Brand Guidelines

Dow Brand Visual Identity Summary

From The Dow Chemical Company Visual Identity System

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Overview

This document is a **summary** of the Dow Visual Identity system. This system is the central resource to help support a strong Visual Identity for Dow's Brand, which is essential to the Company's success and reputation. The system is flexible enough to create a full range of expression, while still allowing Dow's shared strengths and aspirations to shine. This approach is key to raising the awareness and visibility of Dow as a whole, and provides benefits we can capitalize on:

- Improved productivity
- Puts the power of the Dow Brand behind all communications so it has greater impact
- Builds equity in the DOW Diamond

Because the Dow Brand is a living, changing asset, this summary will be updated periodically to reflect any important updates in the full Visual Identity System found in the Dow Brand Center.

Brand Framework

This framework illustrates how our brand foundation is designed to align with and support our business foundation.

The brand foundation outlines what makes Dow unique. It guides all that we do as a company, especially the steps we take to consistently deliver on our promise to provide Solutions for Human Progress. The logo, brand promise, pillars and expression come together to shape how the Dow brand looks, sounds and acts. Only through consistent application of these elements can Dow truly be known as a *solutions provider.*

OUR VALUES

Integrity

Respect for People

Protecting our Planet

BUSINESS FOUNDATION

Our Vision

To be the most valuable and respected science company in the world

Our Mission

To passionately create innovation for our stakeholders at the intersection of chemistry, biology, and physics

Our Strategy

Invest in a market-driven portfolio of advantaged and technology-enabled businesses that create value for our shareholders and customers

BRAND FOUNDATION

Logo

Brand Promise

Solutions for Human Progress

Brand Pillars

People:
Sophisticated Problem Solvers

Solutions:
Tackling Societal Challenges

Markets:
Delivering (sustainable) solutions at the intersection of science and markets

Performance:
Creating value and competitive advantage

BRAND PROOF

Brand Statement

Dow is **the** global science and technology leader—**Delivering Solutions for Human Progress** at the intersection of the sciences and our markets

Brand Expression

Corporate Advertising Campaign

Dow Visual Identity System

Dow-Olympic Branding

Attributes

Confident

Engaging

Inspiring

Straightforward

Pillars and Brand Promise

The Brand Pillars are the DNA of our organization. They are the conceptual foundations of our vision, which gives focus to our efforts to create a strong, consistent brand.

The ideas expressed in each of the brand pillars are the foundation of every action we take or message we develop. The pillars range from aspects of our current character to those fulfilling our greatest potential.

People
Sophisticated problem solvers

Solutions
Tackling societal challenges

Markets
Delivering (sustainable) solutions at the intersection of science and markets

Performance
Creating value and competitive advantage

Built from our pillars, our **Brand Promise** is the unifying purpose that guides us towards our highest potential. It is our long-term view of what success means for our business, and we take action every day to create that future. Our brand promise is how we differentiate ourselves from our competitors, make ourselves relevant and create success.

It is also the singular focus that acts as our rallying cry. For our key audiences, it provides a clear picture of **who we are** and **what we do.**

Solutions for Human Progress
At Dow, we succeed by combining science, understanding and creativity to re-imagine and re-engineer what is vital to human progress.

With our world-class expertise, partnership approach and future-focused technologies, we solve global challenges in the areas of energy, consumerism, health and nutrition, infrastructure and transportation.

Working closely with our customers, we deliver products and solutions that create value and competitive advantage while positively impacting the world we live in. Collectively, our efforts have lasting results, creating higher performance for our customers and reshaping the world around us to build a better future for everyone.

Introduction - Dow Diamond Logo

Our anchoring element is the Dow Diamond logo, the single most important visual identifier of our brand and center point of our masterbrand strategy.

Our Dow Diamond logo consists of three elements that are always used as a unit: the symbol, the logotype and the trademark. The symbol is the red Diamond; the logotype is our company name in white text; and the trademark is the standard registered trademark symbol.

Using our logo consistently ensures that we build equity and recognition. Always use approved electronic logo artwork.

