

# DOW LOGO GUIDELINE

**The DOW logo and the DOW seal are not interchangeable. Follow these usage guidelines:**

- The DOW logo may be used, in keeping with brand standards, in all DOW communications across all media platforms.
- The DOW seal has very restricted usage. See the final page of this PDF for more information.

MAIN LOGO	Stacked Logo	DOW Icon	Colors
 <p>U.S. Department of War</p> <p>The DOW logo consists of the Pentagon icon and type set in Crimson Pro Regular. The horizontal version <b>should be used in most cases where the design allows.</b>  <b>Example usage:</b> High-quality printed materials and certain web applications</p>	 <p>U.S. Department of War</p> <p>The stacked logo should be used in narrow spaces where the primary logo will not fit, mostly in print and broadcast applications. <b>Avoid using at small sizes, as it can become illegible.</b></p>	 <p>The Pentagon <b>icon can be used by itself in certain applications;</b> however, the stacked version is preferred. Examples of icon usage are various broadcast products, as a background texture/watermark, or any other application in which the text of the logo would become illegible.</p>	<p><b>DOW Blue</b>                  HEX 355e93                  RGB 53/94/147                  CMYK 64/36/0/42                  PMS 653 C</p> <p><b>Steel Blue</b>                  HEX aebfd4                  RGB 174/191/212                  CMYK 18/10/0/17                  PMS 651 C</p>

**TWO ADDITIONAL COLORS:** The DOW logo should be presented in the DOW Blue colorway when the design allows; however, there are two additional colorways that are acceptable:

1	Main Logo – Dark	Stacked Logo – Dark	Icon – Dark	Colors
	 <p>U.S. Department of War</p>	 <p>U.S. Department of War</p>		<p><b>DOW Black</b>                  HEX 141414                  RGB 20/20/20                  CMYK 0/0/0/92                  PMS Black 6C</p> <p><b>Smoke Gray</b>                  HEX adadad                  RGB 173/173/173                  CMYK 0/0/0/32                  PMS Cool Gray 6C</p>
2	Main Logo – Light	Stacked Logo – Light	Icon – Light	Colors
	 <p>U.S. Department of War</p>	 <p>U.S. Department of War</p>		<p><b>White</b>                  HEX ffffff                  RGB 255/255/255                  CMYK 0/0/0/0                  PMS NA</p> <p><b>Smoke Gray</b>                  HEX adadad                  RGB 173/173/173                  CMYK 0/0/0/32                  PMS Cool Gray 6C</p>

**FOR ADDED CONTRAST:** One-color variations are available for use in certain applications where additional contrast is needed in the detail of the Pentagon icon.

One-Color – DOW Blue	One-Color – DOW Black	One-Color – White
 <p>U.S. Department of War</p>   <p>U.S. Department of War</p>	 <p>U.S. Department of War</p>   <p>U.S. Department of War</p>	 <p>U.S. Department of War</p>   <p>U.S. Department of War</p>

### Small-Use Logo

The small-use logo and simplified icon are designed specifically for rendering at small sizes and should **ONLY** be used on specific web and broadcast applications.

This small-use logo should be used on web when the logo is rendered at a size **between 510 pixels wide and 320 pixels wide.**

**Example usage:** Banners of websites

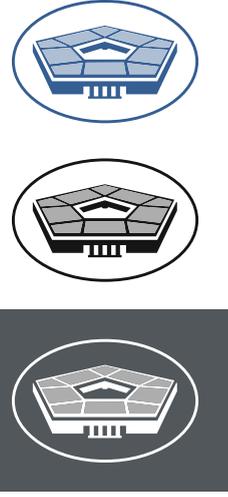


### Small-Use Icon

The simplified icon should be used when the icon is rendered at a size **between 135 pixels wide and 40 pixels wide.**

**Example usage:** Favicon, video bugs, app icons

**NOTE:** Only the horizontal logo and icon are appropriate with the simplified Pentagon icon. Do not use the simplified Pentagon icon in the stacked logo.



# DOW LOGO APPLICATION

How to apply the DOW logo in conjunction with other MC&FP brands and campaign/program marks. Included are examples of existing marks.

## General Design Guide

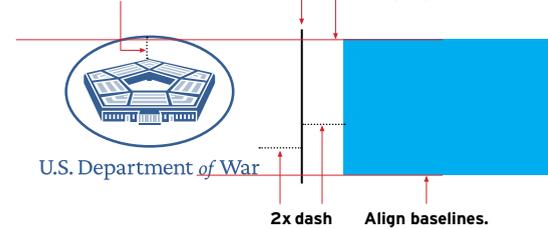
When applying the DOW logo to existing or new Military OneSource signatures — brand, properties and program marks — use the DOW **Stacked Logo** for high-resolution reproduction. In cases where “U.S. Department of War” may be illegible, use the DOW **Icon**. For even smaller usage — webpages, social graphics or app development — use the **Small-Use Icon**.

