



GENERAL BUSINESS

# Brand Guidelines

Strategic, Visual and Verbal Direction to Support the Dow Brand

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### NOTE

Have a question about any of the assets or tools in this document? Please reach out to the **Brand Team**.

01

# Brand Strategy



Guided by our ambition and fueled by the passion of our people, we are driven to deliver a sustainable future for the world through our materials science expertise and collaboration with our partners.

We continuously pursue materials science breakthroughs that make a positive impact on the world and create value for our stakeholders and society.

Our personal and digital interactions are designed to be enjoyable and engaging. We invite collaboration with our stakeholders to solve some of the world's greatest challenges.

We champion a fully inclusive environment and a diverse workforce that reflects the world in which we do business because it's the right – and smart – thing to do.

Leveraging our materials science expertise and strategic collaborations, we strive to make a positive impact on society and the planet in everything we do.

## We are a Materials Science Company

Our roots are in the laboratory, but we've outgrown our identity as a chemical industry stalwart. That's why we position Dow as a materials science company with a passion for innovation and partnership. As you use the brand, keep in mind that Dow produces much more than chemicals — we make scientific breakthroughs that transform our customers' businesses.

## Our Ambition:

To be the most innovative, customer-centric, inclusive and sustainable materials science company in the world.

# One Dow Brand

GENERAL BUSINESS

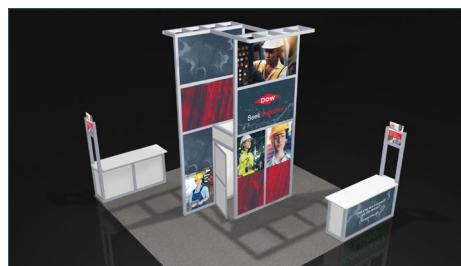
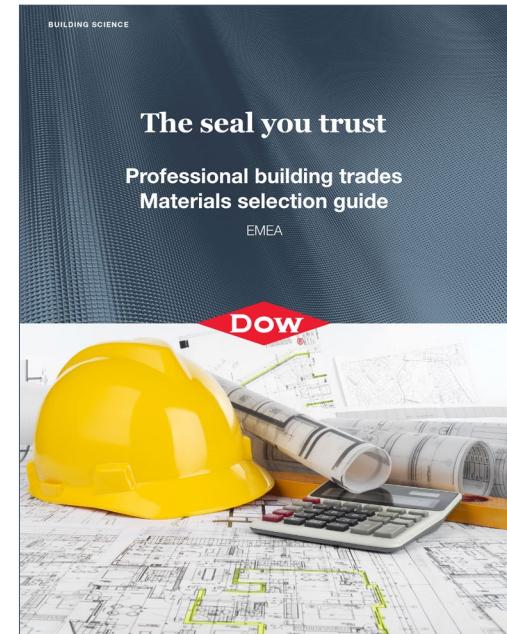
We use a **One Dow** brand strategy with the **DOW Diamond** as the center and single most important visual identifier of our brand. This means that our efforts and investments are focused on strengthening and supporting the overall Dow brand – ensuring it is easy for our various audiences to recognize our products, initiatives and the value we deliver. As a result, all of our individual activities benefit from a single, strong brand reputation and high credibility, without the additional costs and efforts 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 all we achieve.



## NOTE

When referring to Dow, uppercase “the Company” in all uses. However, when referring to generic company actions or other external companies keep the word lowercase.



# How to Reference Dow and Dow Business Units

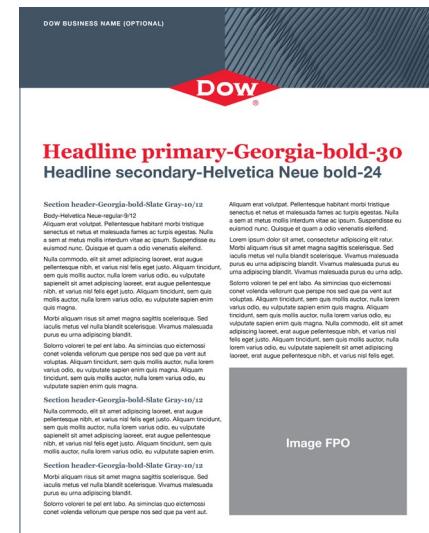
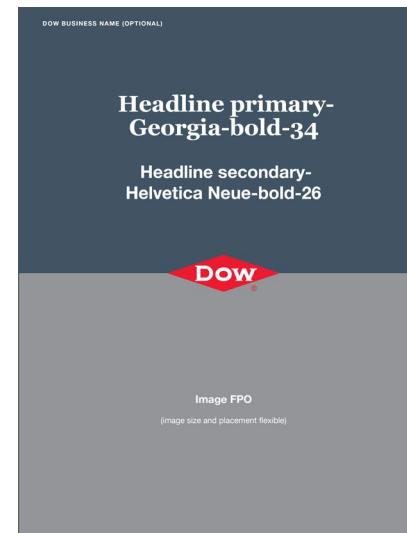
GENERAL BUSINESS

For consistency, the preferred way to reference our company name is to use “Dow” in general internal and external communications. We use DOW in all caps as a trademark or when referring to the DOW Diamond logo, but DOW in all caps should not be used in general text about our overall company – it should be Dow.

For legal or financial documents, as well as author affiliations in journal publications or conference presentations, use “The Dow Chemical Company” or the full local legal entity name, and never Dow Chemical, Dow Chemical Company, Dow, Inc., or any abbreviated legal entity name. In general promotional communications (such as social media posts, webpages, recruiting activities, etc.), we should refer to ourselves as Dow.

In addition, in alignment with our One Dow brand strategy, Dow business unit names should not be used externally in text. Instead of “Dow Consumer Solutions is launching a new product,” use “Dow is launching a new product” or “Dow’s Consumer Solutions business is launching a new product.” However, the business/function can appear as a standalone unit on documents and presentation slides as shown in our templates available on the [Brand Portal](#).

If you’re unsure about a communication you’re working on, check with your [Public Affairs](#) or [Legal](#) contact.



## NOTE

For more information on business communication refer to [page 23](#).

# Importance of Brand Management

GENERAL BUSINESS

These guidelines are designed to both protect and further build on our already valuable brand. As technology evolves, our brand will face new challenges. That's why brand management is so critical.

By following brand guidelines, we ensure that our brand identity remains intact and is not diluted or misrepresented by unauthorized use. Additionally, applying these assets and tools in your materials will enable Dow to have a more cohesive look and feel in the marketplace. Consistent branding that is repeated across communication channels helps customers and other stakeholders easily and immediately recognize our brand across all touch points.

Ultimately, effective brand management can help build a stronger brand for the future — and it delivers real, measurable value. A strong and well-managed brand contributes to:

- **Trust, credibility and customer loyalty:** Reinforces reliability and professionalism, building long-term relationships with customers who recognize and trust our brand.
- **Perceived value:** Enhances how our offerings are viewed in the marketplace, helping justify premium products and services.
- **Differentiation:** Helps us stand out by highlighting what makes Dow unique—impacting how we attract, engage and retain customers, employees, new talent, investors and other stakeholders.
- **Recognition:** Increases memorability and supports the effectiveness of our advertising, communications and outreach efforts.



## We All Have a Role to Play in Brand Protection

A brand is not just a logo – it's so much more, and we all have a role to play in building and protecting Dow's brand. A brand is how you make people feel and the experiences you create for your stakeholders. It's what we say about ourselves and what people say about us. It's our story, values, vision, culture and more.

The brand guidelines are not meant to stifle the creativity of content creators. Rather, they are meant to ensure we are representing Dow consistently and accurately across all regions and stakeholders. The Dow brand is very powerful, and we want to ensure that we're following best practices to maximize our brand value and not dilute it.

### NOTE

Have a question about any of the assets or tools in this document? Please reach out to the [Brand Team](#).

02

# Visual Identity



# Toolkit Overview

GENERAL BUSINESS

## Graphic Elements

### Logo



### Brandline

Seek **Together**™

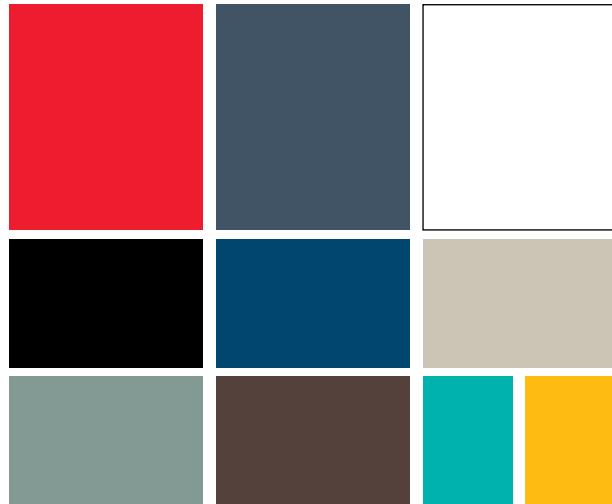
### Typography

Arial

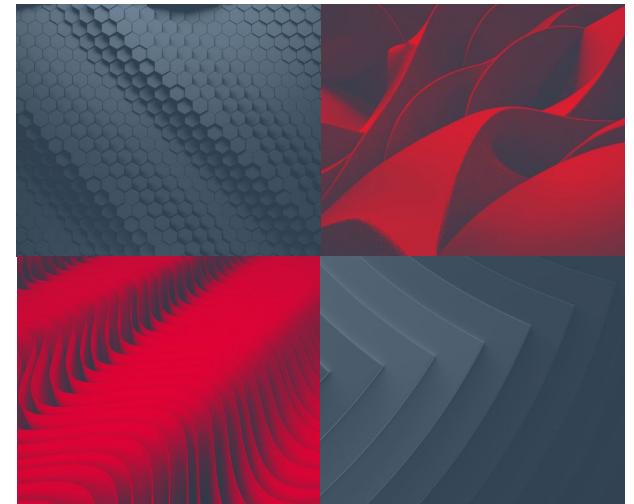
Helvetica Neue

Georgia

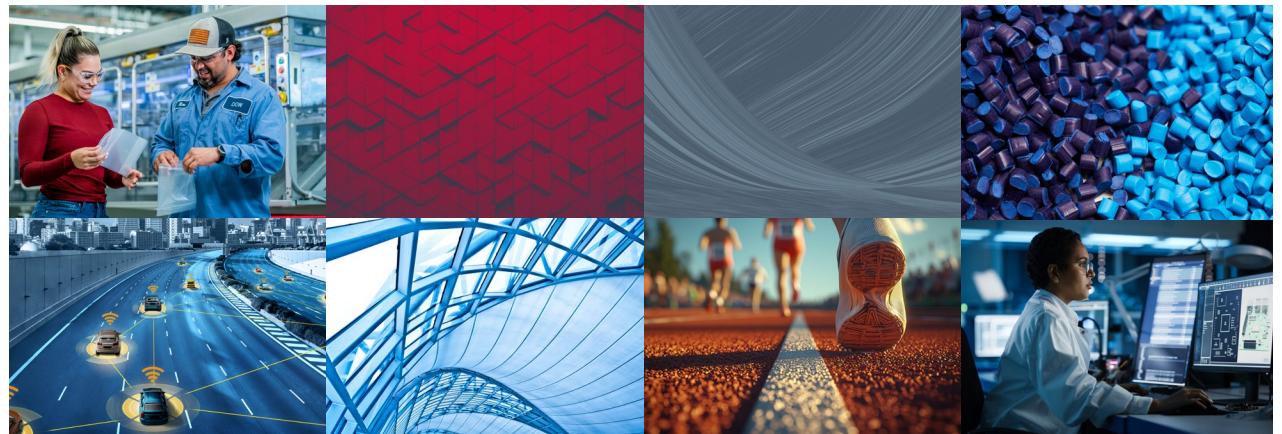
### Color Palette



### Colorized Textures



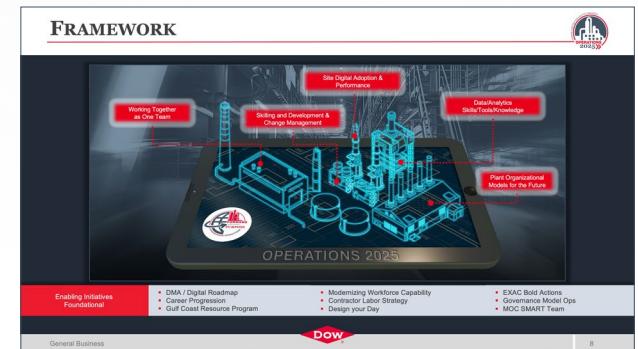
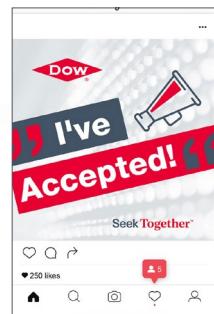
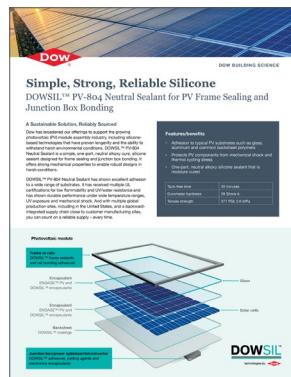
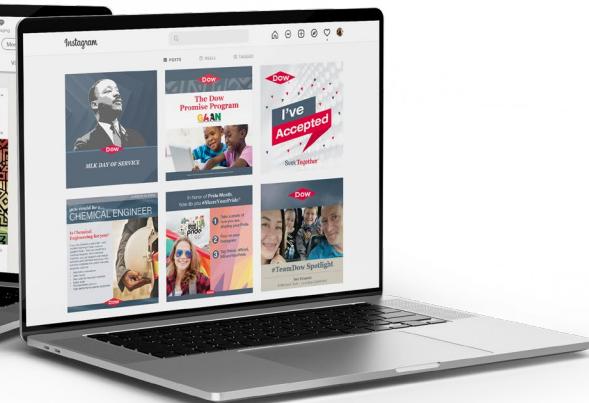
### Photography



# Toolkit Overview

## Graphic Expression

GENERAL BUSINESS



# The DOW Diamond Logo

## Overview

The most important and distinctive element of our visual identity is the DOW Diamond logo as the diamond represents our brand strategy; using it consistently builds equity and brand recognition. Do not over dilute the brand by using too many DOW Diamonds in one space.

