



GENERAL BUSINESS

Distributor Guide

A Dow Brand Guide Addendum

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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**.

At Dow, we think of partnerships as two elements coming together and collaborating to create something new and exciting. It's all about potential. That's why partnerships are crucial to growing our business.

These partnerships add value to our master brand, help us achieve our business goals and enhance our relationships with key customers and stakeholders. Our DOW Diamond logo consists of three elements always used as a unit: the symbol (red diamond), the logotype (our company name in white text), and the trademark symbol.

Getting the most out of partnerships requires a strategic approach—one that's applied consistently across our entire enterprise.

The following guidelines explain how to use the Dow brand for our distributor partnerships and provides information on how to access the tools to properly represent the Dow brand and products in their distribution channels.



NOTE

Be sure to download the DOW Diamond logo package from the **Brand Portal** for the latest approved Dow logos.

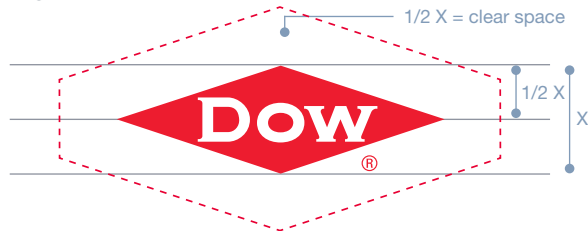
Dow Brand Quick Guide

GENERAL BUSINESS

Graphic Elements at a Glance

When applying the logo and brandline, choose backgrounds that maintain strong, clear contrast.

Logo



Brandline



Fonts for translations are available in the Dow Brand Guide on the Brand Portal.

Typography

Arial
Helvetica Neue
Georgia

NOTE

Comprehensive guides and artwork files are available via the **Brand Portal**.

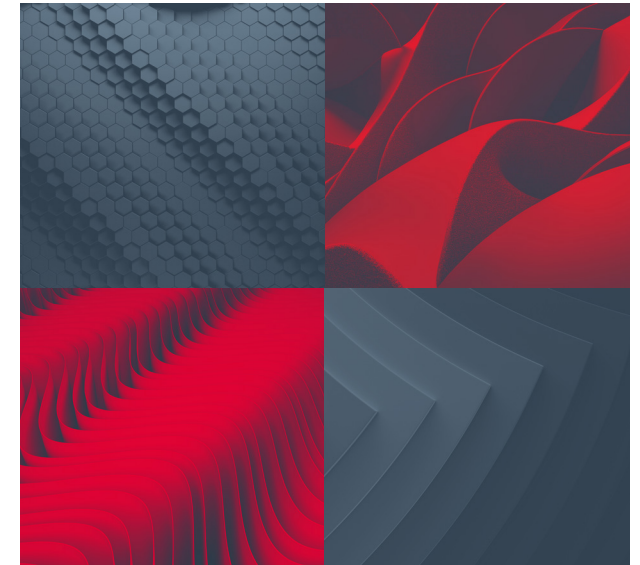
For color balance details, refer to the Dow Brand Guide on the Brand Portal.

Color Palette

Dow Red CMYK: 0-100-90-0 RGB: 232-0-51 Hex: #e80033	Dow Slate Gray CMYK: 78-60-44-25 RGB: 65-83-100 Hex: #415364	White CMYK: 0-0-0-0 RGB: 255-255-255 Hex: #ffffff	
Black CMYK: 0-0-0-100 RGB: 0-0-0 Hex: #000000	Dow Blue CMYK: 100-50-10-45 RGB: 25-63-94 Hex: #193f5e	Dow Tan CMYK: 25-20-35-0 RGB: 203-197-181 Hex: #cbc5b5	
Dow Sage CMYK: 45-25-35-15 RGB: 130-153-149 Hex: #829995	Dow Brown CMYK: 55-65-65-45 RGB: 94-81-77 Hex: #5e514d	Dow Teal CMYK: 85-0-40-0 RGB: 0-178-169 Hex: #00b2a9	Dow Gold CMYK: 0-35-100-5 RGB: 254-187-18 Hex: #feb12

Textures may NOT be created in any colors other than Dow Red and Dow Slate Gray.

