



Dow Corporate Identity Standards
Use of the DOW Diamond

September 2002

Standards

Use of the DOW Diamond

Dow's most valuable asset

The DOW Diamond is the Company's most valuable asset. Its value as a corporate logo and trademark will increase if it is used properly and consistently in identifying The Dow Chemical Company and its licensed subsidiaries. It unites the corporation, its divisions and subsidiaries under one global umbrella. By providing a uniform symbol wherever visual identification occurs, the DOW Diamond projects the quality and professionalism that Dow has come to represent.

These standards for corporate identity will provide the consistency and direction that will help Dow achieve its long-term vision.

Proper use of the DOW Diamond is emphasized in these Corporate Identity Standards. However, it is also important to present the product trademarks of the Company correctly. These product trademarks are a specific indicator of the source or sponsorship of the products produced by the Company.

For specific details about the use of product trademarks, employees should consult Dow's Intranet website for the Trademark Use Manual. It can be found at <http://tmarkmanual.intranet.dow.com/>.

Isolation area

The DOW Diamond must always be surrounded by abundant free space. The space from all points of the Diamond is to be at least equal to the height of the letter "D" in Dow (shown in illustration below as "X").



The Diamond must be unencumbered and disassociated from all other logos and text. The exception to this rule is the logo for Dow Plastics.

The DOW Diamond should appear prominently (generally no smaller than 7/8 inch or 22.2 mm) at least once on the front or back of all corporate and business unit communications material and labels.

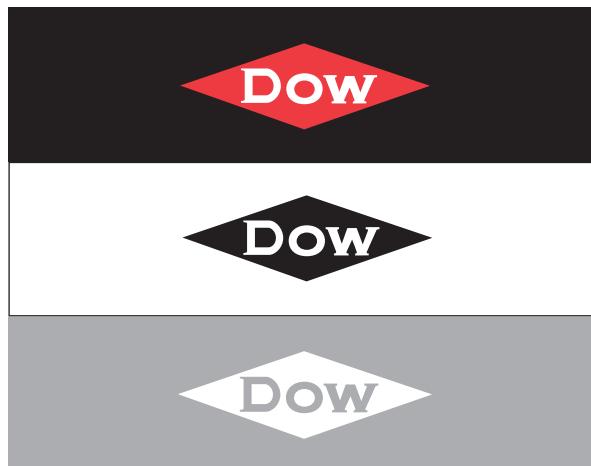
Color of the DOW Diamond

The desired color to be used globally for the DOW Diamond is Dow Red – Pantone® 185. A red DOW Diamond with white letters must be used for the DOW Diamond in these applications: business cards, letterhead, standard external business envelopes, notepads, Internet/Intranet web pages, external signs on Dow property and Dow flags.



DOW Diamond on Contrasting Backgrounds

In some other applications, a red DOW Diamond, black Diamond or a white Diamond with a contrasting background (that gives maximum prominence to the Diamond) may be used. Refer to individual sections within the Corporate Identity Standards for approved color standards to be used for the DOW Diamond.



Red DOW Diamond
Black DOW Diamond
White DOW Diamond

Color Matching

To ensure a uniform Dow Red reproduction, a PANTONE 185 color swatch should be attached for supplier use in color matching. Color swatches on coated or uncoated stock are available in the printed version of the Corporate Identity Standards Manual (see *Reproduction Material* section) or can be ordered from the Dow Corporate Identity Office, 2020 Dow Center, Midland, MI 48674, Phone: (989) 636-2789, Fax: (989) 638-9405 (e-mail cmknochel@dow.com).

Treatment of the DOW Diamond

To maximize its effectiveness, the DOW Diamond is to remain consistent in color, shape and typestyle. Reproduction-quality or electronic artwork for the DOW Diamond is available (see *Reproduction Material* section of Corporate Identity Standards). The graphic design and appearance of the DOW Diamond are not to be altered. The examples on the following pages illustrate incorrect uses of the DOW Diamond and must be avoided in all circumstances.

Text References to the DOW Diamond

When referring in words to the DOW Diamond, capitalize the word "DOW" and capitalize the initial letter "D" in the word "Diamond". The text reference appears like this: **the DOW Diamond**.

Dow promotional design element

The Dow Promotional Design Element, consisting of the DOW Diamond and the theme line, "Living. Improved daily.", was introduced in 2001 as a component of Dow's corporate brand strategy. This design element, available in translated versions to accommodate Dow's cultural needs, is an integrated unit and should not be altered or recreated. Dow employees may obtain these design "lock-ups" by contacting the Corporate Brand Office (989) 636-6774 (e-mail pjlevasseur@dow.com) or their Public Affairs representative. Guidelines for appropriate employee use of the Dow Promotional Design Element should be read and understood prior to using the lock-ups; these may be accessed on the Dow Intranet following this path from the Literature Archive at <http://litarchive.intranet.dow.com>: Corporate Information/Corporate Brand/Visual System Guidelines for Promotional Media. Dow agencies may obtain CDs of "lock-ups" in available languages from the Corporate Brand Office at (989) 636-6774 (e-mail pjlevasseur@dow.com). Prior to using the lock-ups, agency representatives should reference the usage guidelines contained within the CDs.

