



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

Graphic Elements at a Glance

GENERAL BUSINESS

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

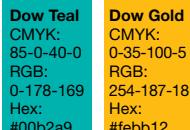
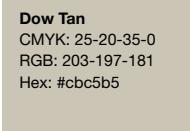
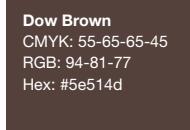
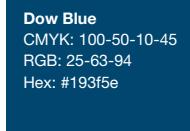
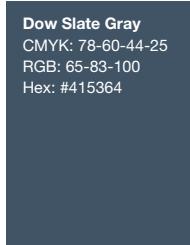
Arial
Helvetica Neue
Georgia

NOTE

Comprehensive guides and artwork files are available via the [Brand Portal](#).

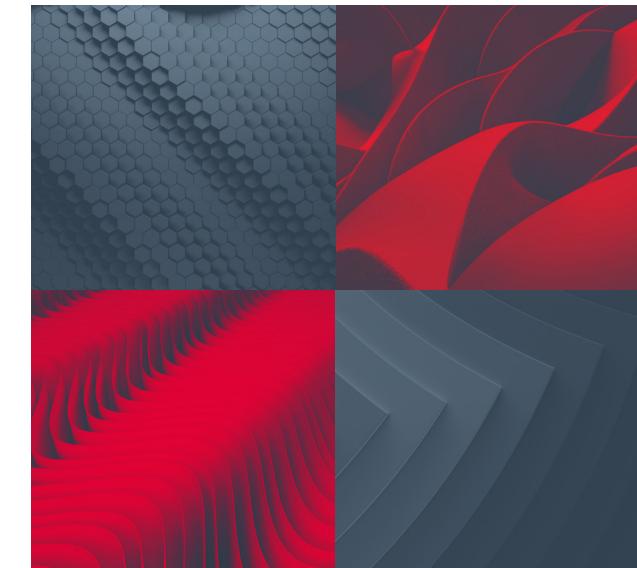
For color balance details, refer to the Dow Brand Guide on the Brand Portal.

Color Palette



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

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

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

GENERAL BUSINESS

Specifications

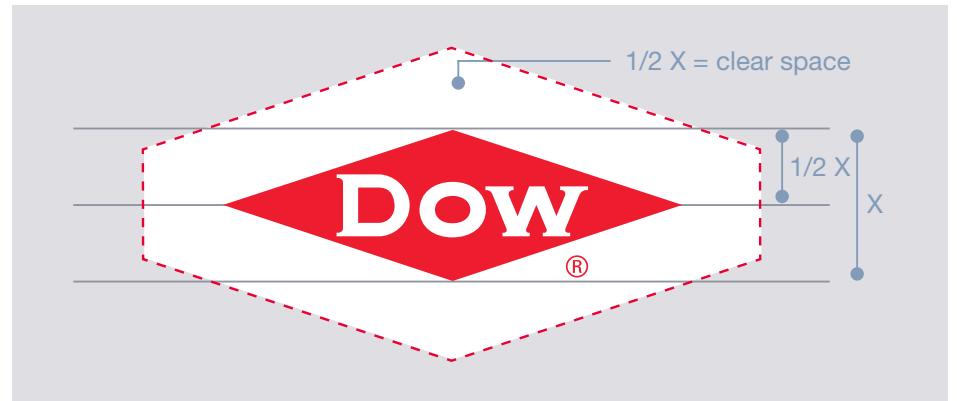
Clear Space

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.



Relationship Descriptors

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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.



Authorized Distributor

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

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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™

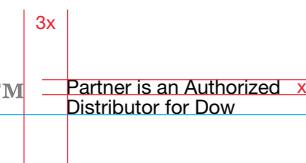
Supporting Copy

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

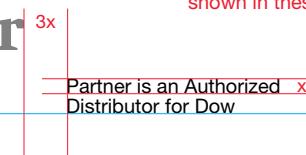
PartnerLogo™



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

Vertical or square logo specifications

**Partner
Logo™**



Partner is an Authorized Distributor for Dow

Stacked lock-up variations

PartnerLogo™

3x
Partner is an Authorized Distributor for Dow

**Partner
Logo™**

3x
Partner is an Authorized Distributor for Dow

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

GENERAL BUSINESS

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.