Our DOW Diamond logo consists of three elements always used as a unit: the **symbol**, the **logotype** and the **trademark symbol**.

The **red diamond symbol** is a core element of the Dow brand and must only be used as part of the official Dow logo. It should never be altered, repurposed or used as a standalone design element. Do not add text, images or graphics to the diamond, as doing so diminishes its impact and weakens the integrity of the brand.

The **logotype** — our company name in white text inside the red diamond — must always remain intact. The typeface and arrangement are proprietary and must not be changed, removed or used outside of the logo. The logotype color should not change or be transparent in any way.

The **trademark symbol** (®) is a required part of the DOW Diamond logo and must not be removed, resized or altered in any way.



### NOTE

#### 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.

### NOTE

The trademark symbol can only be removed when creating large-scale signage or printing promotional items where space is limited, such as pens, USBs, etc. Please reach out to the **Brand Team** for any questions.

### NOTE

Visit this [internal reference](#) for more information about Dow's Trademarks and Copyright guidelines and processes.

# The DOW Diamond Logo

GENERAL BUSINESS

## Overview

### Full-color Dow Red Logo

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. On flagship brand communications (ads, digital media, trade shows, campaigns) where brand recognition is critical — the full red DOW Diamond should always be the default choice.

### 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 promotional items. Do not use on a photograph or textured background. Exceptions may be made for video applications.

### 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.** ONLY use the black logo if no other option is available.

#### NOTE

Any third party use of the DOW Diamond requires approval from the [Brand Team](#) and from the Dow trademark department, [Core Legal Practices](#).

#### NOTE

##### 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 latest approved DOW Diamond logos from the [Brand Portal](#).

#### Full-color Dow Red Logo



#### One-color Reverse Logo



#### One-color Black Logo



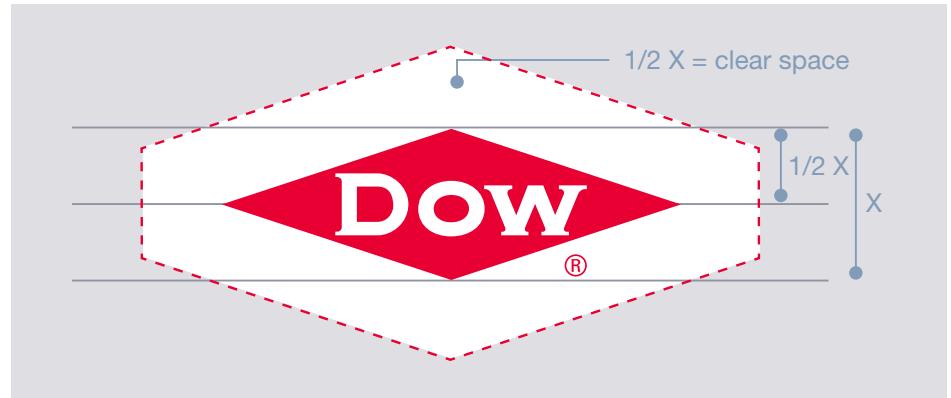
## Clear Space

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 here 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.



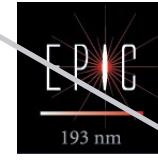
Ensuring consistent use of our logo is a crucial part of building and protecting brand equity. In protecting the logo, there are several things to avoid.



Don't lock-up the DOW Diamond logo with business names, product names or taglines. 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 change the color of the logotype or diamond.



Don't use logotype outside of diamond.



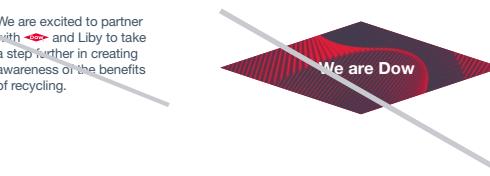
Do not nest or use shape with the DOW diamond.



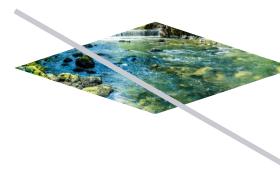
Don't use the DOW Diamond with the notch.



Don't create lockups 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.



Don't use the DOW Diamond logo as a word.



Don't add texture or words to diamond symbol.



Don't make logotype transparent.

## NOTE

The DOW Diamond used with the notch configuration is no longer approved for general use, but limited to Dow signage and other special brand applications upon approval.

## NOTE

For guidance on Themed Graphics/Wordmarks visit the [Brand Portal](#) or go to [page 24](#) in this guide.

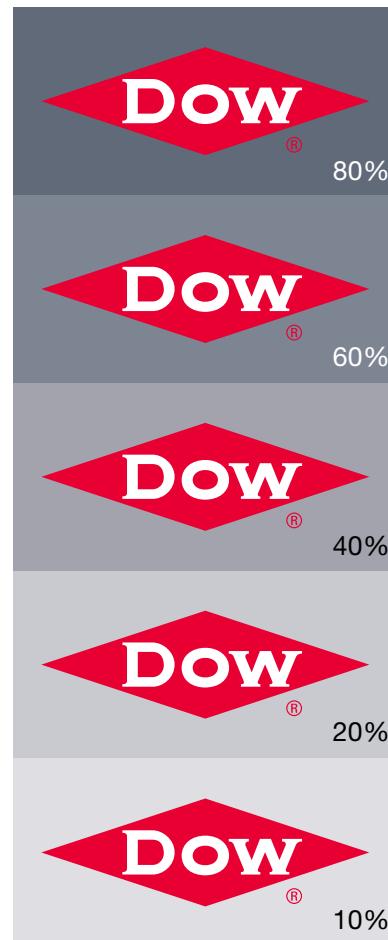
# Background

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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 examples as a guide when choosing a solid color, photographic or texture background.



On Dow Slate Gray at 100%



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



## NOTE

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

# Background Misuse

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These examples 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.



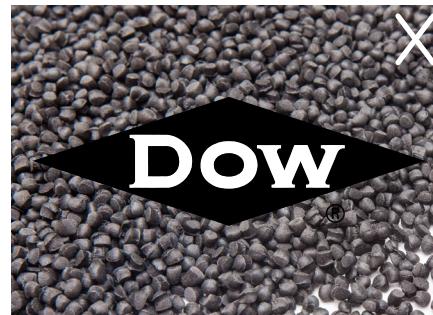
**Do not** allow the background to show through the logotype on the DOW Diamond logo. On the DOW Diamond, the type must always be white.



**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.

# Our Brandline

GENERAL BUSINESS

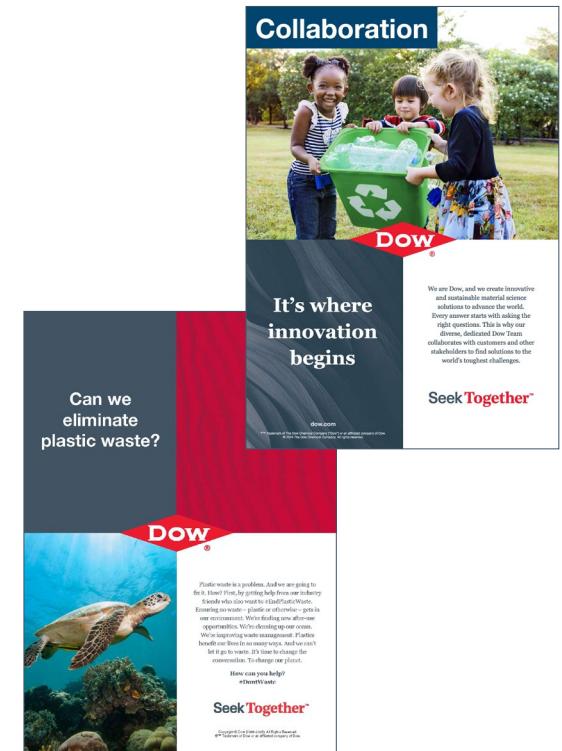
The DOW Diamond can appear alone, or with our Seek Together™ brandline. We use the term “brandline” because this line will be with us longer than an ad campaign tagline and inspire us beyond traditional advertising. It will guide how we engage with each other and work with our customers and it will remain 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, partners and other stakeholders—and signals our commitment to shaping the future of Dow through strong relationships and aligned ambitions.

Our brandline is a reinforcement tool. It is not a substitute for clear communication. Recommended usage includes a joint partnership, highly visible marketing materials or in a digital space. Avoid using where it conflicts with the message or space is limited, such as product branding, TS&D sheets and white papers.



# Seek Together™



## NOTE

Previous campaigns and initiatives such as the Human Element and Dow125 have been retired. Please reach out to the **Brand Team** for any questions.

# 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. It should never be translated or altered in any way.

## 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 Diamond 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.**

### NOTE

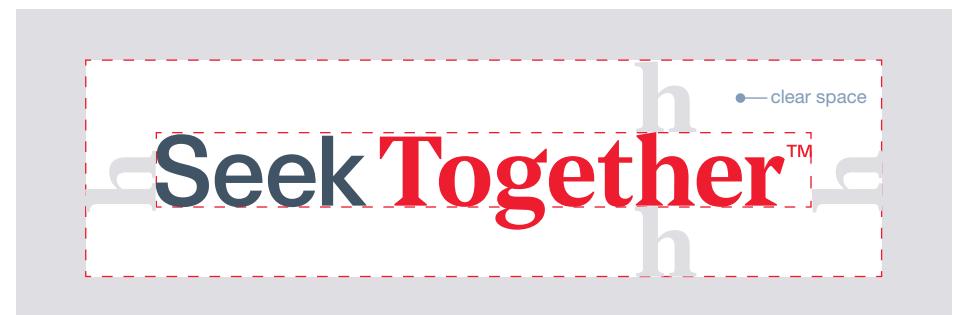
Do not alter the Seek Together™ logo or use the words "seek" and/or "together" in headlines or body copy. Examples such as "Stronger Together" or "Grow Together" should not be used.

### NOTE

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

### Brandline

# Seek Together™



Seek Together™

1"  
Minimum width for  
printed matter

### NOTE

Visit this [internal reference](#) for more information about Dow's Trademarks and Copyright guidelines and processes.

# Logo with Brandline Color Versions

GENERAL BUSINESS

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.

## 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% tint of dark colors (e.g., Dow Slate Gray or Dow Blue) or approved dark textured backgrounds 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



### NOTE

For more information on ADA Compliance, go to [page 34](#) or see the [Brand Portal](#).

### NOTE

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

Ensuring consistent use of our brandline is a crucial part of building brand equity. In protecting the brandline, there are several things to avoid.

~~Seek Together™~~

Do not alter the brandline.

~~DOW~~  
Seek Together™

Do not rearrange the elements of any logo with brandline lockup.

~~Seek Together™~~

Do not alter the colors of the brandline.

~~Seek Together~~  
~~DOW~~

Do not distort the logo or brandline in any way.



Do not add any special effects to the logo or brandline.



Do not skew or stretch the logo or brandline.  
Do not crop the logo or brandline.



## NOTE

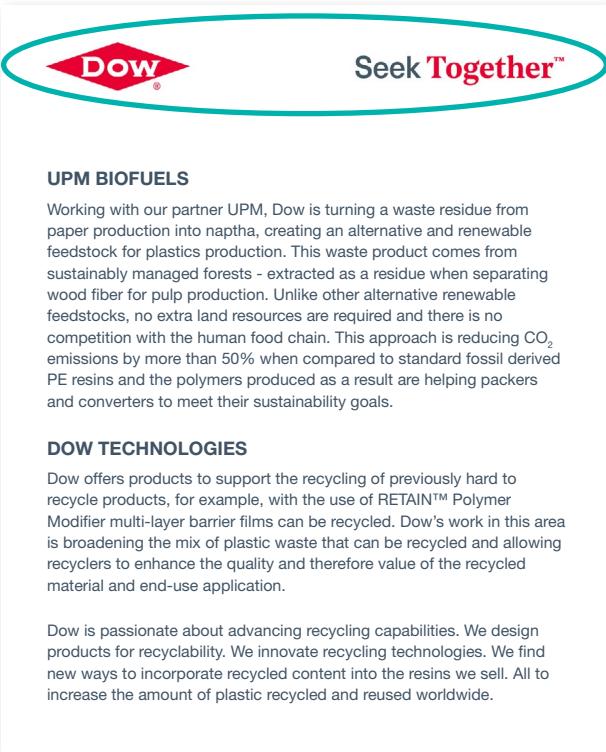
Do not copy logos directly from these guidelines. Always use the approved digital artwork files available from the [Brand Portal](#).

# Avoid Using the Brandline in Text

GENERAL BUSINESS

Always avoid using the words "seek" and/or "together" in your text.

✓

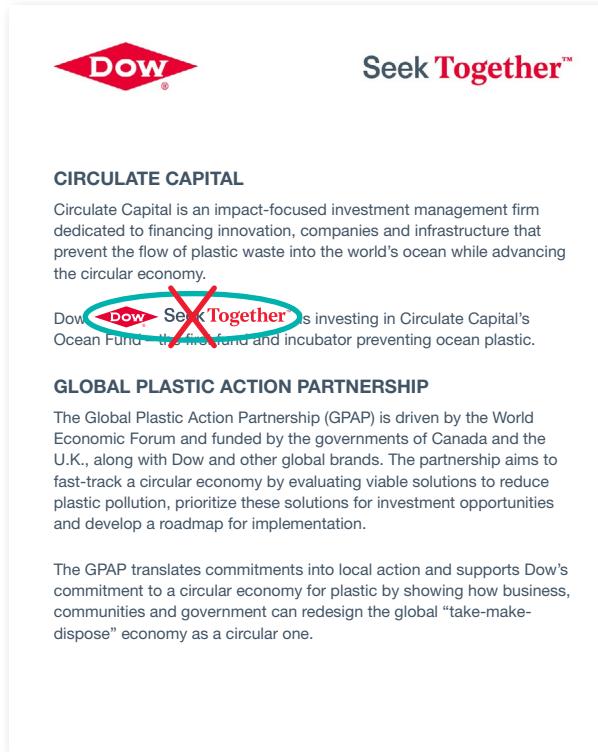


**UPM BIOFUELS**  
Working with our partner UPM, Dow is turning a waste residue from paper production into naptha, creating an alternative and renewable feedstock for plastics production. This waste product comes from sustainably managed forests - extracted as a residue when separating wood fiber for 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.