Dow Diamond logo assets are available through the Brand administrator:

dowbrand@dow.com

IMPORTANT NOTE: As with all legally trademarked names, the name "DOW" should never be translated.

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Dow Diamond Logo - cont'd

We are using a masterbrand strategy for Dow. 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.

The Dow Diamond logo is synonymous with our entire enterprise and is only used to identify all of Dow. The word "Dow" is used to identify and qualify our portfolio of offerings. This allows for the easy transfer of equity up and down our portfolio.

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 of all we achieve.

Important Note: as shown on this page, business or function names should NEVER be used as a lock-up logo with the Dow Diamond.

Business Name

Don't lock-up the Dow Diamond logo with business names.

Product Name

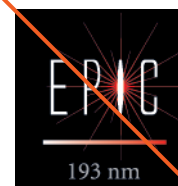Don't lock-up the Dow Diamond logo with product names.

Tagline Lock-up

Don't use or create tagline lock-ups to the Dow Diamond logo. 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 use or create tagline logos. Taglines should be treated as text headlines or text subheadlines.

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Dow Diamond Logo - cont'd
Clear space scenarios

Clear space refers to the area around the logo that is kept free of text and graphics to provide the logo with optimum visibility. The clear space shown to the right is a guideline showing the MINIMUM clear space required. Additional clear space is preferred whenever possible.

Scenario 1: Clear space from objects
Half the height of the Diamond (1/2X) is the minimum clear space between the Dow Diamond logo and application edges, objects and graphics.

This 1/2X distance is a minimum that is in accordance with industry standards. It will provide protection for the logo in most instances. However, **the preferred clear space is more than 1/2X. The Dow Diamond logo is most effective when surrounded by as much open space as possible.**

Scenario 2: Clear space from text
Twice the height of the Diamond (2X) is the minimum clear space between the Dow Diamond logo and text.

Any deviation from the guidelines shown here require Brand Council approval. Special considerations, however, will be given to digital applications due to space limitations.
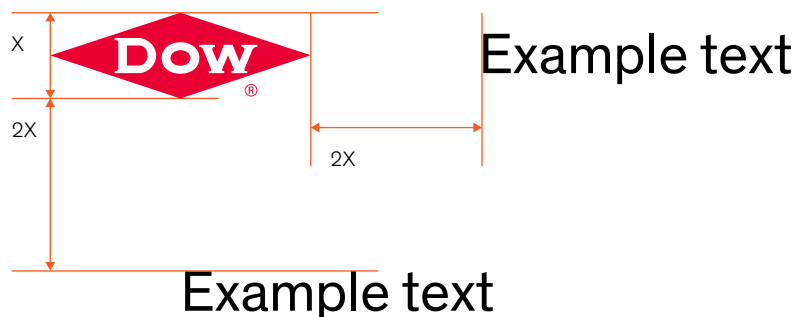
Scenario 1 Minimum clear space from edges, objects and graphics

X = height of the Diamond

1/2X   1/2X

X

1/2X   1/2X

Scenario 2 Minimum clear space from text

X = height of the Diamond

X

2X

2X

Example text

Example text

Dow Diamond Logo - cont'd
Color usage

Using the Dow logo consistently ensures that we build equity and recognition in our various communications. We have created three different logo color-schemes to support a range of production needs. All versions may only be used on solid backgrounds.

Full-color PMS 185 C Dow Red (or CMYK/RGB equivalent)
The full-color logo is preferred. It is designed to work on both light and dark backgrounds. Use this logo whenever possible on a white background.
The DOW logotype must ALWAYS BE WHITE to ensure contrast and legibility.

1-color black
Use this logo when the full-color logo is not applicable. You may reverse Dow logotype if sufficient contrast is ensured.

1-color reverse
Use this logo to ensure contrast and legibility only when the full-color logo is not applicable. In this case, the DOW logotype in the Diamond is translparent and should reflect the color of the background it is on.

Full-color **PANTONE® 185 C** Dow Red (or CMYK equivalent)

Full-color version logotype is always white.

Only place on solid backgrounds.