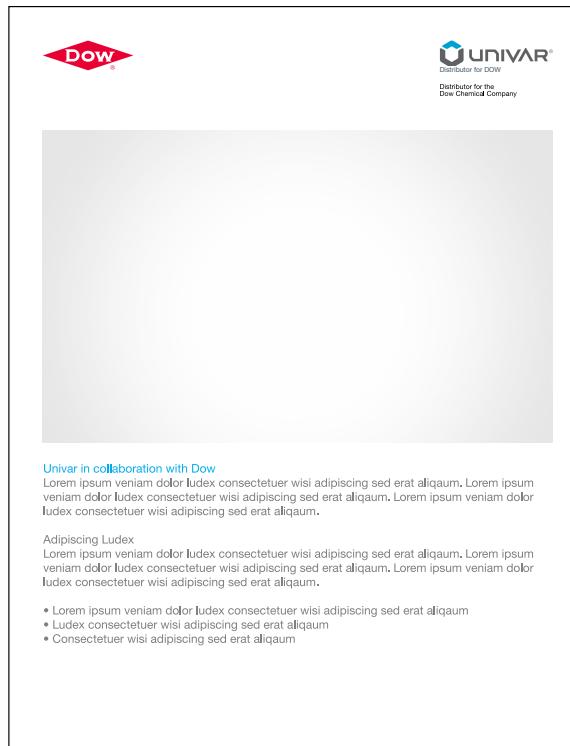
On large scale applications such as billboards, the partner logo should not be visually larger than 50% to 75% of the Dow logo.

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

GENERAL BUSINESS

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.

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.

PartnerLogo™



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

GENERAL BUSINESS

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



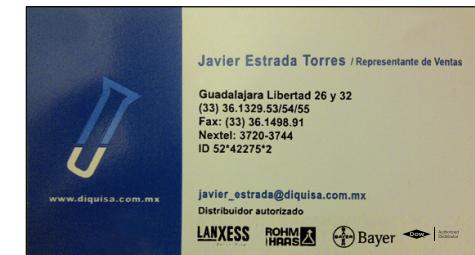
Partner-branded Vehicle



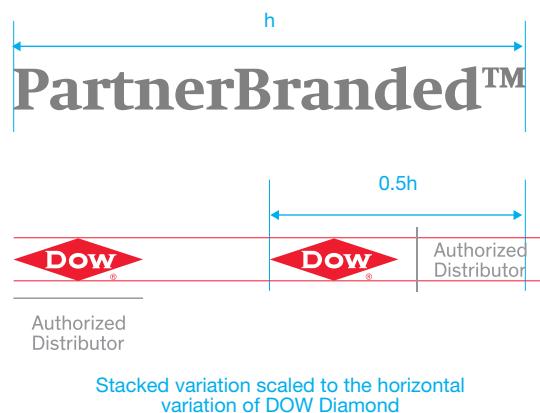
Business Card



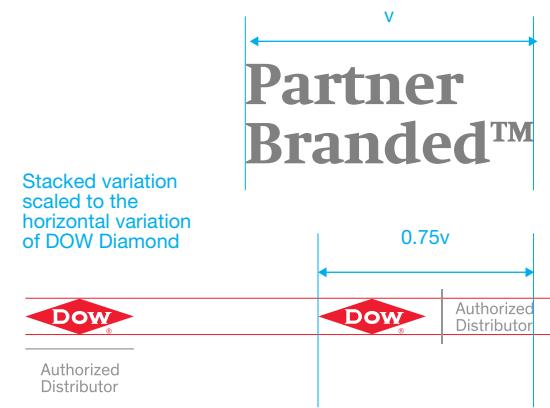
Multi-channel Business Card



Horizontal Logo Specifications



Vertical or Square Logo Specifications



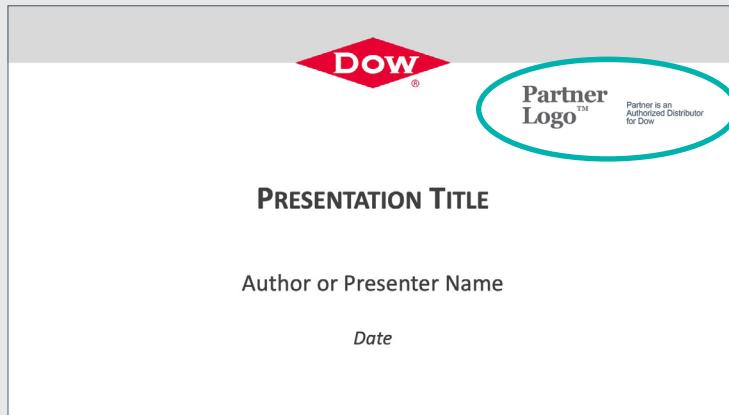
Templates

PowerPoint

GENERAL BUSINESS

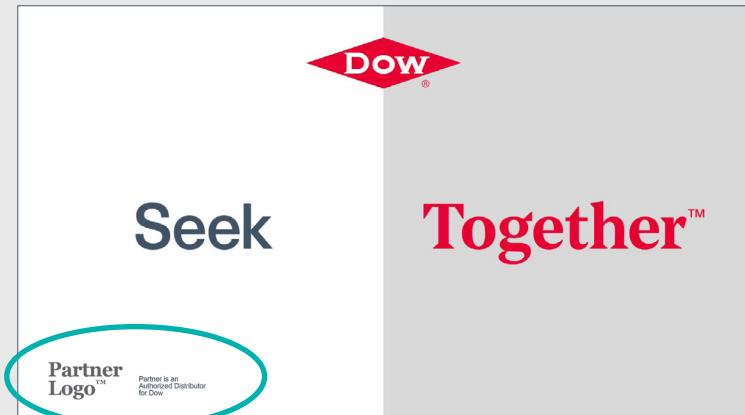
The general size and position of partner logos should follow the illustrations on this page.