✗



**Dow Seek Together™**

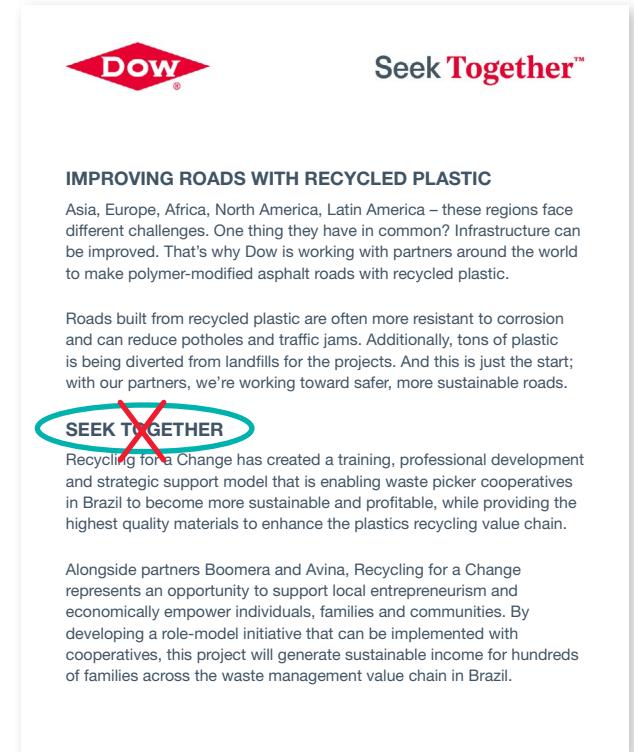
**CIRCULATE CAPITAL**  
Circulate Capital is an impact-focused investment management firm dedicated to financing innovation, companies and infrastructure that prevent the flow of plastic waste into the world's ocean while advancing the circular economy.

Dow ~~Seek Together~~ is investing in Circulate Capital's Ocean Fund, a 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.

✗



**Dow**

**Seek Together™**

**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 Boamera 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** 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.

## NOTE

See [page 11](#) for more information about protecting our DOW Diamond logo.

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 (VIS) 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.

## NOTE

While logo creation isn't allowed, you can consider using a Themed Graphic or Wordmark instead. You can find more information on [page 24](#).

## NOTE

Visit this [internal reference](#) for more information about Dow's Trademarks and Copyright guidelines and processes.

## NOTE

Have a question about any of the assets or tools in this document? Please reach out to the [Brand Team](#).

# Commercial Branding

GENERAL BUSINESS

Aligned to our corporate Dow brand, we offer a broad portfolio of named products and services. Each of these may have an individual trademark, and in exceptional cases, an individual logo, but we aim to restrict the number of new trademarks we create at Dow. If possible, leverage existing ones in the light of “fewer, but stronger, brands.”

All branding activities must go through a cross-functional review and approval process and should aim to consistently deliver sustainable solutions, create competitive advantages, and add value for Dow and our customers.

For more information, visit the **Commercial SharePoint** site or contact the **Brand Team**.

## NOTE

Refer to the **Dow Trademarks** list for the most up-to-date trademarks.

## NOTE

Visit this **internal reference** for more information about Dow's Trademarks and Copyright guidelines and processes.

## NOTE

Product and service branding is covered in more detail in a special addendum to the Dow Brand Guidelines. Please visit the **Brand Portal** for more information.

## Examples of Named Products and Services Under the Dow Brand

**Corporate Brand**  
A branded house



<b>Business Units</b> Internal use only, not market-facing	Coatings & Performance Monomers Consumer Solutions Industrial Solutions	Packaging & Specialty Plastics Polyurethane & CAV
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<b>Market Brands</b>	<b>MobilityScience™</b>	<b>DOW™ Building Science</b>
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<b>Functional Brands</b>	<b>ComfortScience™</b>
--------------------------	------------------------

<b>Product Brands</b>	<b>IMAGIN3D™</b> printing technology by	<b>Affinity™</b> polyolefin plastomers by	<b>DOWSIL™</b> technologies by
-----------------------	--	---	-----------------------------------

<b>Experience Brands</b>	<b>pack STUDIOS</b> 	<b>Inspiration Center</b>
--------------------------	-------------------------	---------------------------

<b>MobilityScience™ STUDIOS</b>	<b>MobilityScience™ STUDIOS Acoustics</b>	<b>ComfortScience™ STUDIO</b>
---------------------------------	---	-------------------------------

<b>Service Brands</b>	<b>DiamondServices</b>	<b>DOW™ Predictive Intelligence</b> Smarter, faster solutions
-----------------------	------------------------	--

<b>Technology Brands</b>	<b>pacXPERT™</b> packaging technology by	<b>Bluewave™</b> polymer dispersion technology by
--------------------------	---	--

# Themed Graphics/Wordmarks

GENERAL BUSINESS

There is a distinction between developing a logo and creating a themed graphic. Themed graphics are visual elements that combine key messages, imagery and design to support a specific program, event or initiative—for internal use only. They must always align with Dow's brand guidelines and values and are not to be used as, or mistaken for, standalone logos.

## Usage Standards:

- These graphics **should never be integrated with the DOW Diamond**, never include the DOW Diamond, and never visually compete with it in size or placement.
- They must appear in a **secondary position** on branded materials and must not overshadow the primary Dow branding.
- Use of themed graphics on branded merchandise (e.g., apparel, giveaways, signage) should be approached with caution and requires review and approval from the Brand Team, especially if external audiences may see the items.

## Design Requirements:

- Keep limited to using **ONLY** Dow brand colors, fonts, imagery, textures and simple iconography.
- Any graphic that resembles a logo or includes custom symbols or altered letters beyond these elements requires specific approval from the Brand Team.
- Designs should reinforce Dow's values, tone and visual identity.

## Appropriate Use Cases:

- **Encouraged:** Site names, investment projects, internal training hubs and business taglines.
- **Discouraged:** One-time ERG or site events, or internal team names that are not linked to a broader, lasting initiative—these are often not a good use of resources.

### NOTE

For more information or guidance creating a brand approved themed graphic, please contact the **Brand Team** or **Creative Element Design**.



Approved Uses:	Example
Growth Projects/Investments	Path2Zero
Site and Business Names	Correggio Site United for Success
Annual Events	Diamond Symposium, Dow Championship, Bring your child to work day

NOT Approved Uses:	Example
One-Time Events	Collaboration between ERGs for workshop, Cookout for a site, speed networking
Community Events	Volunteering at food pantry
Individual Teams	North America Supply Chain Global Dow Center onsite team members

# Themed Graphics/Wordmarks Misuse

GENERAL BUSINESS

The following are examples of Themed Graphics and Wordmarks that are **NOT** accepted.

## Incorrect Use



Do not use diamond shapes within any branded materials.



Do not use the DOW Diamond or place the DOW Diamond within a shape.



Do not use chemical associations with any Dow branded graphics.



Do not use leaves as imagery for growth, the word "grow" or anything that can promote or allude to greenwashing.



Do not include the words "Seek" or "Together." They should be reserved for the brandline.



Do not use the DOW Diamond for any part of the graphic.



Use Dow brand colors ONLY.



Use Dow branded fonts ONLY.

### NOTE

For more information or guidance creating a brand approved themed graphic, please contact the **Brand Team** or **Creative Element Design**.

# Logo, Wordmark and Themed Graphic Exceptions

GENERAL BUSINESS

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 24 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). They should be used only by these ERG groups accordingly.**

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 Diamond and should never compete in size and placement with the DOW Diamond.

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

## NOTE

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

## NOTE

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

## Dow Employee Resource Groups (ERGs)



## Examples



## Legacy Logos



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

## 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 presentations, 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.

### NOTE

Refer to [page 29](#) for ways to use our typography in a conversational way.

### NOTE

The Americans with Disabilities Act (ADA) requires high-visual contrast between typography and backgrounds for certain digital applications. Refer to [page 34](#) in this guide or the [Brand Portal](#).

## Arial

Use in web and  
MS Office applications

**Arial Regular**  
**Arial Bold**  
*Arial Italic*

## Georgia

Georgia Regular  
**Georgia Bold**  
*Georgia Italic*  
**Georgia Bold Italic**

## Helvetica Neue

Helvetica Neue 45 Light  
Helvetica Neue 55 Roman  
Helvetica Neue 65 Medium  
**Helvetica Neue 75 Bold**

## Georgia

Georgia Regular  
**Georgia Bold**  
*Georgia Italic*  
**Georgia Bold Italic**

Dow Brand Guidelines recommend using the translation fonts below because they are open source fonts, meaning usage rights are available at no additional cost to Dow for commercial use. (Click the links below to download the fonts.)

**Licensed Font Use and Compliance:** Please note that many fonts are copyrighted and require permission for commercial use, so downloading other fonts from the internet is prohibited unless properly licensed. This ensures brand protection and legal compliance.

For questions about fonts, contact the [Creative Element Design](#) team.

## In place of Helvetica Neue

**Chinese, Simplified:** [Noto Sans SC](#)

**Chinese, Traditional:** [Noto Sans TC](#)

**Japanese:** [Noto Sans JP](#)

**Korean:** [Noto Sans KR](#)

**Thai:** [Kanit](#)

**Vietnamese:** [Noto Sans SC](#)

**Arabic:** [Tajawal](#)

**Greek:** [Noto Sans](#)

## In place of Georgia

**Noto Serif SC**

**Noto Serif TC**

**Noto Serif JP**

**Noto Serif KR**

### NOTE

In addition to the fonts linked on this page, fonts included in the Microsoft Office package are also free for all employees to use globally.

### NOTE

All content intended for external distribution that requires translation service must be translated by TransPerfect, Dow's human translation provider. The translated content must be reviewed by Dow for accuracy prior to external distribution. For more information, see the [Global Translation Expertise Center](#).

### NOTE

Always write "Dow" as is, do not translate or modify the name.

# Typographic Conversation

GENERAL BUSINESS

## Overview

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

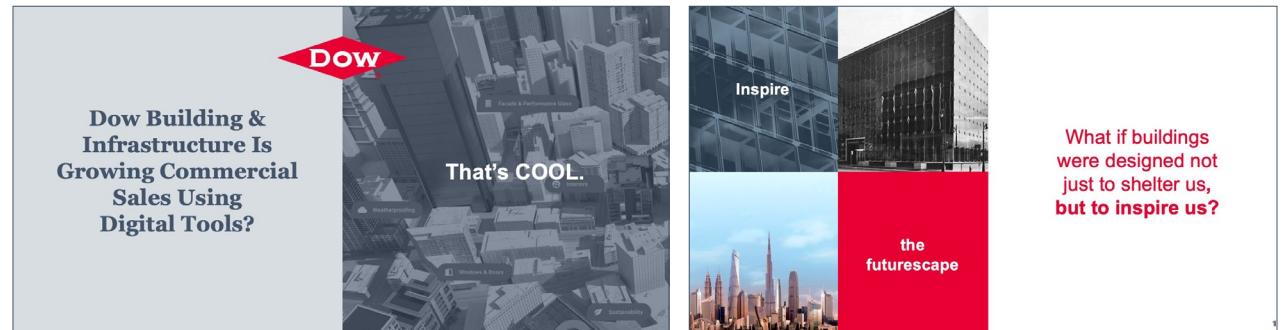
Our typography reflects this. By juxtaposing our two primary typefaces, we suggest different voices exchanging ideas. Whenever possible, these typefaces should be used in tandem.

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).



At Dow, these questions and the pursuit of solutions for the world's toughest challenges inspire us to collaborate and use our materials science expertise to create innovative solutions that transform our world and deliver a sustainable future.



What if buildings were designed not just to shelter us, but to inspire us?



# Color Palette

GENERAL BUSINESS

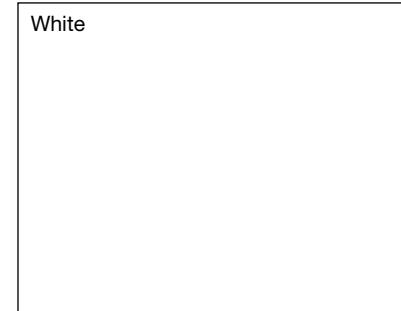
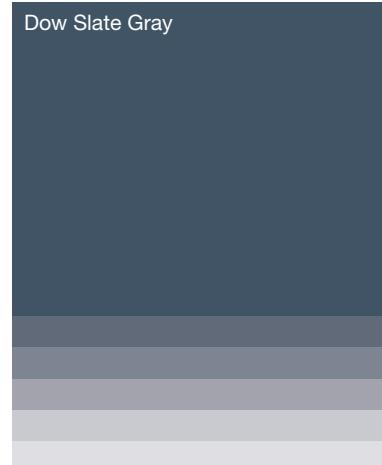
## Overview

### 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.

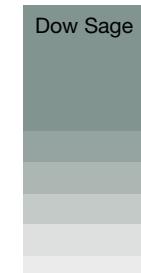
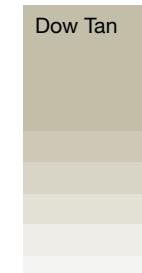
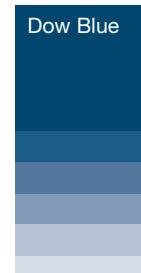
#### Primary Colors



### 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

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%.

#### NOTE

**Dow Red must always be used at 100% value**—never as a tint. Additionally, avoid using tones (darker variations) of any brand colors.

# Color Balance

## Overview

To maintain visual consistency and reinforce brand recognition, we recommend using the 60/30/10 approach as a flexible framework, not a strict rule. This model suggests using approximately 60% primary colors (Slate Gray, Dow Red, or White), 30% secondary colors and 10% accent colors to create visual balance and hierarchy. Depending on the layout or content, these ratios can shift to 85/10/5, 60/25/15 or other combinations. The main idea is that primary colors remain dominant, secondary colors offer support, and accent colors are used sparingly for emphasis.

### Primary Colors (Approx. 60%)

The majority of the design should be made up of primary colors. These are the brand's most recognizable tones. You don't have to use all of them at once. Instead, choose one dominant color from the primary set to lead and optionally support with another. Be especially mindful of Dow Red: It should remain impactful and not be oversaturated.

### Secondary Colors (Approx. 25-30%)

These complement the primary tones. You can mix and match among the secondary options, depending on the content or tone.