Colorized Textures



Categories in Photography Include: Materials in Innovation | Textures | Contextual Photography | Product-Specific Close-Ups
Portraits and People | Collaboration | Products in Use

Photography



The DOW Diamond Logo

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

Be sure to download the DOW Diamond logo package from the **Brand Portal** for the latest approved Dow logos.

Full-color Dow Red Logo



One-color Reverse Logo



One-color Black Logo



The DOW Diamond Logo

Specifications

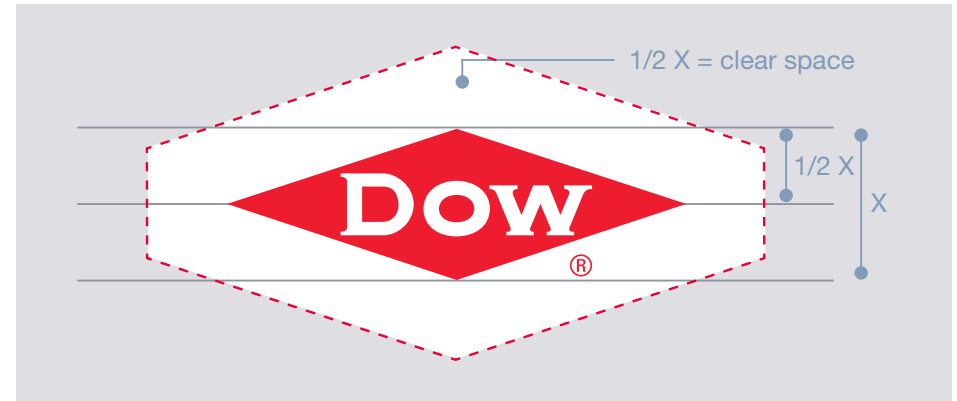
Clear Space

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



Descriptors are used as supporting text to explain the specific relationship between Dow and their partners. There are 4 approved types of descriptors that may be used for channel partners:

- Distributor
- Contractor
- Manufacturer
- Seller

This document is focused on **Dow Distributor** relationships.



The Dow Authorized Distributor Lock-up logo as shown above is available for download from the public page of the **Dow Brand Portal**.

Partner Relationship Descriptor



Authorized
Distributor

Partner Relationship Descriptor

Partner is an authorized distributor for Dow.



Authorized
Contractor

Partner is an authorized contractor for Dow.



Authorized
Manufacturer

Partner is an authorized manufacturer for Dow.

NOTE

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

When Dow is the Primary Brand

Overview

The communication piece or branded asset will use the Dow logo and visual identity, with a secondary endorsement by the channel partner logo. Supporting copy is also used to clearly define the role of the channel partner in the partnership.

The partner logo must be secondary to the Dow logo.

This option is less common than the partner being the primary brand, but can occur on targeted communications and forms.

Use of the Dow logo must adhere to Dow’s official Logo Guidelines as outlined starting on **page 4** in this document.

Primary Brand

Use of the Dow logo must always adhere to the official Brand Identity Guidelines.



Secondary Brand

Partner logo endorsements must always be visually subordinate to the Dow logo. Guidelines for size and placement are covered on the following page.

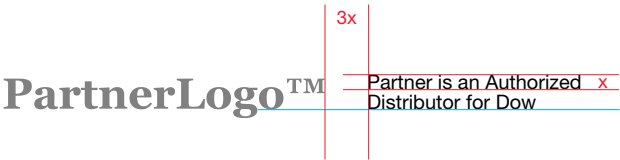
PartnerLogo™

Supporting Copy

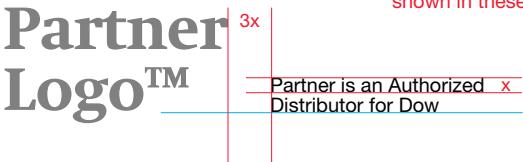
Supporting copy should always be set in Helvetica Neue Regular, black and sized as exhibited below. A lock-up to the Partner logo is preferred but not required.