1-color Black

Only place on solid backgrounds.

Colored text is restricted only to issues of print limitations and on promotional items. The Dow logotype should be white in all other cases.

1-color Reverse

1-color Reverse Specialized

1-color Reverse Specialized

Blind embossing

Blind debossing

1-color embroidery

Blind etching

1-color decal on glass

Only place on solid backgrounds.

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Dow Diamond Logo - cont'd
Don'ts

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

Don't lock-up the Dow Diamond logo with business names.

Don't place the Dow Diamond logo on a background that provides poor legibility.

Don't create lock-ups to the Dow Diamond logo.

Don't alter the Dow Diamond logo artwork in any way.

Don't place the Dow Diamond logo on a background that provides poor contrast.

Don't create lock-ups to the Dow Diamond logo without Brand Council approval.

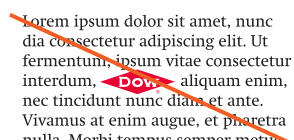Don't alter the Dow Diamond logo artwork in any way.

Don't place the Dow Diamond logo on a background that provides poor contrast.

Don't add drop shadows to the Dow Diamond logo.

Don't alter the logotype inside the Dow Diamond logo.

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

Don't alter the Dow Diamond logo artwork in any way.

Don't use the 1-color black Dow Diamond logo for color printing.

Color Palette

Dow red is an integral part of the Dow visual identity. It connotes leadership, courage, willpower, vigor, faithfulness and heritage.

It is also a symbol of our commitment to the power of science and its ability to impact the world in a positive way. It communicates the strength and heritage of our company, as well as the authenticity and creativity of our people.

While our color palette includes an array of vibrant accent and neutral colors, please keep in mind that these colors are used to complement — not compete with — red.

Primary palette

PANTONE 185 C

Dow Red
C:0 M:92 Y:76 K:0
R:232 G:0 B:51
HEX: #E80033

Secondary palette

PANTONE 1235 C

Dow Yellow
C:0 M:29 Y:91 K:0
R:253 G:187 B:48
HEX: #FDBB30

PANTONE 144 C

Dow Orange
C:0 M:51 Y:100 K:0
R:237 G:139 B:0
HEX: #ED8B00

PANTONE 179 C

Dow Dark Orange
C:0 M:79 Y:100 K:0
R:241 G:93 B:34
HEX: #F15D22

PANTONE 193 C

Dow Dark Red
C:2 M:99 Y:62 K:11
R:191 G:13 B:62
HEX: #BF0D3E

PANTONE 221 C

Dow Purple
C:0 M:100 Y:26 K:38
R:145 G:0 B:72
HEX: #910048

PANTONE 226 C

Dow Magenta
C:0 M:100 Y:2 K:0
R:208 G:0 B:111
HEX: #D0006F

Neutral palette

White

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX: #FFFFFF

Black

C:0 M:0 Y:0 K:100
R:0 G:0 B:0
HEX: #000000

25% Black

C:0 M:0 Y:0 K:25
R:230 G:230 B:230
HEX: #E6E6E6

50% Black

C:0 M:0 Y:0 K:50
R:191 G:191 B:191
HEX: #BFBFBF

75% Black

C:0 M:0 Y:0 K:75
R:128 G:128 B:128
HEX: #808080

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Typography
Primary and secondary typefaces

Dow Corporate

Our primary typeface is Dow Corporate, a Swiss sans serif. It has a similar character to a number of classic typefaces. The six samples on the right show the approved weights. Consistency is key to strong brand communications, so use this typeface whenever possible.

Swift Neue LT Pro

Swift Neue LT provides a balance to the bold sharpness of Dow Corporate. Swift Neue LT is a compact serif type-face that brings warmth and consistency to secondary copy applications, such as interior spreads and corporate communications.