### Accent Colors (Approx. 5-15%)

Used sparingly for contrast, highlights, graphic details or call to actions. Choose one accent color per use to maintain clarity and emphasis.

## GENERAL BUSINESS

60% Primary Color



30% Secondary Color

10% Accent Color

Can science help you build an exciting career?

**Unlock Your Future: Explore Exciting Career Opportunities at Dow**

Hello classes of 2025, 2026, and 2027. Are you curious about what life is like after graduation? Want to know how to navigate the transition from college to a successful career? Join us for an exclusive event where you'll get the inside scoop from peers who have recently made the leap into corporate America!

**Event Highlights:**

- **Real Experiences:** Hear firsthand experiences from recent graduates who are now thriving at Dow.
- **Career Insights:** Learn about the challenges and triumphs of starting a career in a leading global company.
- **Networking Opportunities:** Connect with professionals and fellow students who share your career aspirations.
- **Q&A Session:** Get your questions answered by those who were in your shoes 1-2 short years ago.

**Date:** Wednesday, September 18, 2024  
**Time:** 7:00 pm to 8:00 pm ET  
**Location:** Virtual

Don't miss this chance to gain valuable insights and tips that can help you kickstart your career journey. Whether you're a freshman exploring options or a senior ready to take the plunge, this event is for you! **RSVP Today** and take the first step towards unlocking your future with Dow. We can't wait to see you there!

**DOW**

Scan here to register!

**Are you ready for what's next?**

See where a career in engineering at Dow can take you.

**DOW**

Scan the QR code to apply

# Color Specifications

GENERAL BUSINESS

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 presentations, 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

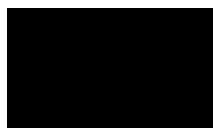
Pantone: 7545 C  
CMYK: 78-60-44-25  
RGB: 65-83-100  
Hex: #415364



### 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

GENERAL BUSINESS

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 85, 0, 40, 0	# 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, 0	# fed671 RGB 254-214-113 CMYK 0, 21, 60, 3
40%	# b3bac1 RGB 179-186-193 CMYK 31, 24, 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	# ccccccc RGB 204-204-204 CMYK 0, 0, 0, 20	# d1d9df RGB 209-217-223 CMYK 20, 10, 2, 9	# 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	# e6e6e6 RGB 229-229-229 CMYK 0, 0, 0, 10	# e8ecef RGB 232-235-239 CMYK 10, 5, 1, 5	#faf9f8 RGB 250-249-247 CMYK 3, 2, 4, 0	# f3f5f4 RGB 242-245-244 CMYK 5, 3, 4, 2	# ef00ed RGB 239-237-237 CMYK 6, 7, 7, 5	# e6f7f6 RGB 230-247-246 CMYK 9, 0, 4, 0	# fff8e7 RGB 255-248-231 CMYK 0, 4, 10, 1

## NOTE

Dow Red must always be used at 100% value—never as a tint. Additionally, avoid using tones (darker variations) of any brand colors.

## Americans with Disabilities Act (ADA) – Important Considerations for All Your Branded Materials

The ADA, created to prohibit discrimination against individuals with disabilities, requires high-visual contrast between typography and backgrounds. The ADA only outlines overall goals with no specific web requirements. Therefore, best practice and recent court rulings demand compliance with the World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines (WCAG) 2.0 AA standard.

**Our brand conforms to Level AA compliance standards, which require a contrast ratio of 4.5:1 for regular text and 3:1 for larger text.**

In addition to color and contrast requirements, there are several design practices that improve readability and accessibility for individuals with disabilities. Increasing letter and line spacing and using larger font sizes enhances legibility, while avoiding italics and ALL CAPS reduces visual strain. Pairing these practices with high-contrast text and background combinations ensures broader accessibility for all audiences.

To maintain brand compliance when designing materials and literature, use only the color combinations on the next page. When placing text over imagery, ensure sufficient contrast using these values—best practice is to keep text as live, editable content rather than embedding it within the image. This ensures compatibility with screen readers and other assistive technologies, preserving accessibility across formats. If the text is part of the image, it must be provided in the alternative text. For more information on creating tags and alternative text, you can review Adobe Acrobat's guidance [here](#).

## Helpful Links

For any color combinations not shown in this guide, please evaluate colors for sufficient legibility and contrast on a case-by-case basis by using the [WebAim Color Contrast Checker](#).

ADA guidelines for the U.S. can be found at: <http://www.ada.gov/stdspdf.htm>.

More information about the W3C's Web Content Accessibility Guidelines can be viewed at: <https://www.w3.org/WAI/standards-guidelines/wcag/>.



**Global Supplier Diversity Program**  
**Dow**

Positively impacting communities and society by supporting underrepresented and minority businesses in a meaningful and sustainable way

We want **YOU** to get involved!

### How YOU Can Support Dow's Supplier Diversity Program

**Ways to Get Involved**

<b>Supplier Diversity Ambassador</b> Available to anyone!	<b>Supplier Diversity Champion</b> **1 champion per bus. Function, nominated by bus. or functional leadership team	<b>Encourage Inclusive Procurement Practices</b> Available to anyone!
<ul style="list-style-type: none"><li>Actively participate in Dow Diverse Supplier Accelerator Program (audit/qualification, mentoring)</li><li>Advocate for diverse suppliers and their inclusion</li><li>Seek and identify opportunities for business growth and spend with diverse suppliers through Dow</li><li>Encourage Diverse Suppliers to register in Dow's Diverse Supplier Portal</li></ul>	<ul style="list-style-type: none"><li>Dow Diverse Supplier Accelerator Program (audit/qualification, mentoring)</li><li>Lead planning + execution for delivery of annual certified diverse supplier target (with Purchasing)</li><li>Develop + advocate bus., regional or function's diverse spend and pipeline (with Purchasing)</li><li>Advocate for Inclusive Procurement Practices</li><li>Sponsor Identifications + develop, of diverse suppliers in support of opp. pipeline realization</li></ul>	<ul style="list-style-type: none"><li>Advocate for diverse suppliers and their inclusion</li><li>Seek opportunities for business growth and expansion for diverse suppliers</li><li>Encourage Diverse Suppliers to register in Dow's Diverse Supplier Portal</li></ul>

All initiatives encourage diverse supplier inclusion strategies for their business, function or region through influence, advocacy, and development and activate diverse spend opportunities to enable growth.

# ADA Compliance – Type and Background Color Combination

GENERAL BUSINESS

## Acceptable Combinations for All Point Sizes

Background: Dow Red - 100% Text: White	Background: White Text: Black	Background: White Text: Dow Red	Background: White Text: Dow Slate Gray - 100%	Background: White Text: Dow Slate Gray - 80%
Background: Black Text: White	Background: Black Text: Black - 20%	Background: Black Text: Black - 10%		
Background: Black Text: Dow Slate Gray - 40%	Background: Black Text: Dow Slate Gray - 20%	Background: Black Text: Dow Slate Gray - 10%		
Background: Dow Slate Gray - 100% Text: White	Background: Dow Slate Gray - 100% Text: Black - 20%	Background: Dow Slate Gray - 100% Text: Black - 10%		
Background: Dow Slate Gray - 60% Text: Black	Background: Dow Slate Gray - 40% Text: Black	Background: Dow Slate Gray - 20% Text: Black	Background: Dow Slate Gray - 10% Text: Black	Background: Dow Slate Gray - 10% Text: Dow Slate Gray - 100%

### NOTE

For recommendations on type and background color combinations for secondary colors, refer to [page 33](#) as reference.

# ADA Compliance – Type and Background Color Combination

GENERAL BUSINESS

Acceptable Combinations for Point Sizes **Larger Than 18pt/24px**

Background:  
Dow Red -  
100%  
Text: Black

Background:  
Dow Red -  
100%  
Text: White

Background:  
Dow Red -  
100%  
Text: Dow  
Slate Gray -  
20%

Background:  
Dow Slate  
Gray - 20%  
Text: Dow  
Red - 100%

Background:  
Black  
Text: Dow  
Red - 100%

Background:  
Dow Slate  
Gray - 100%  
Text: White

Background:  
Dow Slate  
Gray - 80%  
Text: White

Background:  
Dow Slate  
Gray - 20%  
Text: Dow  
Slate Gray -  
100%

Background:  
Dow Slate  
Gray - 20%  
Text: Dow  
Slate Gray -  
80%

Background:  
Dow Slate  
Gray - 10%  
Text: Dow  
Slate Gray -  
80%

## NOTE

For recommendations on type and background color combinations for secondary colors, refer to [page 33](#) as reference.

## NOTE

Red is permitted on Slate Gray only when used for the DOW Diamond, brandline or large bold display headers.

# ADA Compliance – Type and Background Color Combination

GENERAL BUSINESS

## Acceptable Combinations for Accent Colors In All Point Sizes

Our accent colors Dow Teal and Dow Gold are compliant in any text size when paired with black text.

Background: Dow Teal - 100%	Background: Dow Teal - 80%	Background: Dow Gold - 100%	Background: Dow Gold - 80%
Text: Black	Text: Black	Text: Black	Text: Black
Background: Dow Teal - 60%	Background: Dow Teal - 40%	Background: Dow Gold - 60%	Background: Dow Gold - 40%
Text: Black	Text: Black	Text: Black	Text: Black
Background: Dow Teal - 20%	Background: Dow Teal - 10%	Background: Dow Gold - 20%	Background: Dow Gold - 10%
Text: Black	Text: Black	Text: Black	Text: Black

**DO NOT USE WHITE  
TEXT ON DOW TEAL.**

**DO NOT USE WHITE  
TEXT ON DOW GOLD.**

**IMPORTANT NOTE:** Only use black type on the Dow Teal and Dow Gold colors. You should NOT use white text on these colors due to concerns for the visually impaired.

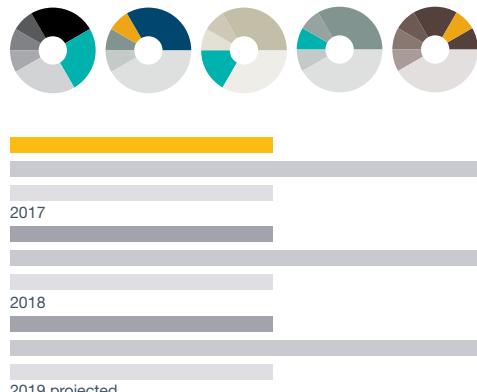
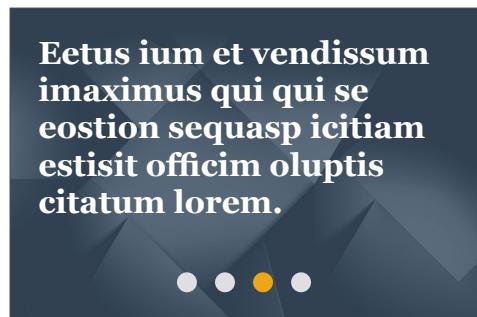
# Using Our Accent/Call-to-Action Colors

GENERAL BUSINESS

Use our two accent/call-to-action colors, Dow Teal and Dow Gold, 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, thereby elevating the color to the same prominence as a primary or secondary color, or use as a texture. These colors should be applied subtly as accents.



# Photography

GENERAL BUSINESS

## Overview

As a large organization with complex business needs, we have four photography categories to support our brand:

- **Colorized Textures**
- **Materials in Innovation**
- **Contextual Photography**
- **Product-Specific Close-Ups**

Some photography styles reinforce our Seek Together™ messaging. Other styles document our daily business, products and people.

The photo treatment used in our colorized textures should NOT be used on content and product images. Use photos with simple backgrounds near busier images to minimize visual clutter.

### NOTE

When using lab or manufacturing plant images with people, confirm that proper Personal Protective Equipment (PPE) is being worn.



# Photography

## Colorized Textures

GENERAL BUSINESS

### Custom or stock textures in Dow primary colors

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

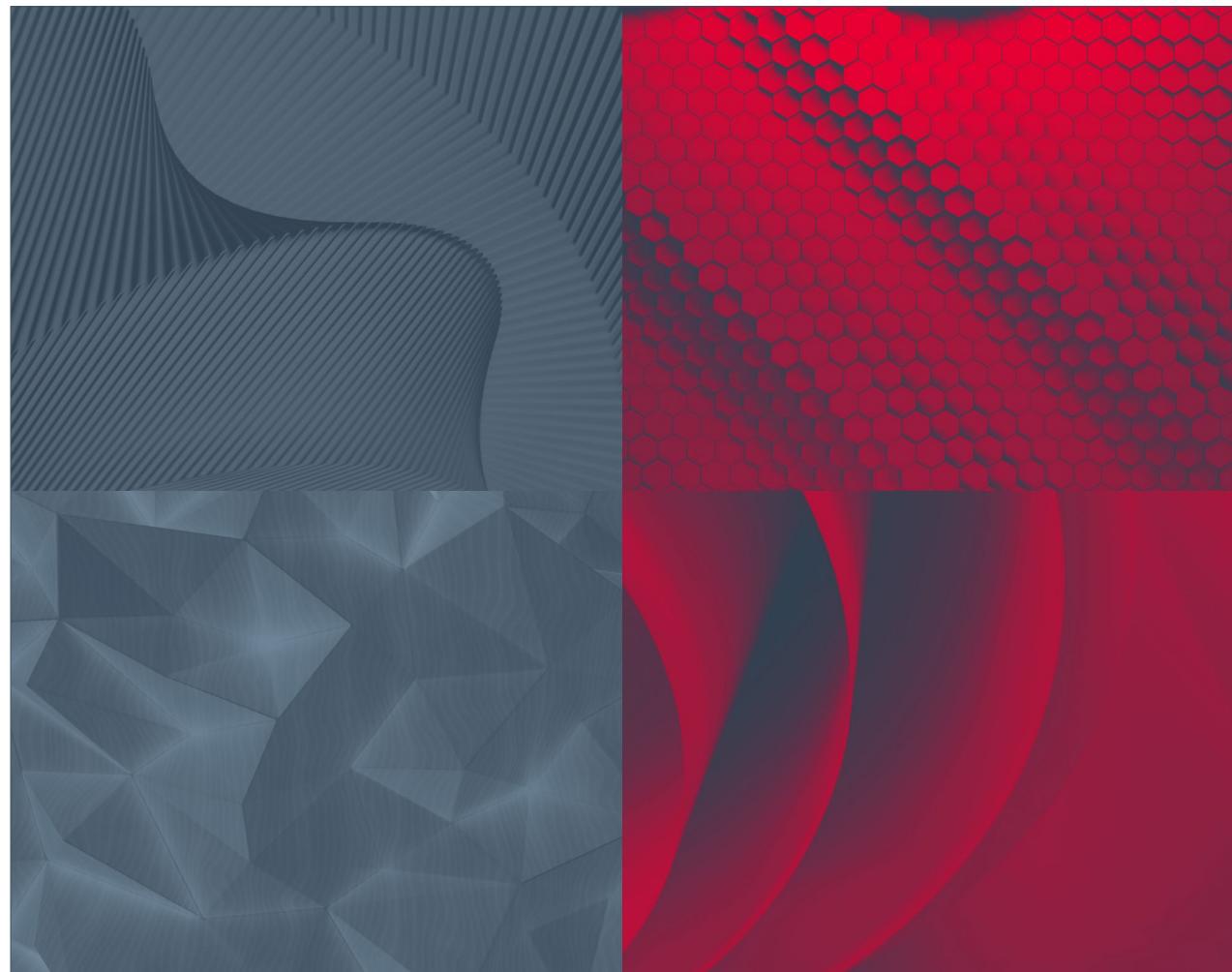
Our textures may be used to complement the other photography styles in our toolkit, provide a provocative background for text, or enliven a design with a punch of color.