Partner is an Authorized
“Descriptor” for Dow

Horizontal logo specifications

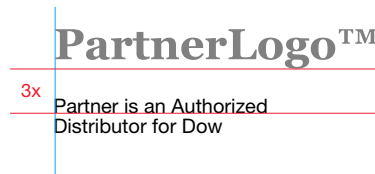


Vertical or square logo specifications



Type size is determined by 2 lines set with equal size and leading, scaled to follow the proportions shown in these samples

Stacked lock-up variations



NOTE

Be sure to download the DOW Diamond logo package from the **Brand Portal** for the latest approved Dow logos.

When Dow is the Primary Brand

Practical Application

The partner logo should always be subordinate to the Dow logo.

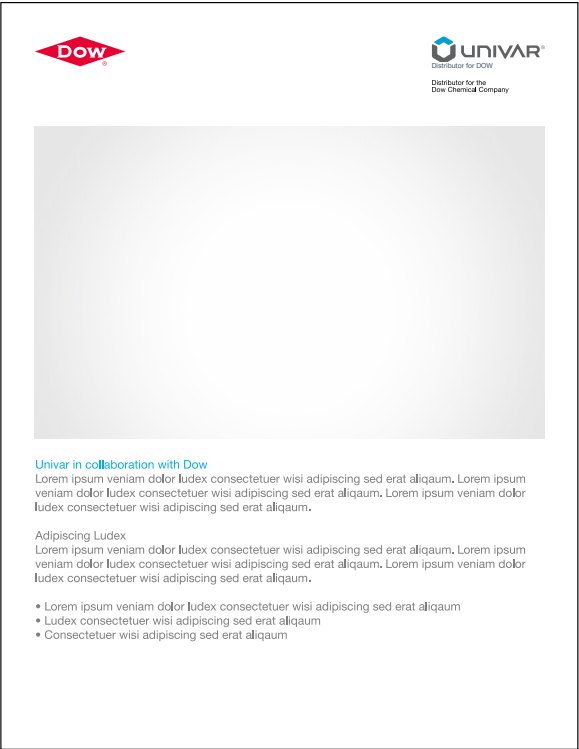
On smaller scale applications such as product literature, the partner logo should not be visually larger than the Dow logo.

On large scale applications such as billboards, the partner logo should not be visually larger than 50% to 75% of the Dow logo.

The partner logo should have enough distance from the Dow logo so audiences easily understand the relationship between Dow and the partner. There should be enough clear space so the partner logo does not interfere with the Dow visual identity.

Ideally, the supporting copy is locked up underneath the partner logo, but may also be separated if necessary, as shown at the far right.

With supporting copy lock-up



With separated supporting copy



Horizontal logo specifications



Maximum Width

Vertical or square logo specifications



Maximum Width

When the Partner is the Primary Brand

Overview

The communication piece or branded asset will use the partner logo and visual identity, with a secondary endorsement by the channel partner logo. The channel partner logo uses the DOW Diamond and a supporting descriptor line separated by a vertical bar to clearly identify Dow's role in the partnership (see right).

This is the most common option and can be applied directly on partner assets (e.g., trucks) and targeted communications.

Use of the Dow logo must adhere to Dow's official Logo Guidelines as outlined starting on **page 4** in this document. The Dow logo should always be subordinate to the partner logo.

Primary Brand

The partner visual identity is used and the partner logo is the primary brand.

PartnerLogo™

Secondary Brand

The Dow channel partner logo must always be visually subordinate to the partner logo. Guidelines for size and placement are covered on the following page.



Authorized
Distributor



Authorized
Distributor

The Dow Authorized Distributor Lock-up logo as shown should always use as provided in approved logo file.

NOTE

Be sure to download the logo package from the **Brand Portal** for the latest approved Dow logos.

When the Partner is the Primary Brand

Practical Application

The Dow logo should always be subordinate to the partner logo.

On smaller scale applications such as promotional literature, the Dow logo should not be visually larger than the partner logo.

On large scale applications such as trucks, the Dow logo should not be visually larger than 50% to 75% of the partner logo.

The Dow logo should have enough distance from the partner logo so audiences easily understand the relationship between Dow and the partner.

