



GENERAL BUSINESS

# Supplier's Guide

A Dow Brand Guide Addendum

# Introduction

Collaboration matters. That's why Dow Purchasing collaborates with suppliers worldwide to proactively help our businesses meet and exceed their goals for profitability, growth, innovation, and sustainability.

The following guidelines explain how to use the Dow brand for our supplier partnerships and provides information on how to access the tools to properly represent the Dow brand and products.



## NOTE

### IMPORTANT NOTE ABOUT EXTERNAL PROMOTIONS:

It is critical to ensure the appropriate parties (i.e., Branding, Legal, Purchasing) review and approve all supplier issued marketing (press releases, social posts, etc.) that include Dow's name prior to release.

## NOTE

Be sure to download the DOW Diamond logo package from the [Brand Portal](#) for the latest approved Dow logos.

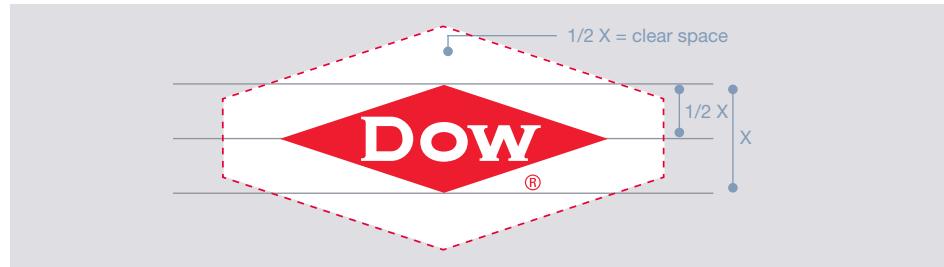
## Clear Space

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

**Do not place the brandline, type or graphic elements within this clear space.**

## Using the Logo at Small Sizes

To maintain brand integrity, be sure that the logo stays legible when small. Best practice is to review the logo in real-world media, such as in a printed test and on screen at various screen resolutions.



# Use of the DOW Diamond

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

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

[Supplier Name] is an authorized supplier for:



**HITACHI**



**Panasonic.**



## NOTE

The use of the DOW Diamond for suppliers is not an implied endorsement of services.

# DOW Diamond with an Authorized Supplier

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

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



Authorized Supplier



[Supplier Name] is an Authorized Supplier for Dow

## NOTE

Please be sure to download the Authorized Channel Logos from the [Brand Portal](#) for the latest approved Dow logos.

# Misuse of the DOW Diamond

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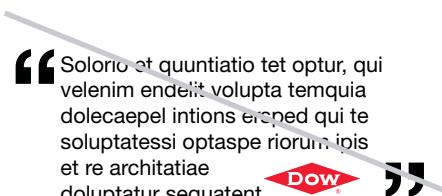
Ensuring consistent use of our logo is a crucial part of building and protecting brand equity. In protecting the logo, there are several things to avoid. More examples of logo misuse are covered in detail on the [Brand Portal](#).



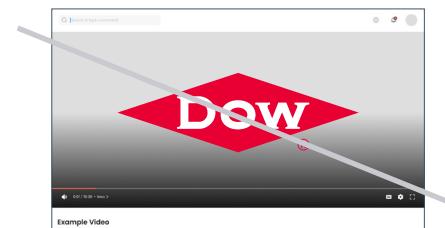
Do NOT use any logo lockup whatsoever.



Don't combine the DOW Diamond with other graphics or logos.



The DOW Diamond may only be used to identify your status as a supplier. It must not be used in any other context, including testimonials and video.



Don't create vertical logo lockups of any kind.



Do not recreate the Authorized Supplier mark or use "x" or "+" in place of the divider line.



## NOTE

For more examples of proper and improper use of the DOW Diamond, please see the Brand Guide located in the [Brand Portal](#).

# Contact Us

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

**Brand Team**

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