

# Focus. Move. Grow.

Dow Polyurethanes

## Vertical orientation



Focus. Move. Grow.

DOW POLYURETHANES

## Horizontal orientation



## One color / reverse



### Dow Red

Pantone: 185 C

CMYK: 0-100-90-0

RGB: 232-0-51

Hex: #e80033



### Dow Slate Gray

Pantone: 7545 C

CMYK: 78-60-44-25

RGB: 65-83-100

Hex: #415364



### Dow Sage

Pantone: 5497 C

CMYK: 45-25-35-15

RGB: 130-153-149

Hex: #829995

Always use the color specifications found on this page when reproducing our colors.

For printed materials, use either the Pantone or CMYK specifications.

For digital materials (video, PowerPoint, websites, etc.), use the RGB or Hex specifications.

**These color conversions have been customized for Dow. Do not use “automatic” conversions from design software.**

CMYK coated values are verified against the GRACoL certification standard. CMYK uncoated values are also verified against GRACoL, but because uncoated substrates often vary in brightness, color and absorption, best practice is to test these values with your vendor and adjust for best brand color fidelity.

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