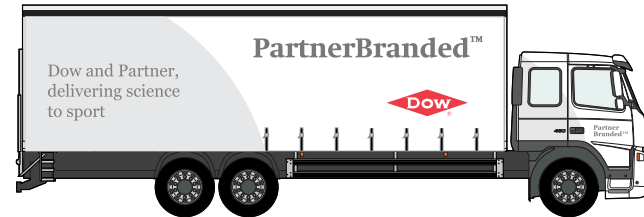
Ideally, the supporting copy is locked up underneath the partner logo, but may also be separated if necessary, as shown on the partner-branded vehicle.

In special cases when there are multiple channel partner endorsements, the Dow logo may be used without the lock up, as long as there is supporting copy that similarly represents all partners as shown on the multi-channel business card.

Promotional Literature



Partner-branded Vehicle



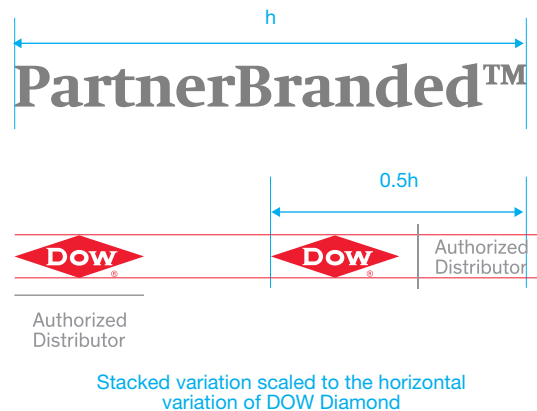
Business Card



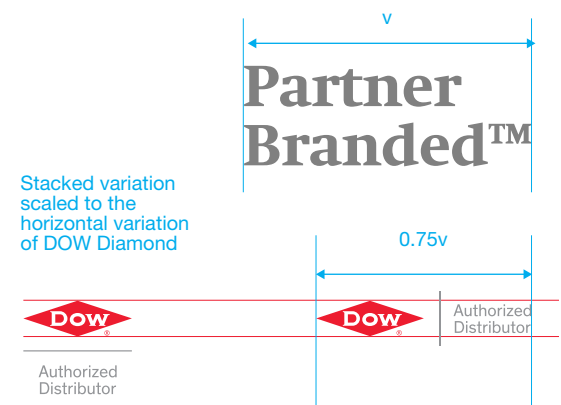
Multi-channel Business Card



Horizontal Logo Specifications



Vertical or Square Logo Specifications



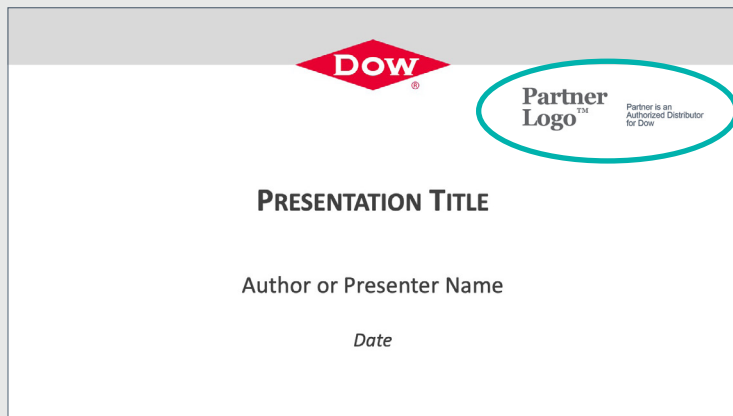
Templates

PowerPoint

GENERAL BUSINESS

The general size and position of partner logos should follow the illustrations on this page.

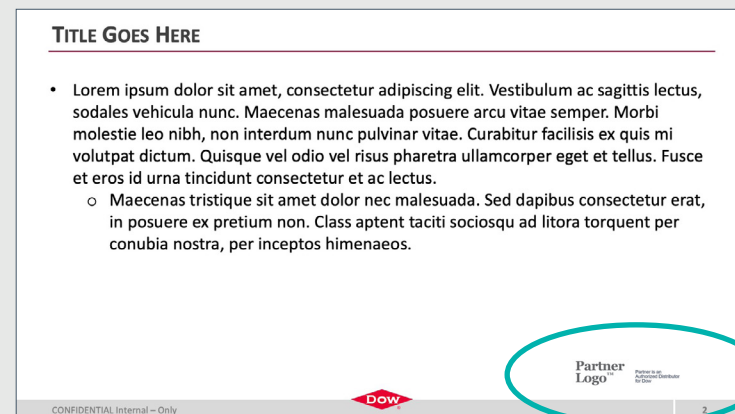
Cover Slide



Ending Slide



Interior Slides




NOTE

Templates are available on the **Brand Portal**.

