

## SHOW YOUR REGISTERED LOGO ON EMAILS

Get ready for Verified Mark Certificates (VMCs)

Catch your customer's eye using a VMC certificate. VMCs use new technology to show your registered trademarked logo on email communications, bringing verification to outbound emails on applications that support it.

Get set up now

Email without VMC

Inbox Ally <info@ally.com> Trend Micro <info@trendmirco.com ZIX Corp <info@zixcorp.com> Star Corp <info@starcorp.com>

Email with VMC enabled



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

## HERE'S WHAT YOU'LL NEED

**TRADEMARK VALIDATION** 

You'll need a trademarked logo registered with your local trademark office, confirmed by Entrust.\* To see if your logo is registered, search the <u>U.S. Patent & Trademark Office</u> or your local trademark office's website.

\*Entrust will not accept registrations from every trademark office, and will only confirm marks registered in select trademark offices.

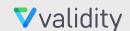
**EMAIL AUTHENTICATION USING DMARC** 

Work with a DMARC provider for strong authentication and guidance for identifying spoofed messages. Enforce DMARC policy with either p=quarantine or p=reject to prevent unauthorized emails from sending.

Check your DMARC status through any of these service providers





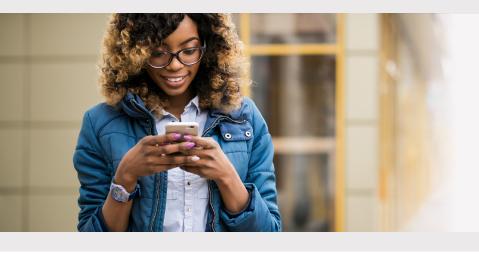


**HIGH ASSURANCE** VALIDATION

Many organizations are already using high assurance validation for digital certificates - this is a similar process that verifies the business, jurisdiction, domain, and confirms employment.

LOGO (Matched to Step 1)

Format your trademarked logo as an SVG with Tiny profile, in square aspect ratio.





Tip: Your logo will be displayed in a square format, so make sure you consider that for your trademarked image. The aspect ratio should be 1:3 or 3:1 or less. You can save a logo in SVG Tiny file format using Adobe Illustrator.

> Interested in having a VMC issued to your organization?

> > **GET STARTED**