Our textures appear in only Dow Red and Dow Slate Gray. A library of colorized textures is available through the [Dow Photo Library](#).

**Do NOT create any textures in other colors.**

Exceptions must be approved by the Brand Team.

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



### NOTE

Do NOT create textures in any other colors — **Dow Red and Slate Gray ONLY.**



# Photography

## Materials in Innovation

GENERAL BUSINESS

These photos should focus on innovation in action—visualizing how our materials respond, adapt and perform in both everyday and forward-looking environments. They can include a layer of design to capture complex concepts to reinforce our position as a leader in materials science while shifting focus away from traditional chemical representations.

We can use imagery to capture how advanced materials shape a modern, high-performance world.

These images reflect the dynamic role of materials science across Dow industries, from automotive and infrastructure to consumer products and advanced technology.



# Contextual Photos

GENERAL BUSINESS

While 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 and People**
- **Collaboration**
- **Products in Use**
- **Industry and Business**

## NOTE

When using lab or manufacturing plant images with people, confirm that proper Personal Protective Equipment (PPE) is being worn.

## NOTE

Before using employee portraits, ensure the appropriate release form has been signed. If you're unsure, please reach out to the **Creative Asset Management Team**.

## Portraits and People



## Collaboration



## Products in Use



## Industry



# Contextual Photos

GENERAL BUSINESS

## Portraits and People

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.

These portraits show our employees within their environment in a way that tells a story about who they are and what they do. The setting is purposeful, offering visual context that adds depth and authenticity to the subject.

They are especially effective in humanizing innovation, showcasing diversity and reinforcing Dow's customer-centric values. Contextual portraits help communicate expertise, collaboration and real-world impact in a single frame.

### NOTE

When using lab or manufacturing plant images with people, confirm that proper Personal Protective Equipment (PPE) is being worn.

### NOTE

Before using employee portraits, ensure the appropriate release form has been signed. If you're unsure, please reach out to the **Creative Asset Management Team**.



# Contextual Photos

GENERAL BUSINESS

## Collaboration

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 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.

This category emphasizes the human power behind progress, reflecting values like inclusion, customer-centricity and innovation. It helps tell the story of collaboration that is informed by science, driven by people and connected to real-world impact.

### NOTE

When using lab or manufacturing plant images with people, confirm that proper Personal Protective Equipment (PPE) is being worn.

### NOTE

Before using employee portraits, ensure the appropriate release form has been signed. If you're unsure, please reach out to the **Creative Asset Management Team**.



# Contextual Photos

GENERAL BUSINESS

## Products in Use

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.

Photos in this style work flexibly with our colorized textural backgrounds and with our secondary color palette.



# Contextual Photos

GENERAL BUSINESS

## Industry and Business

### Custom or stock photography with dynamic cropping and abstract elements

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.

Photos may need to be adjusted for dynamic style and cropping.



# Abstract Product Close-Ups

GENERAL BUSINESS

## Custom or stock details with dynamic cropping and abstract elements

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. Photos may need to be adjusted for dynamic style and cropping.



# Product-Specific Close-Ups

GENERAL BUSINESS

Close-up product images highlight the real-world impact of our materials or technologies. Instead of abstract concepts, they show how innovations are actually used and applied—in packaging, electronics, construction, etc.—making the science feel practical and relevant.



## Avoid these photo categories.

### Alcohol, Smoking and Adult Content

- These elements do not align with Dow's brand values and should be avoided.
- Focus on family-friendly, inclusive imagery that reflects professionalism and broad audience appeal.
- Content involving alcohol, smoking, gambling or adult themes can raise compliance concerns and distract from the intended message.

### Depictions of Violence and Weaponry

- Avoid images that show violence or weapons, as they can evoke fear, controversy or negative associations.
- Maintain a tone of trust and safety by steering clear of visuals that could appear threatening, aggressive or politically charged.



### NOTE

Always consider external perception and cultural sensitivities to ensure content is respectful and appropriate for global audiences.

### Chemical Imagery

- Avoid stereotypical imagery or illustrations that focus on chemicals, as they can evoke negative perceptions such as pollution, hazards or overly technical content.
- Do not use periodic table elements or chemical symbols as design motifs, icons or typography. These visuals reinforce outdated perceptions.
- Instead, use materials-focused visuals that highlight real-world applications and create a more human, relatable story. Thus, helping reinforce Dow's reputation as an innovative materials science company.

### Products in Landfills

- Avoid showing products in landfill settings, as this suggests waste and pollution, conflicting with Dow's sustainability messaging.

- Also avoid visuals of plastics in water.
- Instead, highlight recycling, reuse or circular economy scenarios.

### Textures/Overlays in Other Colors

- Only use textures in Dow Red or Slate Gray.
- Do not use textures in other brand colors, including Blue, Sage, Brown, Tan, Teal or Gold.

# Image Pairings

GENERAL BUSINESS

## Images + Colorized Textures

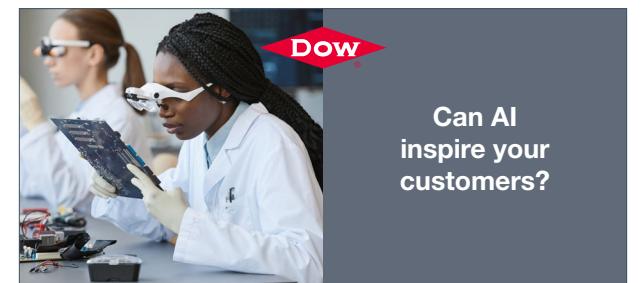
Pairing images with colorized textures is a distinctive look within our visual identity. This juxtaposition reflects our human-centric approach to materials science and our emphasis for fostering ongoing dialogue with employees and customers.

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

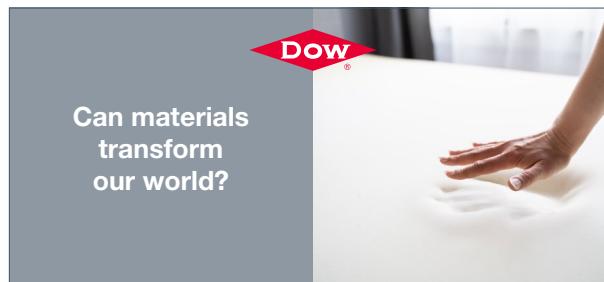
## Images + Primary Colors

Although 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.

## Contextual Imagery



## Product Photography



## Guidelines for Using Copilot-Generated and Adobe Stock AI Images

As the use of Generative AI (GenAI) tools continues to expand across Dow, it's important that employees understand the approved guidelines for using AI-generated imagery in internal and external communications.

### Internal Use: Approved with Designation

Images generated using Dow's instance of **Microsoft Copilot** or **Generative AI tools within Adobe Stock and Firefly** are approved for **internal use** across Dow. These assets include the proper licensing and indemnification for Dow use, provided they are sourced through approved enterprise platforms.

To ensure transparency and compliance:

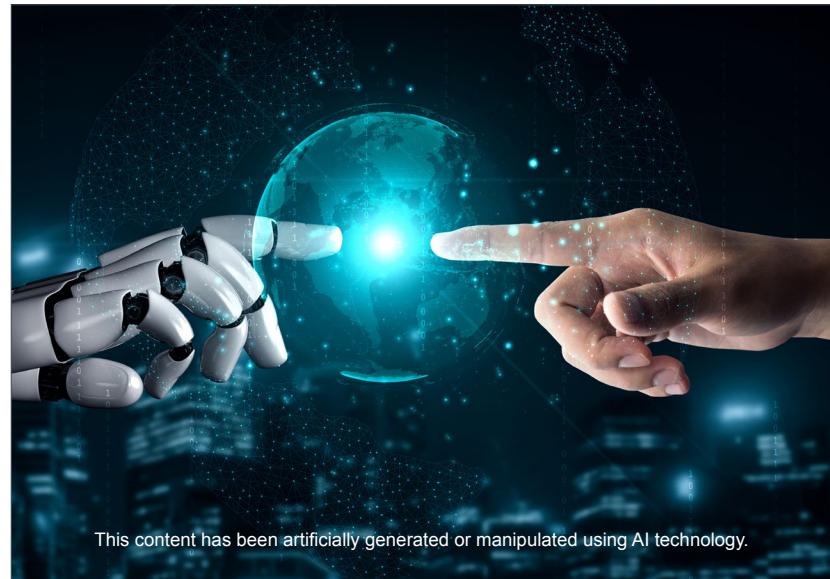
- All internally used AI-generated images **must include a watermark or designation.**
- **Wording to use:** "This content has been artificially generated or manipulated using AI technology."
- **Where:** On or directly underneath image or graphic that was generated or manipulated using AI
- **Font:** Arial font in white or black
- These images may be used in internal presentations, communications and training materials, as long as they **do not depict real people, places or identifiable property in misleading ways.**

### External Use: NOT APPROVED at This Time

Use of Copilot-generated AI images or Generative AI images from Adobe Stock in **external-facing materials**—including presentations, product literature, websites, eBooks, digital campaigns or social media—is **not approved** by the Dow Brand Team or Legal at this time.

This restriction is in place to:

- Avoid potential copyright and ownership risks associated with AI-generated content.
- Ensure brand integrity and legal compliance in public-facing communications.
- Prevent misrepresentation of Dow's visual identity or product imagery.



This content has been artificially generated or manipulated using AI technology.

### NOTE

For more information about Copilot and Dow's Generative AI Acceptable Use Policy, visit [Dow's M365 Copilot Overview](#).

## The Importance of Caution with GenAI for Content Development

Using GenAI can have many benefits to increase efficiency both in time and money spent on a creative project. However, use of AI for communications needs to be treated very carefully as many consumers have stated that they are skeptical of AI use and want transparency in AI use.

From a Dow Brand perspective, we value authenticity and transparency in our communications, so it's always preferred to use real images where possible. If you choose to use AI for internal content development, please follow these best practices and always consider risks vs. benefits with AI use.

### Prohibited Uses Include:

- Public tools like ChatGPT – only use Dow's approved Microsoft 365 Copilot tool
- Hiring, evaluating, or monitoring employees or candidates
- Handling or inferring personal, sensitive, or biometric data
- Profiling or tracking individuals without valid consent
- Emotional state detection or behavioral manipulation
- Fraud, deception or plagiarism
- Generating legal, medical or financial advice without proper licensing
- Automated decision-making without human oversight
- Any illegal, unsafe or non-compliant activity

### Safe & Ethical Use Requires:

- Human oversight at all times (AI is a support tool, not a replacement)
- Careful review and validation of AI outputs for accuracy and appropriateness
- Awareness of AI hallucinations, bias and misleading fluency
- Transparency with stakeholders and accurate disclosure of AI use
- Proper handling of personal data per Dow privacy and security policies
- Completion of mandatory training and reporting of misuse

#### NOTE

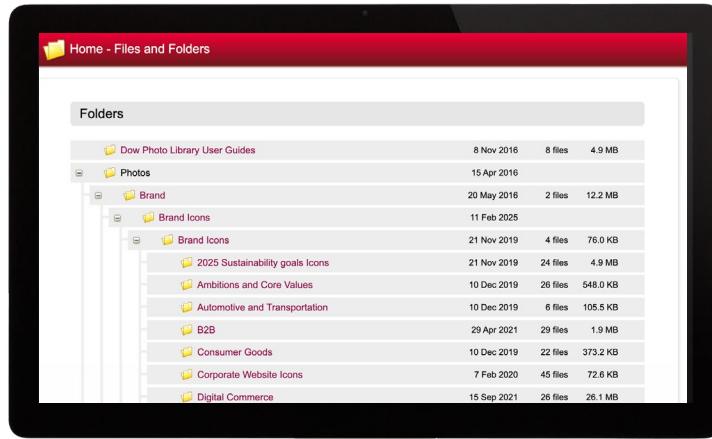
For more information about Copilot and Dow's Generative AI Acceptable Use Policy, visit [Dow's M365 Copilot Overview](#).

## The Dow Photo Library

The Dow Photo Library is Dow's main source for storing, accessing and sharing images and graphics for all of Dow's businesses, sites and functions. The library includes hundreds of Dow related photos, including:

- Dow campaign and event imagery
- Dow product and site photos
- Generic stock photography

To browse the collection of Dow approved images, visit the [Dow Photo Library](#). If you need an account, you can send a request to the [Creative Asset Management](#) team at [fglcam@dow.com](mailto:fglcam@dow.com).



## Adobe Stock

If you can not find an image to meet your needs in the Dow Photo Library, Dow maintains a licensing plan with [Adobe Stock](#). Employees and agency partners can search Adobe Stock for additional imagery, which can then be licensed under the Adobe Standard Content plan.

- Employees should request images through the internal request form.
- For image requests, please send to the [Creative Asset Management](#) team.

## Microsoft Stock Images

An alternative source of licensed stock photos are available in Microsoft Office Applications by clicking Insert → Pictures → Stock Images. Only Stock Images are licensed for use.