Dow Primary Typeface: Dow Corporate Family (Dow proprietary font)

Dow Corporate Light

Dow Corporate Light Italic

Dow Corporate Regular

Dow Corporate Regular Italic

Dow Corporate Bold

Dow Corporate Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Dow Secondary Typeface: Swift Neue LT Pro (available online for purchase)

Swift Neue LT Pro Regular

Swift Neue LT Pro Ita

Swift Neue LT Pro Bold

Swift Neue LT Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Dow Secondary Typeface: Dow Script (Dow proprietary font)

Dow Script

NOTE: To be used sparingly as a highlight, accent, texture or graphic element. NOT for use as text or full headers.

Typography - cont'd
Default typefaces

Our primary and secondary typefaces (see previous page) are not standard on most computers. In order to ensure that our messages are presented properly in all situations, we specify default typefaces (Arial and Times New Roman) to be used when the primary and secondary typefaces are not available. **Web, email and MS Office applications are areas where the default typefaces are recommended.**

Default system typeface for Dow Corporate: Arial

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Default system typeface for Swift Neue Pro: Times New Roman

Times New Roman Regular

Times New Roman Regular Italic

Times New Roman Bold

Times New Roman Bold Italic

There is no default desktop substitute for Dow Script.

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Situational Imagery
Overview

Photography plays a vital role in expressing our brand. Photographs capture and hold a person's attention in ways that words seldom can. They're very immediate and add meaning and a sense of place. Use high-quality imagery that is consistent with our brand attributes.

Our imagery style is:
- Crisp
- Optimistic
- Balanced in contrast
- Clean
- Naturally lit
- Authentic

When choosing images, keep in mind:
- Dynamic cropping
- Micro/macro contrasting
- Focus on subject

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Situational Imagery - cont'd
Don'ts

Science and technology are the building blocks of our solutions, but they should not be the focus of our imagery. Abstract, technical images distract from the larger story (our commitment to improving human lives), and they have become industry cliches. If we want others to believe we can change the world, we have to show we can think outside the box.

Don't use over-saturated or artificially lit images or images that use filters and gels.

Don't use stages or cliche styled photos. We want to capture real moments in real situations.

Don't use purely abstract photos or photos with no context, meaning or subject matter.

Don't use blurred or "motion" photos.

Don't use black and white photos when full color is possible.

Don't use vignettes or other photographic treatments.

Don't crop imagery in shapes other than boxes.

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Brand Design Elements

When combined, the Dow visual identity elements are the perfect toolkit for ensuring that our visual identity system is strategically focused and proprietary.

The anchoring element is the Dow Diamond logo, one of our core elements. Each of the additional elements is specifically selected to work with the logo in a way that is visually pleasing while providing organization and rigor for our communications.
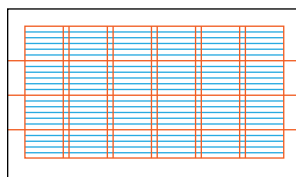
Core Elements

Dow Diamond Logo

Typography

Dow Corporate
Swift Neue LT Pro

Palette

Grid

Situational Imagery

Strokes

+

Silhouette Imagery on Gradient Background

Silhouette imagery

Script illustration

Illustration

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Overview

Our brand voice is grounded in our brand strategy. It is the guide for bringing our attributes to life verbally.

Brand voice is a reflection of who we are
Just as the brand promise and pillars were developed to celebrate and evolve the existing Dow brand, the brand voice was created to reflect Dow's culture. Everything that makes Dow and its employees unique should shine through in our communications.

To capture the spirit of Dow, one of our key goals as communicators is to express a sense of passion, measured with a sense of purpose.

Be passionate…
Approach your writing as a craft you truly love. Be genuine, enthusiastic and interested, always speaking positively about what Dow can do.

Be purposeful…
Walk the walk: Always consider your audience, their needs and what matters most to them. Lead with the benefit. Back up your claims with credible facts.

**Proper Company Name:
Dow vs. Dow Chemical**

Use the company identifier "Dow" in all advertising and promotional material. Avoid the use of "Dow Chemical" where possible as means of supporting the company's transformation to a broader, solutions-based brand.

Use "The Dow Chemical Company" where legal identification is required, beneficial or promotes clarity.

IMPORTANT NOTE: As with all legally trademarked names, the name "DOW" should never be translated.

