficult to read. Information on ADA compliance is available on the [Brand Center](#).

Using the grid



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

NOTE: These layouts represent both print and digital applications. If you are creating a digital piece, keep ADA compliance in mind and avoid those type and background combinations which are difficult to read.

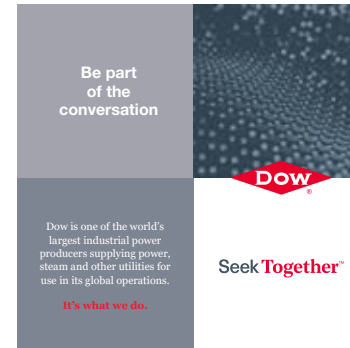


Positioning the DOW Diamond

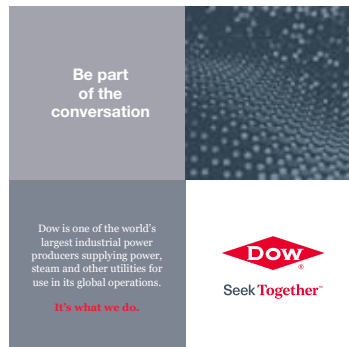
The DOW Diamond visually connects the “conversations” between our blocks of text and images.

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

DOW Diamond as connector



DOW Diamond as supporter



Logo creation

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

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

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

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

Themed graphics

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

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

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

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

Themed graphic examples:



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

For more information or guidance creating a brand approved theme graphic, please contact the [Brand Team](#) for more information.

Logo exceptions

There are a number of approved exceptions for internal logos that have been developed through the years at Dow and represent some very important internal programs.

All **new** logos for special internal initiatives should be treated as themed graphics as outlined on [page 47](#) and should follow the brand guidelines.

One important brand approved exception is for logos that represent our employee networks. These logos are developed creating an identity for Dow employee resource groups (ERGs).

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

Please note that certain existing logos are part of our legacy logos and have been reviewed as exceptions.



Any special logos for internal or external initiatives that do not align with the brand, need brand approval.

Dow Employee Resource Groups (ERGs)



Seek Together™

GLAD Collegeville Spirit Day

Together in spirit

Spirit Day was first started in 2010 by a Canadian student after a rash of suicides as a result of anti-LGBTQ bullying. The idea took off and now every third Thursday of October, celebs, students, and corporations alike sport purple as a symbol of standing up against bullying. Over 70% of LGBTQ students report having been verbally harassed but half did not report it because they doubted there would be an intervention. By showing solidarity, you can help reduce bullying and also reassure victims that someone does care about them.

Really in the supportive spirit and want to let your colleagues know you've got their back? Attached are three templates with fun, supportive messages that you can paste into an email to send to a coworker.

Want to do even more? Head over to the [GLAAD spirit day page](#) where you can sign the anti-bullying pledge or donate to the cause.

We hope to see you around site – and remember, it's always a good day to show your spirit!

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 © 2021 The Dow Chemical Company. All rights reserved.
 UNSUBSCRIBE PRIVACY POLICY
 The Dow Materials Company | 2030 Dow Center | Midland, MI 48674 | USA

Use example:

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

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

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.**



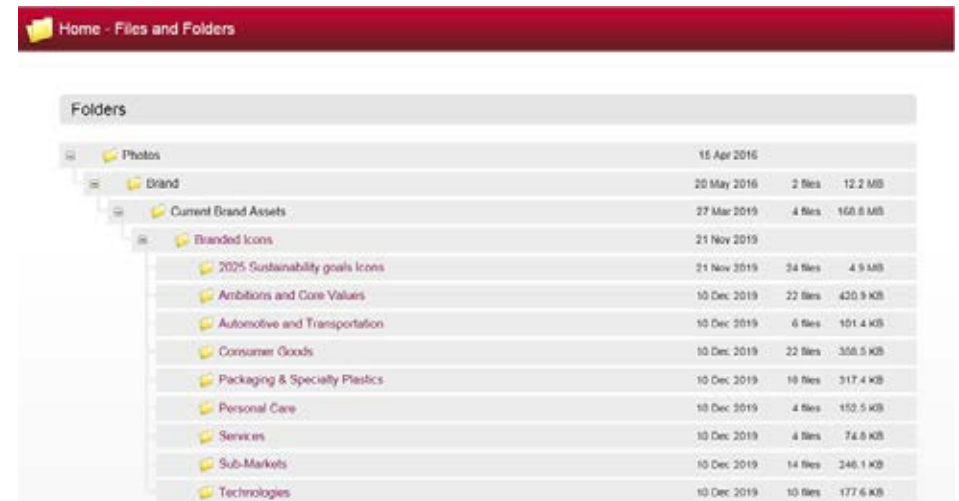
Dow's approved sustainability icon library