Cover Slide



Partner Logo
must always be
accompanied by the
"Authorized Distributor" text
(set in Helvetica Neue Regular)
as shown in these samples.

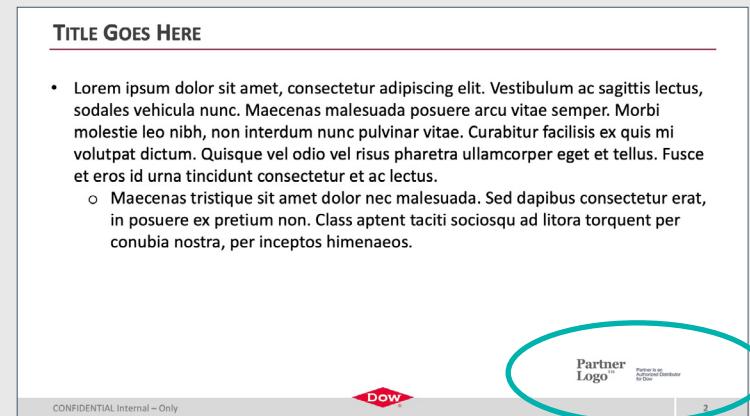
Ending Slide



NOTE

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

Interior Slides



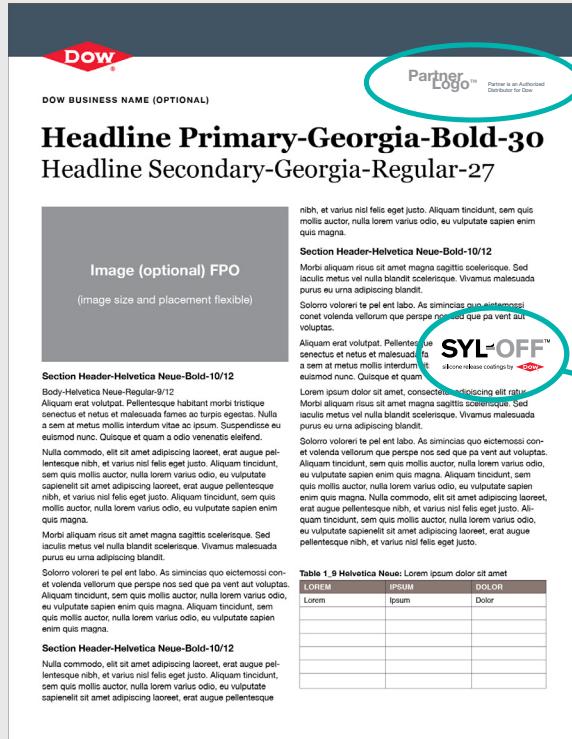
Templates

Sell Sheets | Event Banners

GENERAL BUSINESS

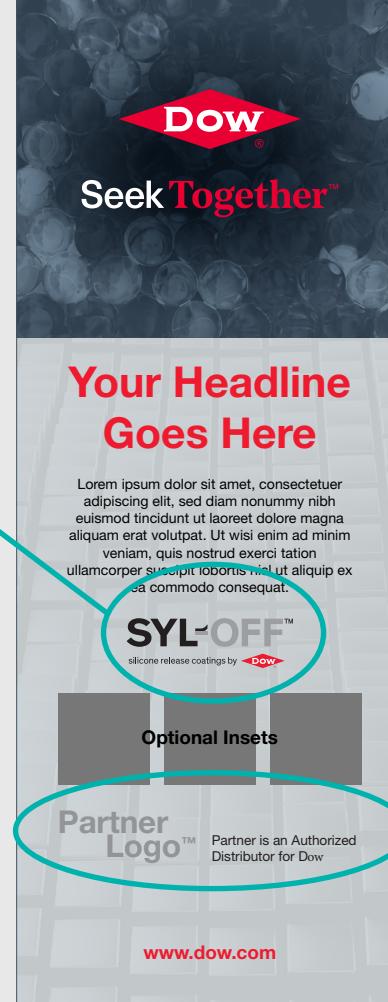
The general size and position of partner logos should follow the illustrations on this page.

Dow Sell Sheet



Partner logo
with authorized
distributor copy

Event Banners



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

Partner logo
with authorized
distributor copy

NOTE

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

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

Product Advertising Templates



Partner logo
with authorized
distributor copy



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.



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