Brand Promise
Solutions for Human Progress

Brand Pillars

People:
Sophisticated Problem Solvers

Solutions:
Tackling Societal Challenges

Markets:
Delivering (sustainable) solutions at the intersection of science and markets

Performance:
Creating value and competitive advantage

Brand Attributes
Confident. Engaging. Inspiring. Straighforward

Brand Expression

Visual Identity

Corporate Advertising Campaign

Expressing the Brand

Dow's power words
Use this handy glossary of on-brand language
as a starting point to help you infuse the new brand
voice into your communications.

Dow and its people are…

Adventurous
Caring
Collaborative
Curious
Diverse
Dynamic
Engaging
Experts
Global
Innovative
Problem solvers
Progressive
Responsible
Smart
Sophisticated

Our solutions are…

Advanced
Complex
Energizing
Essential to progress
Game-changing
Imaginative
Impactful
Sophisticated
Unique
Vital

Other useful words…

Opportunity
Possibility
Tomorrow

Corporate Advertising Campaign

Periodically, new corporate ad campaigns are
launched and can be leveraged for business
advertising (but not mandatory). These campaigns
serve as an expression of the Brand, but **should
not be confused with the Dow Brand Visual
Identity System which is evergreen and
always correct to use.**

Samples of these ad campaigns would be
most recently the Solutionism® campaign, and
before that, the Human Element camapign.

Product Brand Overview

We use a **masterbrand** strategy to ensure that it is easy for our various audiences to recognize our products and the value we deliver.

Our masterbrand is Dow, and this is the point of reference for anything and everything we do. We offer a broad portfolio of named products and services. Each of these products and services may have an individual trademark, but they should not have individual logos (with the limited exception of a few approved Dow Branded products).

Dow Product Categories

1. Descriptor	2. Associative	3. Branded Product	4. Stand-alone
Dow + descriptor name	Dow + associative name	Product visible to consumer or identified breakthrough, market-facing product	Stand-alone product brand not associated with Dow
Descriptor Product samples:	**Associative Product samples:**	**Branded Product samples:**	**Stand-alone Product samples:**
DOW Chlorine	Common treatment:	TILE BOND®	AgroFresh
DOW Ethylene Glycol	BIOBAN™ Antimicrobials	roof tile adhesive by Dow	WideStrike® INSECT PROTECTION
	DOW SEA-NINE™ Marine Antifouling Agents	EnerFoam™	SmartStax™
	Ingredient Brand treatment:	professional foam sealant by Dow	
	Dow® Made with DOW Technology		
	Dow® Made with DOW SEA-NINE™ marine antifouling agents		
	Dow® Processed with DOW BIOBAN™ antimicrobials		