## Adobe Stock Premium or Other Photography

To request usage rights for images not available within our Adobe Stock Standard Content agreement, contact the [Brand Team](#).

### NOTE

Using images or third-party logos in company promotions without proper usage rights can lead to **legal, financial and reputational risks**.

### NOTE

Contact the [Creative Asset Management](#) team if you would like to leverage photos taken by employees or external sources, or if you need any forms (such as a model release form).

# Layouts and Grids

## Overview

The scalable grid provides an underlying structure with countless variety.

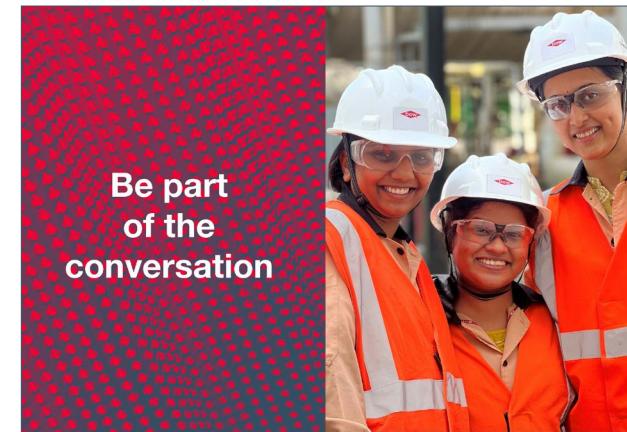
The Seek Together™ brandline not only influences our photography and typography choices — it also guides our approach to layouts.

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 [page 34](#) or the [Brand Portal](#).

GENERAL BUSINESS



We're interested in how science can enhance people's lives. That can mean discovering a new material or working with our customers to apply fresh thinking to the world around us. It can also mean using science to build an exciting career — with the opportunity to explore, exchange ideas, and make a meaningful difference on global challenges.

Can you see yourself on the team?

[dow.com](#)

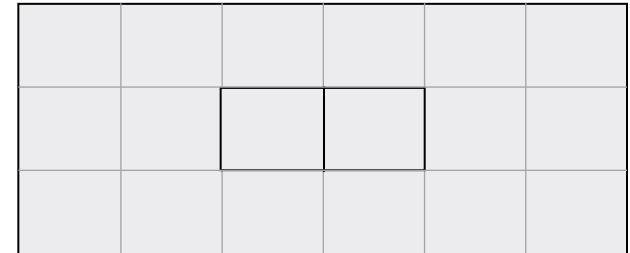
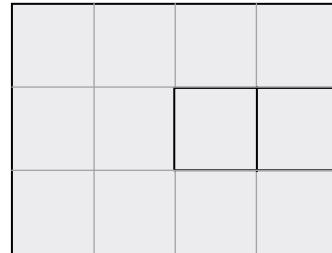
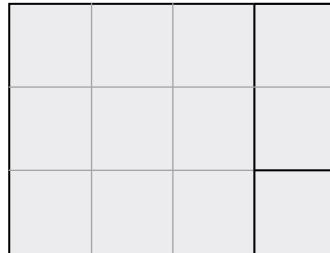
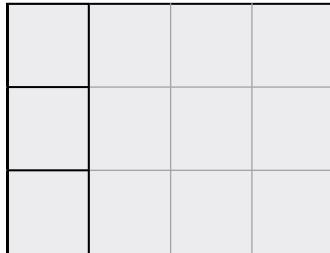
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Seek Together™

# Using the Grid

GENERAL BUSINESS



Protecting Our Planet

We believe in protecting the world's resources. We're collaborating to solve some of the biggest sustainability challenges.

**Dow**  
Seek Together

You can help **innovate** for the *future* with a career in manufacturing and engineering.

**Dow**  
Seek Together

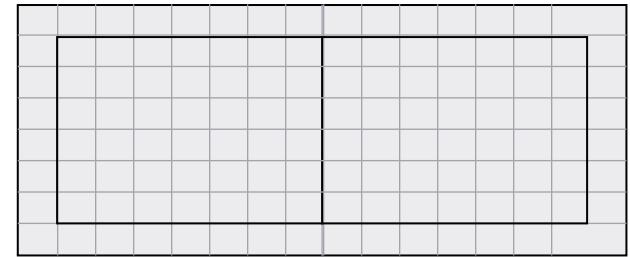
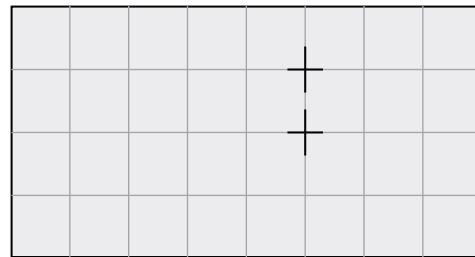
**COLLABORATION**  
Where innovation begins.

**Dow**  
Seek Together

Farmers face unique challenges as they strive to grow profitability while reducing environmental impact.

**Dow**  
Seek Together

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



**Powering the future**  
**innovate and advocate**

We strive to lead our industry while delivering best-in-class performance.

**Dow**  
Seek Together

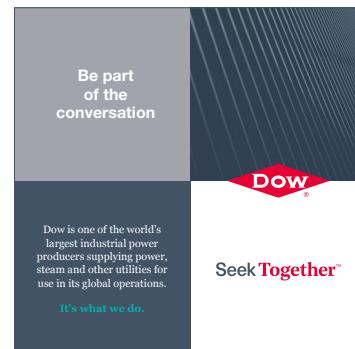
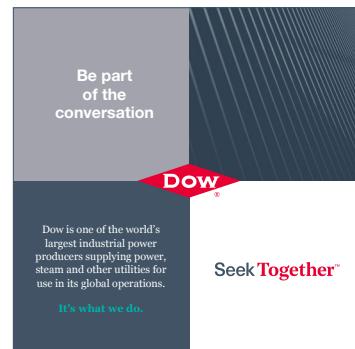
# Positioning the DOW Diamond on a Grid

GENERAL BUSINESS

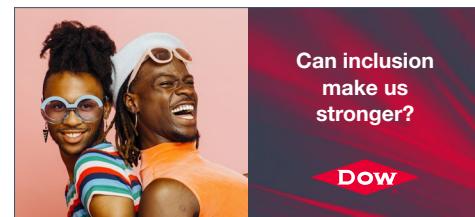
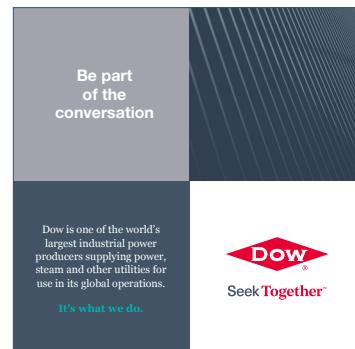
The DOW Diamond visually connects the “conversations” between our blocks of text and images.

When applicable, center the DOW Diamond between two blocks to bridge 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 a Connector



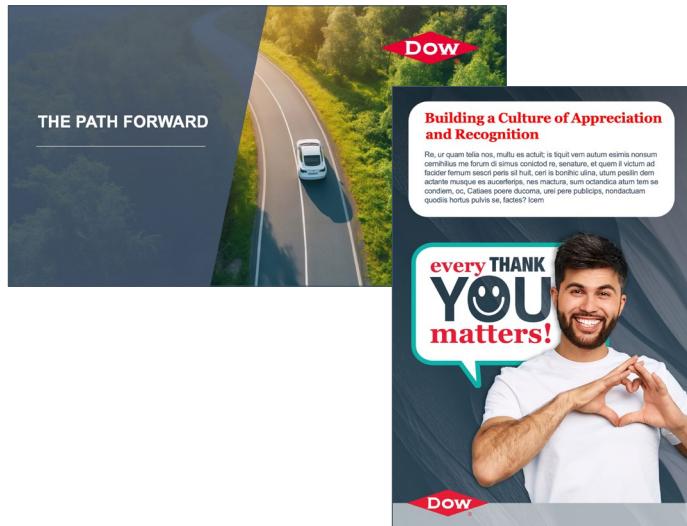
## DOW Diamond as a Supporter



# Using the Grid as a Guide

GENERAL BUSINESS

In some cases, shapes may appear organic or irregular, but they are still designed within a grid structure. The grid doesn't mean everything must be square—it simply serves as a guide to maintain balance and alignment.



## NOTE

Certain projects, such as the Annual Report or INtersections, may qualify for special exceptions outside of standard brand guidelines. These exceptions **must** receive prior approval from the **Brand Team**.

## NOTE

**Do not use diamond shapes** that could compete with the DOW Diamond, and never place the DOW Diamond within another shape. Please reach out to the **Brand Team** for any questions.



We are proud of the work we do, feel we belong and take positive action to drive results.

Our leaders live our values and cultivate our culture. They inspire everyone to learn and achieve more, leading to an inclusive and agile organization.

We have the right people, in the right place, at the right time. Our employees enjoy a dynamic learning culture that provides growth, challenges and opportunities that are accessible to all.



## Transform Your Paint Formulations with Dow

Dow's architectural coatings portfolio offers cutting-edge solutions designed to enhance the aesthetic appeal and durability of interior and exterior projects.

Our latest advanced technologies offer long-lasting durability, superior scuff resistance, and efficient matting, ensuring spaces look stunning and withstand the test of time. With a strong commitment to sustainability and performance, coatings made with Dow materials are engineered to meet the highest standards of modern architecture.

Elevate your formulations with cutting-edge technology today!  
**Explore more at Dow.com.**

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© 2023 The Dow Chemical Company. All rights reserved. 200002021-188750

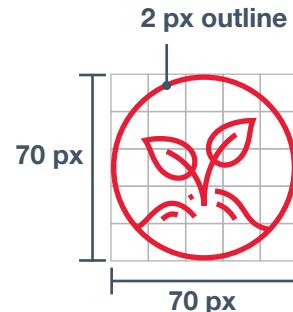
# Icons

Icons are used to visually support key messages, enhance readability and help readers quickly understand complex information. They should be clean, minimal and outline-based, designed to be legible at small sizes and instantly recognizable. Always follow the Dow color palette and avoid overly detailed or cartoonish styles. The goal is to create simple, globally understandable visuals that break up text and make content more engaging.



## Usage & Style Recommendations

- Do not use icons as logos or feature symbols.
- Avoid placing too many icons in one area—they lose effectiveness when overused.
- Never include text inside an icon; place text above or below.
- To help maintain a consistent visual style:
  - Use a 70px x 70px grid with a 2pt stroke, then scale as needed
  - Keep strokes uniform—do not vary line widths
  - Limit to 1–2 colors per icon
  - Ensure icons are minimal, recognizable and free from excessive detail
- **Do not** use any sort of diamond shape as an icon.



### NOTE

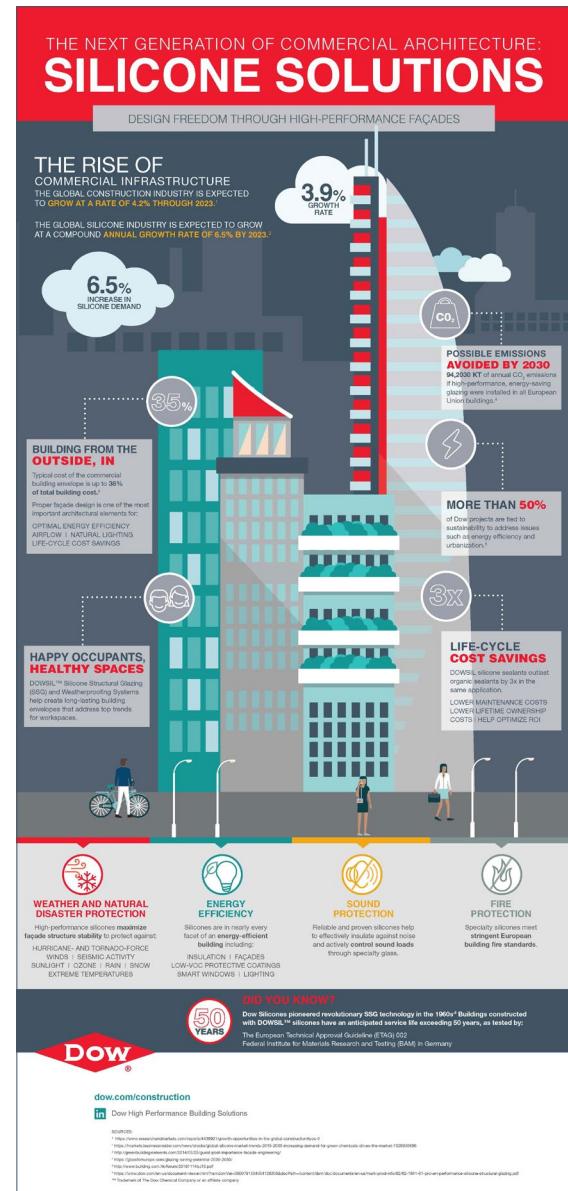
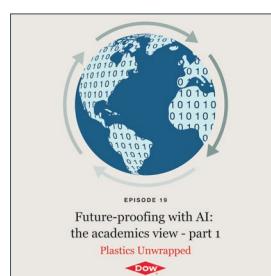
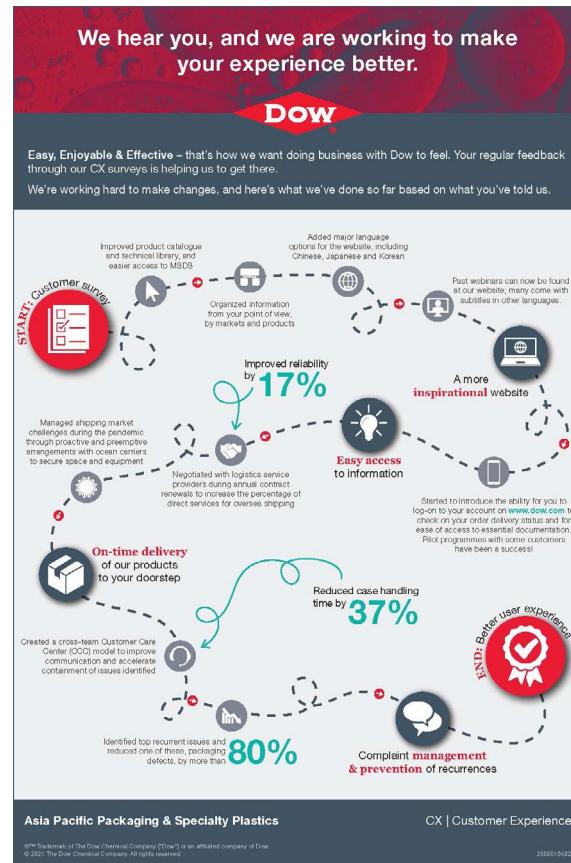
Dow's sustainability program icons can be found on the [Brand Portal](#), while many branded icons can be found in the [Dow Photo Library](#).



