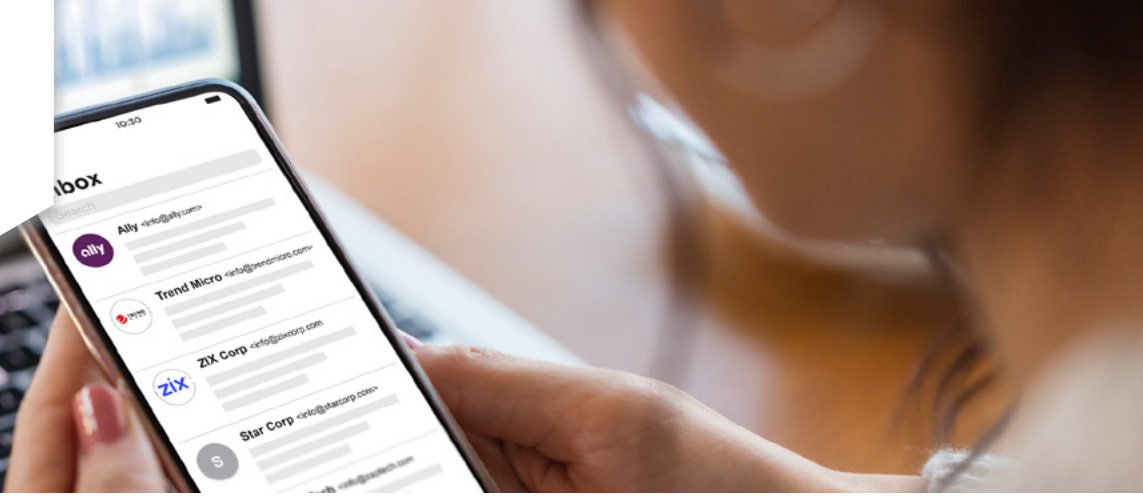# Setting up Your Entrust Verified Mark Certificate (VMC)

Registered logo
What logo would you like to display?

The Entrust team will verify the trademark registration number for your logo with one of the BIMI-accepted trademark offices. (Those offices are listed in our BIMI FAQs.)

Email sending domains
Which email addresses will be associated with your VMC?

Think about the email domains that you want to use with your VMC. Check for the base email domain, for e.g., @entrust.com. Once the base email domain is licensed, all associated email sub-domains will be covered, for e.g., @mkt-email.entrust.com and @ops-email.entrust.com

Logo formatting
Is your logo formatted for optimal display?

In order to fit in the avatar slot where your logo will appear alongside emails, your registered logo image should be prepared in SVG Tiny 1.2 format. Not sure how to do that? No worries, the Entrust team can help.

DMARC policy
Does your DMARC policy meet BIMI requirements?

To meet the requirements, your DMARC (Domain-based Message Authentication, Reporting, & Conformance) policy needs to be set to one of these:

- p=quarantine; pct=100
- p=reject, at any percentage

You can check your sending domain's DMARC policy record status using the BIMI tracker at bimiradar.com.

Questions?

The Entrust team can walk you through all the verification requirements once the basic requirements are met.

Visit entrust.com/vmc

Learn more at
entrust.com

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