Stationery, Presentation Templates and Email Signatures

Dow-Olympic stationery is the approved stationery for business cards and letterheads for all Dow businesses and functions.
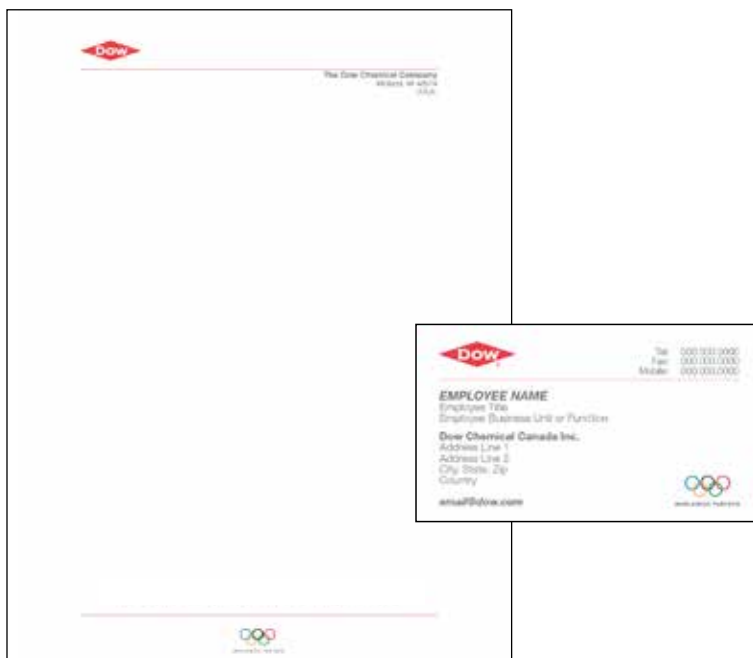
Dow Corporate PowerPoint presentation templates are available for any function or business to use.
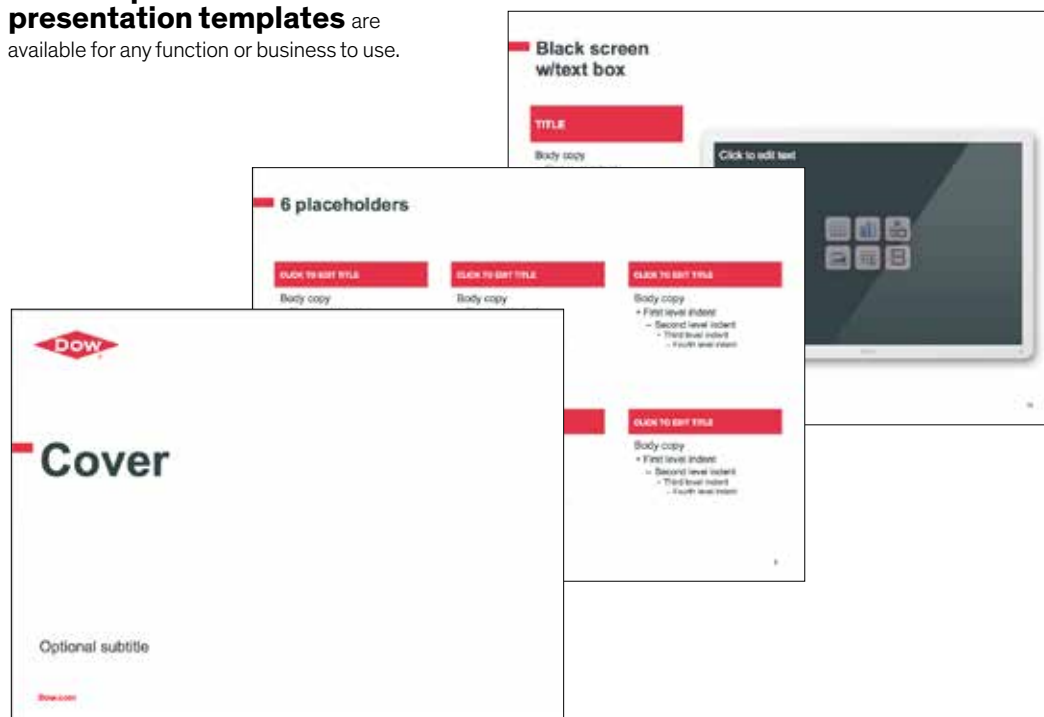
Branded Samples
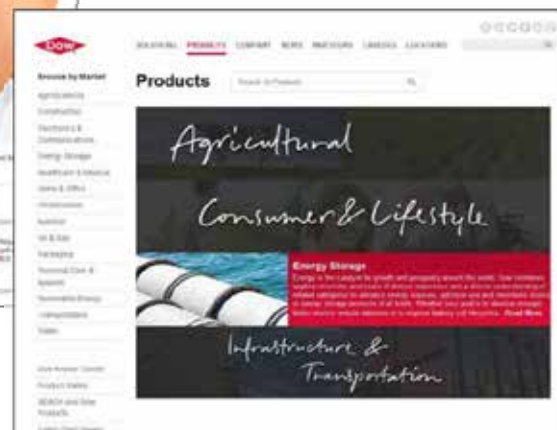Print, online, advertising, events

Literature

Tradeshows/events

Online presence

Advertising Campaigns

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or an affiliated company of Dow

For more information, please contact the Dow Brand team: dowbrand@dow.com