# Infographics and Illustrations

## GENERAL BUSINESS

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. 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.

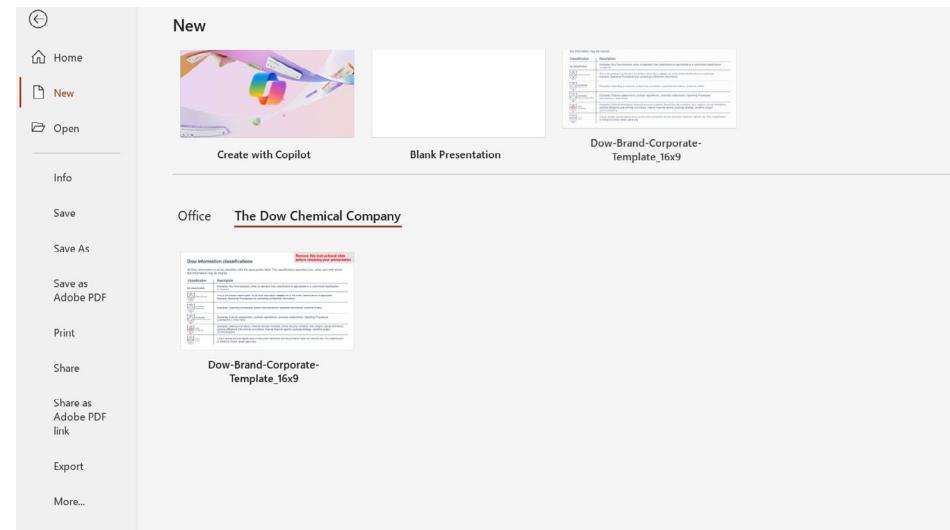


Dow has a standard PowerPoint template that is recommended to use for all Dow presentations. The template can be found on the [Brand Portal](#), Dow's [Brand Intranet](#) page or directly within PowerPoint.

## Benefits of Using Dow's Standard PowerPoint Template

- Brand Consistency and Professionalism:** A unified template ensures all presentations accurately reflect Dow's brand identity, reinforcing brand recognition, credibility and professionalism, both internally and externally.
- Efficiency and Time Savings:** Employees don't have to start from scratch or spend time designing slides. Dow's templates provide a ready-to-use structure, allowing teams to focus on content rather than formatting.
- Ease of Collaboration:** When multiple people contribute to a presentation, a shared template ensures the final product looks unified, regardless of who created each part. This is especially useful when merging slides from multiple past presentations together as one new presentation.
- Compliance and Legal Protection:** Dow's templates include guidance on disclaimers and confidentiality/classification notices, helping ensure presentations meet regulatory or legal standards.

### You Can Find Templates Directly in PowerPoint:



#### NOTE

Additional brand tools such as business cards and e-signature designs, press releases, executive bio templates and more are available on the [Brand Portal](#) and Dow's [Brand Intranet](#) page.

# DOW Diamond on Promotional Items

GENERAL BUSINESS

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.

## Dow Online Store

Dow Gear is an online store where you can purchase Dow branded merchandise (shirts, notebooks, pens, lanyards and a variety of other items) which are in stock and branded with the DOW Diamond. All merchandise in the store has been reviewed and approved to comply with Dow's brand guidelines.

### NOTE

The trademark symbol can only be removed when creating large-scale signage or printing promotional items where space is limited, such as pens, USBs, etc. Please reach out to the **Brand Team** for any questions.

### NOTE

Do not use the DOW Diamond on disposable items or materials that could reflect poorly on the company's image.



Creating effective social media content means staying clear, concise and on-brand at all times. Posts should be visually consistent, easy to read and free from spelling or grammar errors. Use consistent fonts, colors and white space to make your content more accessible and appealing. Incorporate visual elements thoughtfully to reinforce your message without overwhelming your audience. It should include strategic thinking, audience analysis and always follow Dow Brand Guidelines.

Each post should be thoughtfully crafted and include:

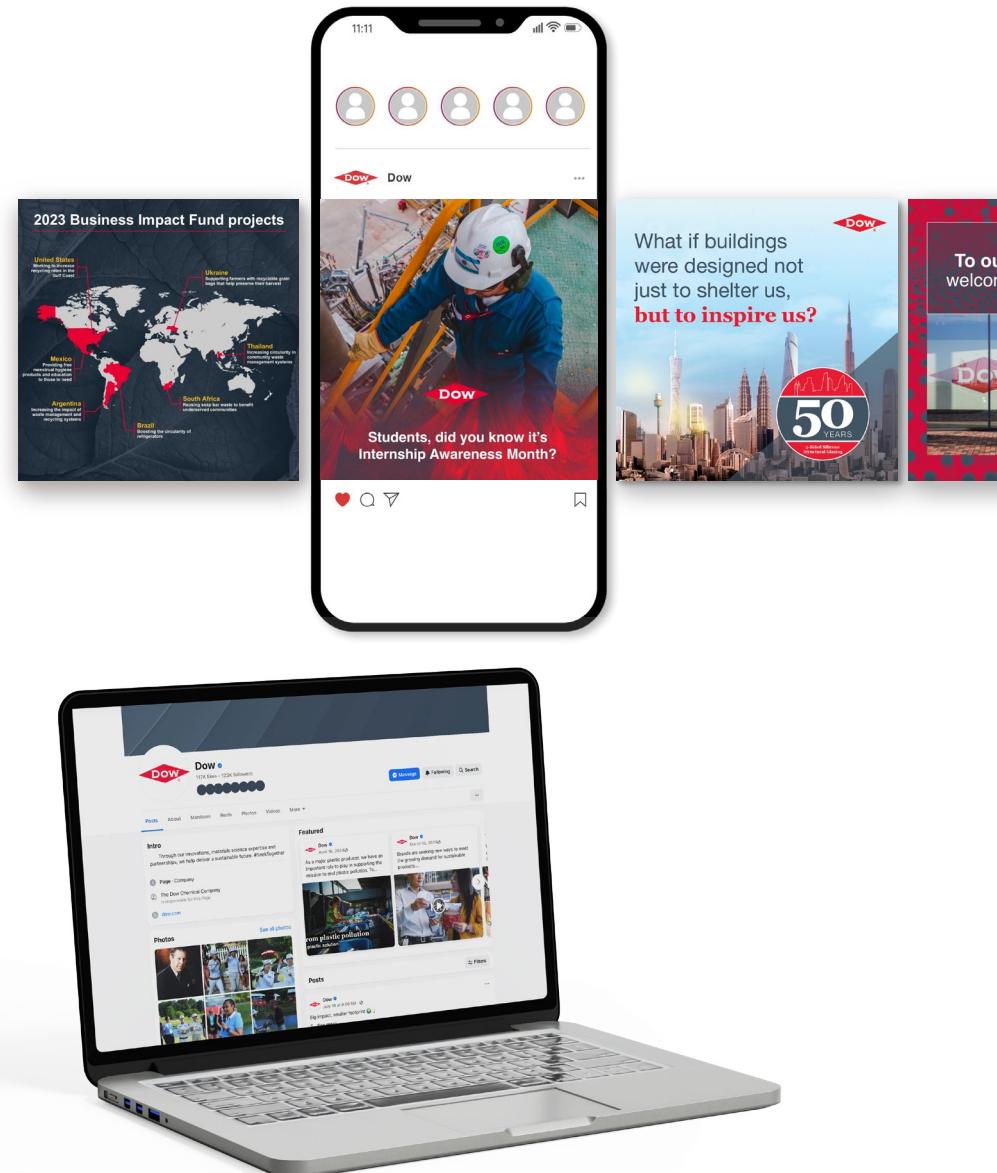
- A strong lead that grabs attention and connects with the audience
- Clean formatting with line breaks for readability
- Relevant mentions
- A strong visual (image or video)
- Alt text and video tags where appropriate

### Accessibility Best Practices

- Add alt text for key visuals
- Use CamelCase for multi-word hashtags (e.g., #TeamDow)
- Provide captions or transcripts for videos
- Ensure readable fonts and high contrast in color usage
- Avoid flashing visuals
- Use descriptive links like “Read the full article” instead of “Click here”
- Avoid using emojis

#### NOTE

For additional information and guidance on social media usage, please visit the [Dow Social Media Intranet](#) page.



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.

Consider the following general guidance as you assess opportunities:

- Apply consistent branding across all media (video, animation and social) just as in print.
- Avoid visual clutter like unbranded audio, excessive animation or anything that overshadows the DOW Diamond.
- Prioritize brand and customer value over trendy digital tactics; highlight how Dow empowers its customers.
- Maintain professionalism in all visuals. Media should support, not compete with, the Dow brand.



## Use of the DOW Diamond in Video and Animated Graphics

- Follow Dow's Visual Identity Guidelines when using the DOW Diamond and brandline.
- When using the DOW Diamond in video applications, display it in Dow Red at 100% opacity in a size appropriate for the composition.
- Do not alter the DOW Diamond or brandline. Avoid stretching, skewing, distorting, separating text, adding motion (e.g., spinning or flipping) or turning them into animated characters.

## Guidance for Noting AI Usage in Internal Video Content

- **Wording to use:** "This content has been artificially generated or manipulated using AI technology."
- **When:** On screen with the image or video scene that was generated or manipulated using AI
- **Font:** Arial 50pt font in white or black for 4K (3840x2160)
- **Placement:** Bottom right corner of the action safe area
  - **Note:** Action safe area is slightly larger than the title safe area and covers about 90-95% of the screen width and height. It ensures that the main action and important visual elements are visible on all display devices. While some minor cropping may occur, the essential content will still be seen.

### NOTE

Using video or animations in company promotions without proper usage rights can lead to **legal, financial and reputational risks**. For questions about video and animation usage rights, contact the **Creative Element Studio Team**.

### NOTE

Use of GenAI in videos should follow Dow's same best practices as GenAI images (see **page 51** for more information).

### NOTE

For more specifications and guidelines on video and animation, refer to the **Brand Portal**.

The Dow Brand does not currently use sonic branding or theme music, and there is no one singular person who serves as “the voice” of Dow.

Rather, we encourage audio (music, sound effects, voiceover, etc.) that aligns with Dow’s values and ambition. For example, music used in Dow communications should not include derogatory, profane or violent lyrics, as those don’t align with Dow’s values. For voiceover, we recommend using Dow leaders and employees when it makes sense, and using voiceover talent when that makes sense. We also recommend following best practices for maximum impact and cost efficiencies, as well as for protecting Dow from any licensing or copyright issues.

## Music Best Practices

- **Licensed Music Use and Compliance:** Music should be sourced from the [Dow Music Library](#) to avoid licensing and copyright issues. Music from external sources like YouTube or streaming platforms is discouraged unless properly licensed. This ensures brand protection and legal compliance. For questions about music licensing and the Dow Music Library, contact the [Creative Element Studio](#) team.
- **Narrative-Driven Sound Design:** Music should be used to reinforce storytelling—for example transitioning from energetic to subdued tones to match visual and emotional shifts. This aligns with the principle of using music to guide emotional pacing and brand tone.
- **Emotional Resonance:** Music should evoke the emotions you want your audience to associate with Dow in this instance—trust, innovation, excitement, etc.
- **Cultural and Global Relevance:** Sounds and music should be tested for cross-cultural appeal, especially for global communications.

## Voiceover Talent Best Practices

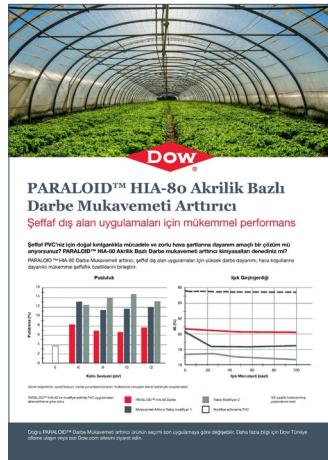
- **Identify Your Goals and Audience:**
  - Tone and Style: Should the voice be warm and friendly, authoritative, energetic, or calm?
  - Target Audience: Consider age, region, language and cultural nuances.
  - Purpose of the Video: Is it a commercial, explainer, training or documentary?
- **Choose the Right Voice Type:**
  - Gender and Age: Match the voice to your target audience or characters in your video.
  - Accent and Language: Ensure it aligns with your audience’s expectations and comprehension.
  - Pacing and Clarity: Look for clear enunciation and appropriate speed.
- **Understand Usage Rights:** Rates typically vary based on usage, length and talent experience – distribution channels (e.g., broadcast, online, internal) and timeframe (e.g., one year, in perpetuity).

### NOTE

Contact [Creative Element](#) for licensing, music and voiceover questions, guidance and support.

# Dow Branded Examples

GENERAL BUSINESS



# Design Reviewer Checklist

GENERAL BUSINESS

**Whether you design communications, approve them or both, here's a useful checklist to ensure communications are aligned to Dow's visual identity:**

- Does it follow Dow brand Visual Identity System (VIS) guidelines?
- Is the DOW Diamond placed correctly, with no alterations and required free space around it?
- Is the Seek Together™ brandline and DOW Diamond used according to brand guidelines?
- Does it lead with Dow primary colors?
- Are accent colors (teal and gold) used sparingly?
- Is the color balanced using the recommended ratios?
- Are the correct fonts being used? (Helvetica Neue, or Arial when applicable, and Georgia.)
- Did the images come from the Dow Photo Library or Adobe Stock? If not, please refer to **page 53** for guidance.
- Have you noted any use of GenAI images or video in your internal communication?
- If featuring any images or videos of Dow employees, do you have the appropriate release forms completed and are they wearing the proper PPE (if applicable)?
- Do you have the proper usage rights for any music or video footage being used?
- Is it ADA compliant?

