



Brand guidelines

DOW SUPPLIERS addendum

Use of the Dow logo

As a general rule, the use of the Dow name and DOW Diamond logo by suppliers initiates with the (Dow) individual managing the account relationship. **The use of the logo should not be extended unless the supplier has served the Company for three years or more in good-standing.**

Dow allows such suppliers (who do not necessarily qualify as channel partners) to list/feature Dow as a client during the period which the relationship exists. This listing is not an implied endorsement of services. The Dow name or DOW Diamond is typically featured with other client companies as an indication that said company provides service to Dow (see Figure 1).

Further use of the Dow name and/or DOW Diamond is reserved for global strategic suppliers at the discretion and approval of the Dow Sr. Executive for the business or function making the request, along with required approvals from Dow Brand leadership and the Dow Legal trademark department. In these cases, the Dow format shown below should be used whenever possible to display the Dow logo and accompanied by descriptive relationship text (see Figure 2).

All requests for the use of the Dow name and/or logo must be addressed individually and approved by a Dow Brand leader and the Dow Legal Trademark department. We reserve the right to have the name and/or logo removed at anytime and immediately if or when Dow ceases to use the supplier.

Figure 1: The DOW Diamond may be featured by a supplier in good-standing with other client companies as an indication that said company provides service to Dow.



Figure 2



The brand approved DOW Diamond logo master can be downloaded from the public page of the [Brand Center](#).

IMPORTANT NOTE ABOUT PRESS RELEASES:

If you have a supplier who would like to issue a press release which includes Dow's name, it is critical to ensure the appropriate parties (i.e. Branding, Legal, Purchasing) review and approve all supplier issued press releases which include Dow's name prior to release.

Contact us

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

Brand Team

Email: dowbrand@dow.com