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



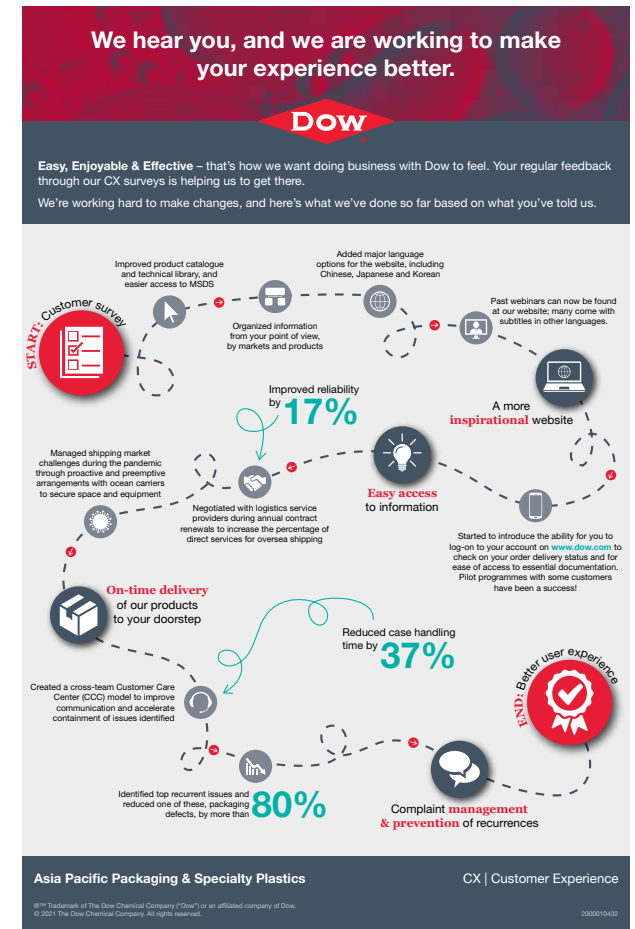
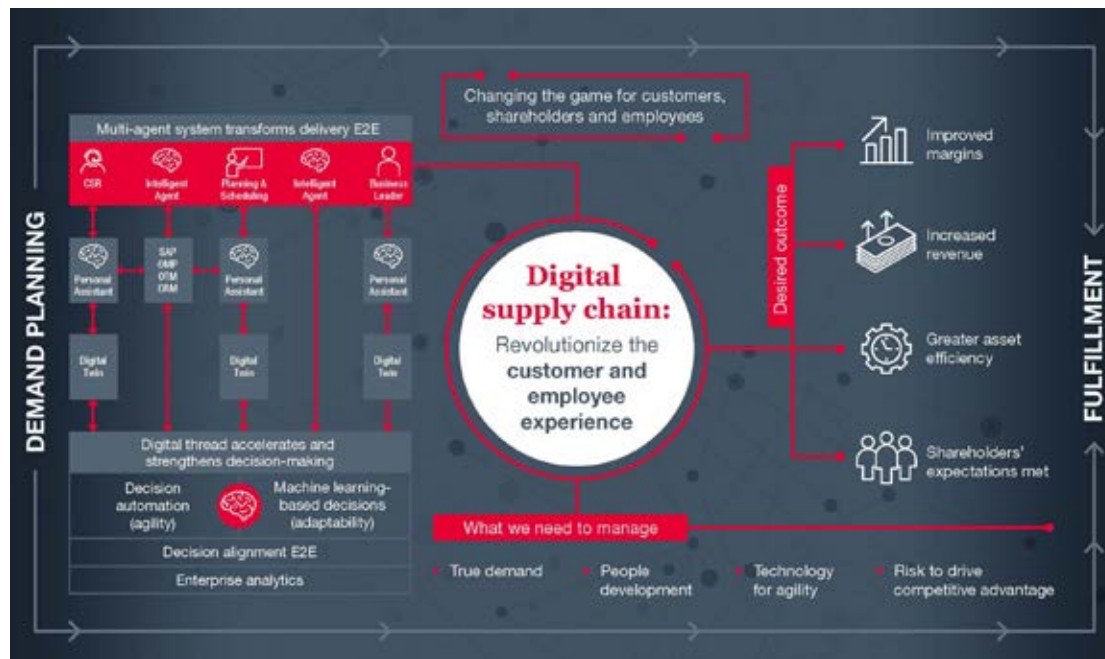
Download branded icons from the Dow Photo Library

View and download branded icons and 2025 sustainability icons library from the [Dow Photo Library](#). If you have any questions, please contact the [Brand Team](#).



Using infographics provides a unique way to present our messages. Infographics can be used combining illustration, text in Dow fonts and implementing our Dow color palette. Much like our color use for charts and graphs, all Dow primary and secondary colors may be used throughout your infographic, with very limited use of Dow Teal and Dow Gold to accent a key word(s) or for a call to action.

Infographics use all colors from our palette according to guidelines. When possible, lead with our primary colors, add any secondary colors, and use our accent colors sparingly and meaningfully.



Contact us

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

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

Brand Team

Email: dowbrand@dow.com