03

# 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 Seek Together™ brandline, and how to use our conversational capitalization style for headlines and sub-heads.

Our brand voice is not only what we say but how we communicate what is important to us. With so many unique voices and perspectives across our Company, we want to avoid confusion on what we value and how we express that to our audiences.

## What we say

The most important things to tell the world about our brand.

## How we say it

How our brand speaks and writes — its tone and style.

**Brand voice**

## 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

### Old Dow

*authoritative and formal*

“Dow is leading the way...”

“Our strategic partnerships advance best-in-class technologies through sport.”

“A career with us is an invitation to explore, create and make valuable contributions.”

### New Dow

*curious and conversational*

“How can we make it better? Stronger? More sustainable? Let's find out.”

“Our people are driven by limitless curiosity. We take time to explore questions and talk to each other. We love to learn. Could you imagine yourself in a place like this?”

### 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.

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
<b>We're collaborative.</b>	Strike a conversational tone and engage readers. Avoid being too formal.
<b>We're proactive and passionate.</b>	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").
<b>We're easy to work with.</b>	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.
<b>We're partners, not just providers.</b>	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.
<b>We're humble, but we also have the vision to lead.</b>	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.
<b>We're real people who you'll enjoy working with.</b>	We're able to be lighthearted and playful, where appropriate. However, we never try too hard to be funny or cute.

## We Use Voice to Build Familiarity With Our Audience

### 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. Collaborating 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.

**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 Portal](#).

<b>1</b>	<b>A Passion for Partnership</b>	<b>2</b>	<b>Expect Us to Deliver</b>	<b>3</b>	<b>Business-Transforming Innovation</b>	<b>4</b>	<b>Let's Find What's Next</b>
	We value collaboration in many ways – from listening to others, to working alongside our customers, to sharing ideas with diverse teams.		We have a strong sense of responsibility to others – from earning trust to showing up with what our customers need, when they need it.		Our working style delivers powerful results – from driving change to being a catalyst for growth.		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 Portal](#) for more details on writing approaches and copy examples aligned to each mode.

<b>Spark</b>	<b>Share</b>	<b>Excite</b>
When you need to start a conversation, open a door or invite people to engage.	When you need to share news, provide information or clarify something.	When you need to energize or encourage audiences, or inspire them to act.

# Protecting Our Brandline with Brand Voice

GENERAL BUSINESS

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.)

## NOTE

Certain exceptions may be made for the use of "Seek Together" to name corporate initiatives. These exceptions must be brand approved. To find the Seek Together™ graphic, visit the [Brand Portal](#).

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?



## When to use “Sentence case” capitalization

Dow uses sentence-case capitalization for conversational and marketing pieces. This means that the first letter of a headline is capitalized while subsequent letters are lowercased. If a title or heading includes a colon, capitalize the first word that follows the colon as well. There are exceptions for certain words like proper nouns or acronyms, which should be capitalized. Materials that use this style include the Seek Together™ blog, social media pieces, advertisements, press releases and other customer-facing documents.

Use sentence-style capitalization most of the time. That means:

- Capitalize the first word of a sentence, sub-heading, title, bulleted list or standalone phrase.
- Capitalize proper nouns.
- Use lowercase for everything else.
- Always capitalize the first word of a new sentence. Rewrite sentences that start with a word that's always lowercase.
- Don't use all lower case as a design choice. Although all uppercase is used occasionally as a design element, don't use it in bodies of text.
- Don't capitalize the spelled-out form of an acronym unless it's a proper noun.
- When words are joined by a slash, capitalize the word after the slash if the word before the slash is capitalized. Ex. Country/Region

### NOTE

Dow's website and many Dow publications use sentence case.



Every answer starts with asking the right question.

At Dow, these questions and the pursuit of solutions for the world's toughest challenges inspire us to collaborate and use our materials science expertise to create innovative solutions that transform our world and deliver a sustainable future.

## When to use “Title Case” capitalization

Occasionally, title-style capitalization – capitalizing most words – is appropriate. This means that each letter of the headline is capitalized except for words like “to”, “the,” etc. This includes PowerPoint presentations, brochures, TS&D sheets and other internal-facing documents. Additionally, product and service names, the names of blogs, books and song titles, article titles in citations, and white paper titles require title-style capitalization. In instances where punctuation is involved, it does not make sense to use title-style capitalization.

On the occasions when title-style capitalization is required, follow these guidelines:

- Always capitalize the first and last words.
- Don’t capitalize “a,” “an” or “the” unless it’s the first word.
- Don’t capitalize prepositions of four or fewer letters (such as “on,” “to,” “in,” “up,” “down,” “of” and “for”) unless the preposition is the first or last word.
- Don’t capitalize “and,” “but,” “or,” “nor,” “yet,” or “so” unless it’s the first word or the last word.
- Capitalize all other words, including nouns, verbs (including “is” and other forms of “be”), adverbs (including “very” and “too”), adjectives, and pronouns (including “this,” “that” and “its”).
- Capitalize the word after a hyphen if it would be capitalized without the hyphen or it’s the last word.
- Follow AP style: Capitalize prepositions of 4 letters or more. Capitalize major words. Do not capitalize minor words.
- Major words are nouns, verbs, adjectives, pronouns, adverbs and basically any word four letters or longer.
- Minor words are conjunctions that are three letters or less (i.e., “and,” “or,” “nor,” “but”), short prepositions (“at,” “by,” “for,” “in,” “of,” “on”), and all articles (“a,” “an,” “the”).



DOW BUILDING SCIENCE

### Simple, Strong, Reliable Silicone

DOWSIL™ PV-804 Neutral Sealant for PV Frame Sealing and Junction Box Bonding

#### A Sustainable Solution, Reliably Sourced

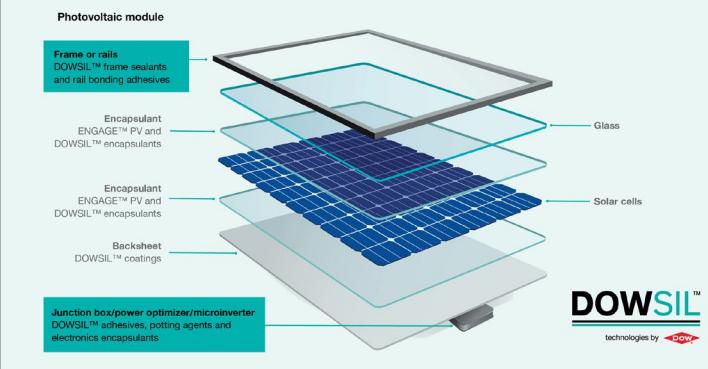
Dow has broadened our offerings to support the growing photovoltaic (PV) module assembly industry, including silicone-based technologies that have proven longevity and the ability to withstand harsh environmental conditions. DOWSIL™ PV-804 Neutral Sealant is a simple, one-part, neutral alkoxy cure, silicone sealant designed for frame sealing and junction box bonding. It offers strong mechanical properties to enable robust designs in harsh conditions.

DOWSIL™ PV-804 Neutral Sealant has shown excellent adhesion to a wide range of substrates. It has received multiple UL certifications for low flammability and UV/water resistance and has shown durable performance under wide temperature ranges, UV exposure and mechanical shock. And with multiple global production sites, including in the United States, and a backward-integrated supply chain close to customer manufacturing sites, you can count on a reliable supply – every time.

#### Features/benefits

- Adhesion to typical PV substrates such as glass, aluminum and common backsheet polymers
- Protects PV components from mechanical shock and thermal cycling stress
- One-part, neutral alkoxy silicone sealant that is moisture cured

Tack-free time	30 minutes
Durometer hardness	30 Shore A
Tensile strength	377 PSI; 2.6 MPa



#### NOTE

These guidelines apply to content written in English. For non-English content, please follow language- or region-specific guidelines.

# Headline Capitalization Best Practices

GENERAL BUSINESS

## Use "Sentence case" for:

- Most standard headlines, sub-heads, paragraphs, explanations, body text and detailed descriptions
- It's easier to read, easier to scan and more natural for a user to comprehend. When in doubt, sentence case is probably right.

### • Website examples:

- General body text: "The golf ball must withstand these sudden and repetitive strikes without cracking."
- Call to action: "See how we innovate" (The exception would be when the CTA features a proper noun, such as "Learn more about Global Citizenship.")

### • Press release examples:

- Headline: "Dow recognized with six wins in the 2025 BIG Innovation Awards"
- Sub-head: "Six Dow technologies awarded, more than any other company"

## Use "Title Case" for:

- Titles of documents, section headings, site headings, titles and proper nouns
- This helps them stand out and denotes their importance. We recommend not overusing this, as it is harder to casually read (especially when it is a longer string of words).

### • Websites examples:

- Document title: "ECOFAST™ Pure Sustainable Fabric Case Study"
- Important section heading: "You May Be Interested In" (This should be just a few words and not a complete sentence.)

### • Press release example:

- Section heading: "2025 BIG Innovation Award Winners"

## Dow recognized with six wins in the 2025 BIG Innovation Awards

- 9th consecutive year Dow technologies have won BIG Innovation Awards
- Six Dow technologies awarded, more than any other company
- Highest number of BIG Innovation Awards Dow has won in a single year, matching the record set in 2024

MIDLAND, MICH. – January 16, 2025 – For the 9th consecutive year, Dow (NYSE: DOW) has been recognized for innovation by the Business Intelligence Group (BIG). In the 2025 BIG Innovation Awards, Dow technologies won six awards in the Transformative Products category—more than any other company. This matches the record number of BIG Innovation Awards Dow received in 2024.

"Once again receiving six BIG Innovation Awards is a testament to the unwavering commitment and ingenuity of our team," said A. N. Seeram, senior vice president of R&D and chief technology officer. "These awards not only highlight our dedication to developing transformative products that address the evolving needs of our customers but also reinforce our passion for driving sustainable and impactful innovations."

### 2025 BIG Innovation Award Winners

The Dow technologies listed below were all awarded in the Transformative Products category.

**ACUSOL™ Prime 2 Polymer** is a biodegradable dispersant with high bio-based carbon content for automatic dishwashing applications offering excellent shine performance while contributing to more sustainable cleaning.

**AXELERON™ FO 6321 BK Telecom Cable Compound** is a black, UV-stabilized HDPE cable jacket material designed for mini- and micro-fiber optic applications but useful across all power and telecommunication applications. It allows for more fibers in smaller cables that are easy to identify and trace, allowing for more efficient installations. Its high-performance properties support cables that are tough, weather-resistant, and can be produced quickly.

**DALPAD™ A Plus Coalescing Agent** is a low SVOC low-odor additive used in aqueous coatings and emulsion polymers to help form a homogeneous, strong coating during the drying process. It enables more sustainable coating solution with > 60% SVOC reduction for significantly improved indoor air quality and less worker exposure during application and ensures that the coating has excellent performance. The product has high efficiency in reducing the minimum film-forming temperature of the emulsion, as well as adapting to lower operating temperatures and reducing the impact of low temperatures on the decoration period. Coatings with DALPAD™ A Plus Coalescing Agent remain viscosity stable even after freeze-thaw or heat storage. And the coating has good low-temperature crack resistance and scrub resistance.

**DOWFROST™ LC Heat Transfer Fluid** is used for the direct-to-chip cooling of heat generating rack components in data centers. Cooling accounts for up to 40% of the energy demand from data centers, direct-to-chip cooling is an innovative solution offering a more effective option compared to conventional air cooling. DOWFROST™ LC Heat Transfer Fluid provides exceptional heat removal, corrosion protection, and compatibility with various materials, significantly reducing energy consumption. It extends the life of IT equipment, has minimal toxicity, is biodegradable, and has been rigorously tested for long-term reliability.

**DOWSIL™ TC-3080 Curable Thermal Gel** offers exceptional thermal management for advanced cooling technologies in high-performance computing (HPC) manufacturing and applications. As a dispensable or printable gel, it has low viscosity and can be cured at higher temperatures for accelerated curing. While incumbent solutions led to thermal failures and module shutdowns, TC-3080 maintained lower and more consistent temperatures. With its exceptional thermal gap-filling capability, it reduces total power consumption for cooling helping drive development of next-generation high-performance computing technologies.

**TRITON™ FCX Surfactants** are biodegradable alternatives to fluoro-containing materials, offering improved performance and sustainability benefits for paint formulations. Dow's patented, multifunctional TRITON™ FCX Surfactants demonstrate superior block resistance and ease of use compared to fluoro-containing materials, making them safer for end users and cost-effective for paint formulators.

The BIG Innovation Awards celebrate organizations and individuals pushing boundaries and advancing their industries. Winners are evaluated by a panel of seasoned business leaders and executives who consider creativity, measurable results, and overall impact in their selections. For more information about the BIG Innovation Awards, visit [their website](#).

### NOTE

For more details about Dow's signature report style preferences, please refer to the [Dow Corporate Reports Style Guide](#).

# Brand Voice Reviewer Checklist

GENERAL BUSINESS

**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?
- Did you follow the brand guideline recommendations on when to use sentence case capitalization vs. title case capitalization?

## Emails

### Brand Team

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

### Creative Asset Management

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

### Creative Element Studio

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

### Creative Element Design

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

### Core Legal Practices

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

## Webpage References

### Dow Brand Portal

<https://brand.dow.com/>

### Dow Photo Library

<https://www.dowphotos.com/>

### Dow Music Library

[Universal Production Music](#)

### Adobe Stock

<https://stock.adobe.com/>

## Accessibility

### WebAim Color Contrast Checker

<https://webaim.org/resources/contrastchecker/>

### ADA guidelines

<http://www.ada.gov/stdspdf.htm>

### W3C's Web Content Accessibility

<https://www.w3.org/WAI/standards-guidelines/wcag/>

## Internal References

Dow Brand Intranet Page: [Seek Together™ | Dow Brand](#)

Dow Social Media Intranet Page: [Social Media](#)

Dow Commercial Branding Intranet Page: [Branding](#)

Dow Trademark & Copyright Use Guidelines: [Trademark & Copyright](#)

Dow Corporate Reports Style Guide: [Dow Corporate Slide Presentations](#)

Dow Gear Promotional Items: [Online Store Dow Gear](#)

Dow's M365 Copilot: [Overview Information Technology](#)

Global Translation Expertise Center: [Global Translation Expertise Center](#)