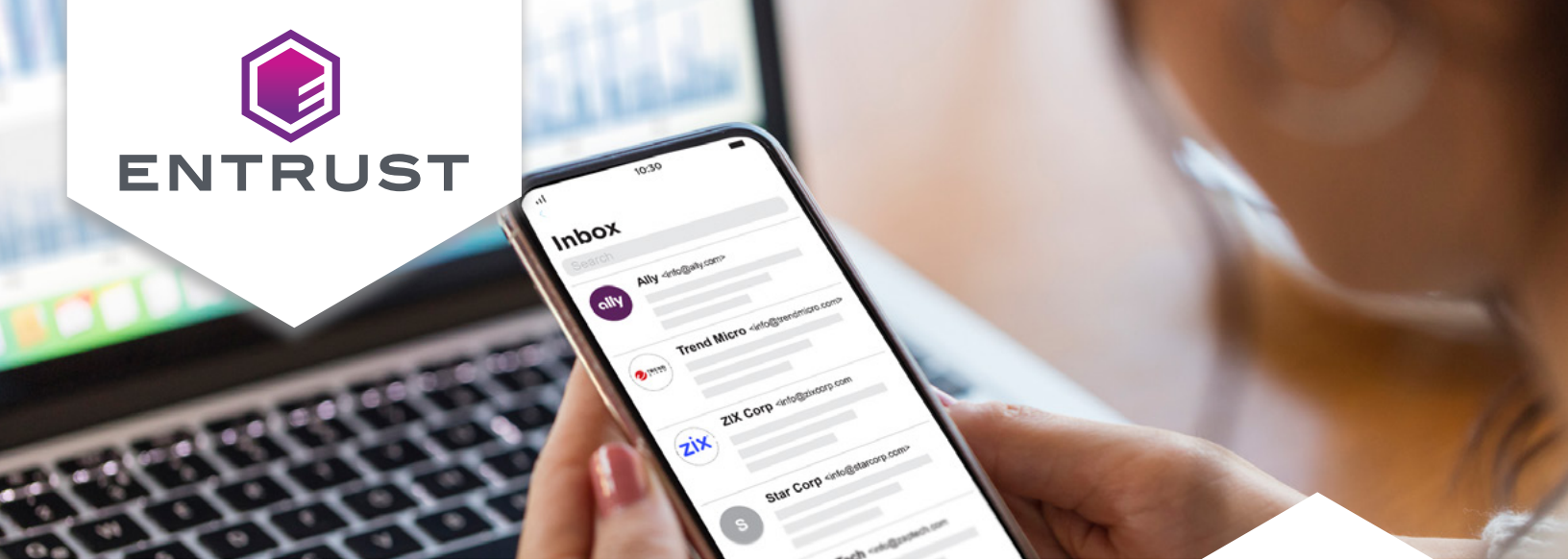




ENTRUST



Entrust Verified Mark Certificate (VMC)

KEY BENEFITS

- Elevate email strategy
- Create a more personalized brand experience for email
- Increase brand impressions
- Cultivate immediate brand recognition
- Stand out in a crowded inbox
- Control the displayed logo
- Reduce email spoofing with DMARC technology

REQUIREMENTS

- Logo with a confirmed registered trademark
- DMARC, SPF, and DKIM technology with quarantine or reject policy
- High Assurance Verification

SUPPORTED MAILBOX PROVIDER

- Gmail

Show your registered logo on your emails

VMC is a new technology that enables you to verify your brand to display your registered logo alongside your outgoing emails. Recipients can see your brand logo assuring them that it's really from you, cultivating a more immersive email experience.

Control logo from sending domains

Gmail will start displaying your logo once the authenticated emails pass all of their other anti-abuse checks.

A certification authority will confirm that the logo submitted by the organization is a registered trademark. That's where Entrust comes in. We confirm that the logo that will be displayed in the email is a registered trademark* of the organization.

Request and manage VMCs in Entrust Certificate Services (ECS)

Customers can request verification for VMCs and manage their associated brand logos via ECS, our robust certificate management platform, making it easier to manage the end-to-end experience for multiple brands from a central platform.



Entrust Verified Mark Certificate (VMC)

Host authenticated VMC logos in ECS

Having your brand logo published to an Entrust hosted site streamlines VMC certificate management.

Hosted logos ease IT challenges by enabling marketing teams to change logos as often as needed without getting IT teams involved after a one-time setup in your company's DNS records:

- Logos can be updated in ECS, making it quicker to get VMCs configured and in-service
- No need for IT teams to update their DNS records every time a new logo is posted
- Makes VMC renewals a cinch

Leverage industry-leading technology

As the conceptualizer and primary developer of VMCs, Entrust has played a leading role in creating the VMC technical standards with Brand Indicators for Message Identification (BIMI) group, and issued the first VMC in August 2019.

How it works

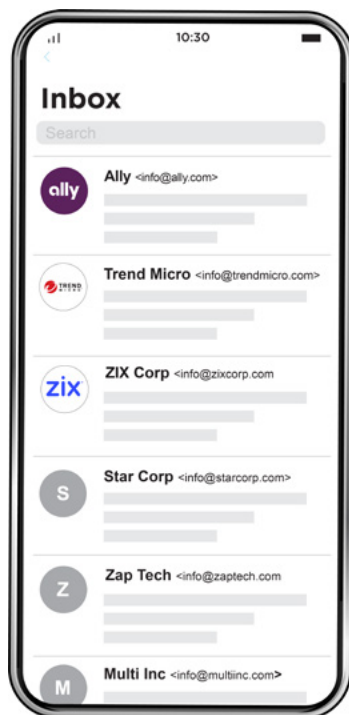
VMCs only work with email applications that support it and brands that use DMARC (Domain-based Message Authentication, Reporting, and Conformance) with Quarantine or Reject policy, which is used to prevent email spoofing from the sending and receiving servers.

BIMI is a set of standards that controls the visual representation in the email. By adding BIMI instructions to your DNS record, your organization's logo is displayed on email communications that originate from your domain.

Email without VMC



Email with VMC enabled



Example of how an organization's trademarked logo could display.

Make your emails more personal with a VMC from Entrust. Contact us at sales@entrust.com

For more information

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+1 952 933 1223

sales@entrust.com

entrust.com

ABOUT ENTRUST CORPORATION

Entrust keeps the world moving safely by enabling trusted identities, payments, and data protection. Today more than ever, people demand seamless, secure experiences, whether they're crossing borders, making a purchase, accessing e-government services, or logging into corporate networks. Entrust offers an unmatched breadth of digital security and credential issuance solutions at the very heart of all these interactions. With more than 2,500 colleagues, a network of global partners, and customers in over 150 countries, it's no wonder the world's most entrusted organizations trust us.

Learn more at
entrust.com



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