### High-Resolution Version (Stacked Logo)

Rule thickness can vary, but generally it should not be thicker than the oval around the Pentagon.

Use dash for spacing reference (from top edge of Pentagon and top of oval).

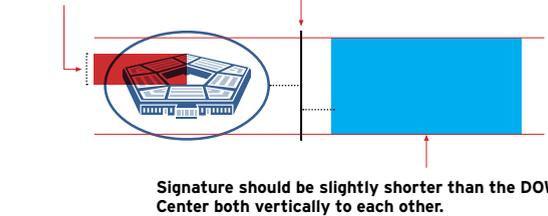
Tops of signatures should be slightly shorter than DOW logo.



### Small Version (DOW Icon)

Use dash for spacing reference (from top edge of Pentagon and base of interior).

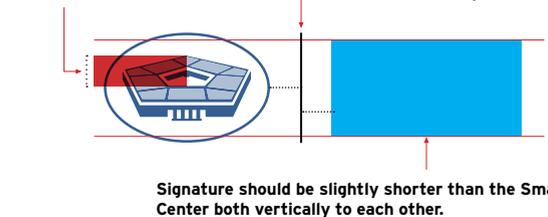
Rule thickness can vary, but generally it should not be thicker than the oval around the Pentagon.



### Web Version (Small-Use Icon)

Use dash for spacing reference (from top edge of Pentagon and base of interior).

Rule thickness can vary, but generally it should not be thicker than the oval around the Pentagon.



## Examples of High-Resolution Logo Lockups

**For all logo lockups, always position the DOW logo to the left.**

For high-resolution reproduction such as printed materials, letter-sized PDFs or full-screen presentations, use the DOW **Stacked Logo**. Whenever possible, this lockup should be used. If the DOW logo and signatures need to appear as a reverse (white against a dark field), refer to the first page of this PDF, which outlines other versions of the DOW logo that accommodate this requirement. And the same goes for each signature.



U.S. Department of War



U.S. Department of War



U.S. Department of War



U.S. Department of War



U.S. Department of War



## Examples of Small Version Logo Lockups

**For all logo lockups, always position the DOW logo to the left.**

Use the DOW **Icon** in place of the stacked logo if the “U.S. Department of War” may become illegible. This can be typically found in small-space reproductions such as business cards or on-screen presentations. The way to check whether to use this small version versus the web version is if the details of the DOW icon are still discernible.



## Examples of Web Version Logo Lockups

Use the **Small-Use Icon** for logo lockups when designing webpages, social graphics or apps where the logo lockup falls below 600 pixels.



# DOW SEAL GUIDELINE

The following guidelines help to ensure a consistent use of the DOW seal in all applications.



The DOW seal's use is restricted to official DOW top leader correspondence, legal documents, reports, memorandums, ceremonial booklets, certificates and awards.

## The DOW Seal and Its Use

**This is the official seal for the DOW.**

**Description:** An American bald eagle with wings displayed horizontally grasping three crossed arrows and bearing on its breast a shield of 13 pieces Argent and Gules, a chief Azure. Above the eagle an arc of 13 stars with alternating rays. Below the eagle a wreath of laurel to dexter and olive to sinister. On an encircling band the inscription "DEPARTMENT OF WAR" at the top and "UNITED STATES OF AMERICA" at the bottom. When illustrating the seal in color, the background will be medium blue; the eagle and wreath proper; the arrows, stars and rays yellow/gold. The encircling band will be dark blue with yellow/gold edges and letters in white.

### Minimum Sizing

The DOW seal has a minimum size standard that must be adhered to in all usage cases; the seal may be used at a larger scale as needed.

The DOW seal should not be rendered smaller than:

<b>Web:</b> 50 pixels wide	
<b>Print:</b> half-inch wide (approximately)	
<b>Broadcast:</b> 50 pixels wide	

### Avoid

The official DOW seal should not be edited or presented in any way except how it is displayed above. The size of the seal is the only variable that can be changed, while adhering to the minimum sizing requirements outlined above.

### Clear Space

Clear space is the open space around the seal and gives the seal ample breathing room from other text, images or graphics. The more clear space given to the seal, the stronger impact it will have.

**Clear space** around the official seal is equal to the thickness of the outer blue ring.

When using the seal in applications where the width is less than **150 pixels**, the allocated white space must double.

## Protected by Law

The DOW seal is **protected by law** from unauthorized use and may NOT be used for nonofficial purposes. There is no substitute for the DOW seal that may be used by non-DOW personnel that would represent the DOW.

The following DOW and military seals **may be used only by the military departments for official purposes**. These seals may be displayed in federal buildings but **not** on agency flyers or other promotional materials. These seals are not authorized on county, state or federal modes of transportation.

This flowchart offers detailed guidelines for when (or when not) to use the seals: <https://www.war.gov/Portals/1/Page-Assets/trade-marks/Graphical-Depiction-of-Guide-for-Website.pdf>.

The DOW's brand guide can be found here: <https://www.war.gov/Brand-Guide>.