What not to do

It is important to apply the DOW Diamond correctly to ensure that the visual impact and overall integrity are not compromised or diluted. These examples illustrate a number of incorrect uses, although this is not intended to be a complete list.

Do not distort, stretch or manipulate the DOW Diamond (use official reproduction art)



Do not place the DOW Diamond on a visually competitive background or photograph



Do not create a shape around or confine the DOW Diamond



Do not encumber or invade the DOW Diamond in any way (see "Isolation Area")



Do not use the DOW Diamond as a word in a sentence, phrase or name



Do not add any words or graphics to the existing DOW Diamond



Do not use the DOW Diamond at an angle



Do not use a DOW Diamond with low resolution or jagged edges



Do not use the DOW Diamond in combination with another graphic element or logo



Do not re-color or use any color combinations on the DOW Diamond other than those listed as approved standards



Use of the DOW Diamond

**Do not use the DOW Diamond
inappropriately, such as labeling on trash
receptacles**



**Do not use the DOW Diamond to identify
fleet vehicles, such as tractor-trailers,
tank cars, shuttle vehicles or rolling stock,
or to identify water towers or pipelines**



**Do not change the typeface of the DOW
Diamond**



**Do not use the DOW Diamond in
repetition as a pattern**



**Do not place photography, illustrations,
text or graphics across any part of the
DOW Diamond**



**Do not place the word "DOW" in a shape
or design element other than the official
DOW Diamond**



**Do not self-create electronic letterhead
that incorporates the DOW Diamond**



**Do not paste the DOW Diamond in e-mail
auto signatures**

John Doe

Global Public Affairs
The Dow Chemical Company
2030 Dow Center
Midland, MI 48674
U.S.A.
Phone: (989) 636-XXXX
Fax: (989) 638-XXXX
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Notice of ownership

All trademarks receive a “notice” of ownership. A “notice” is a sign post staking out a claim of ownership to a mark. Primary forms of notice are:

- An asterisk (*) and footnote. This notice is preferred by Dow for trademarks owned by The Dow Chemical Company.
- The symbol (™), used to designate a trademark.
- The symbol (®), used to designate a federally registered trademark.

The use of the asterisk (*) and footnote reference (*Trademark of The Dow Chemical Company) is preferred for Dow trademarks because it functions as a “universal” notice of trademark ownership and can be used with both registered and unregistered marks. A register mark, or the symbol ®, may be used in countries that recognize this form of trademark notice. However, the register mark can only be used if the mark is registered. Use of ® on unregistered marks is illegal and constitutes fraud.

No asterisk (*), register (®) or trademark (™) symbol is required below the DOW Diamond on Dow business cards, correspondence materials, electronic web applications, forms, front covers of multiple-page communications literature pieces and technical data sheets, binder covers, news releases, multimedia and video, employee identification badges, promotional merchandise, flags, invitations, trade show booth displays, posters and building signs.

Use of the asterisk or register symbol with the DOW Diamond

When using the asterisk (*) or register ® symbol with the DOW Diamond, the symbol must be shown in the same color as the Diamond.

Consult individual sections within Dow’s Corporate Identity Standards for the preferred treatment in most end-use applications. This information is available on dow.com at <http://www.dow.com/about/corpid/corpid.html>.

In general, use of the DOW Diamond with asterisk and the accompanying trademark reference line (*Trademark of The Dow Chemical Company) is preferred over the Diamond with the ® symbol. However, it is appropriate to use the DOW Diamond with the ® instead of the DOW Diamond with the asterisk and accompanying trademark reference line when space is limited or it is physically impossible to use the asterisk in a particular application (like metal ingots), or when it would not be aesthetically pleasing (as on billboards). The DOW Diamond alone – without either the ® symbol or the asterisk/accompanying trademark reference line – may be used on Dow business cards, correspondence materials, electronic web applications, forms, front covers of multiple-page communications literature pieces and technical data sheets, binder covers, news releases, multimedia and video, employee identification badges, promotional merchandise, flags, invitations, trade show booth displays, posters and building signs.

Dow product trademarks

Dow product trademarks will use the asterisk (*) and accompanying footnote reference (*Trademark of The Dow Chemical Company).

External use

Use of the DOW Diamond (by non-Dow companies and/or non-Dow organizations) requires a trademark agreement between The Dow Chemical Company and the external using party. This agreement is initiated by Dow's Trademark & Copyright Department. For further information, consult with Dow's Trademark & Copyright Department at (989) 636-0417 (e-mail sgandrews@dow.com).

Legal entities

Not all Dow legal entities (subsidiaries and joint ventures) are authorized to use the DOW Diamond, although exceptions will be considered where appropriate. For further clarification, consult with Dow's Trademark & Copyright Department at (989) 636-0417 (e-mail sgandrews@dow.com).

For more information

For additional information about the proper use of the DOW Diamond, consult the Dow Corporate Identity Office at (989) 636-2789 (e-mail cmknochel@dow.com) or Dow's Trademark & Copyright Department at (989) 636-9297 (e-mail sgandrews@dow.com).