The general size and position of partner logos should follow the illustrations on this page.

Dow Sell Sheet



DOW BUSINESS NAME (OPTIONAL)

Headline Primary-Georgia-Bold-30

Headline Secondary-Georgia-Regular-27

Image (optional) FPO
(image size and placement flexible)

Section Header-Helvetica Neue-Bold-10/12

Body-Helvetica Neue-Regular-9/12

Section Header-Helvetica Neue-Bold-10/12

Table 1.9 Helvetica Neue: Lorem ipsum dolor sit amet

LOREM	IPSUM	DOLOR
Lorem	Ipsum	Dolor

Section Header-Helvetica Neue-Bold-10/12

Partner logo with authorized distributor copy

Dow product logos must always be used in a position secondary to the DOW Diamond.

NOTE

Templates are available on the **Brand Portal**.

Event Banners



Seek Together™

Your Headline Goes Here

Section Header-Helvetica Neue-Bold-10/12

Body-Helvetica Neue-Regular-9/12

Section Header-Helvetica Neue-Bold-10/12

Table 1.9 Helvetica Neue: Lorem ipsum dolor sit amet

LOREM	IPSUM	DOLOR
Lorem	Ipsum	Dolor

Section Header-Helvetica Neue-Bold-10/12

Optional Insets

Partner logo with authorized distributor copy

www.dow.com

Partner logo with authorized distributor copy

The general size and position of partner logos should follow the illustrations on this page.

Product Advertising Templates

Et sea duis percipit verterem equaestio?

Lorem ipsum dolor sit amet, ex sale pericula mea. Et sa percipit verterem quaestio, mea sonet repudiandae. Ancillae scripserit eu eam, quo sonet dolores legendos in. Duo ea facete elaboraret. Abhorreant definitiones in nam, **et decore consul usu, minim aliquid arceant eam.**

Ut est bonorum minimum concludaturque, id est wisi definitiones, qui exerci laoreet adversarium ne. Ancillae scripserit eu eam, quo sonet dolores legendos in. Duo ea facete elaboraret. Abhorreant definitiones in nam sit amet, ex sale pericula mea. Lorem ipsum dolor sit amet, ex sale pericula mea. Et sa percipit verterem quaestio.

Partner is an Authorized Distributor for Dow

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Partner logo with authorized distributor copy

Et sea duis percipit verterem equaestio?

Lorem ipsum dolor sit amet, ex sale pericula mea. Et sa percipit verterem quaestio, mea sonet repudiandae. Ancillae scripserit eu eam, quo sonet dolores legendos in. Duo ea facete elaboraret. Abhorreant definitiones in nam, **et decore consul usu, minim aliquid arceant eam.**

Ut est bonorum minimum concludaturque, id est wisi definitiones, qui exerci laoreet adversarium ne. Ancillae scripserit eu eam, quo sonet dolores legendos in. Duo ea facete elaboraret. Abhorreant definitiones in nam sit amet, ex sale pericula mea. Lorem ipsum dolor sit amet, ex sale pericula mea. Et sa percipit.

Partner is an Authorized Distributor for Dow

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Partner logo with authorized distributor copy

NOTE

Templates are available on the **Brand Portal**.

Templates

Dow Branded Promotional Material

Dow Gear is an online store where you can purchase Dow branded merchandise which are in stock and branded with the DOW Diamond. A partner logo may be added to a Dow branded promotional items, but it needs to be completely separated and apart from the DOW Diamond as shown in the illustrations below.



Actual items available for sale on the Dow Gear site may vary from samples shown.

NOTE

For more information on Dow branded gear, see the Dow Brand Guidelines on the **Brand Portal**.

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

Brand Team

Email: dowbrand@dow.com