

# SHOW YOUR REGISTERED LOGO ON EMAILS

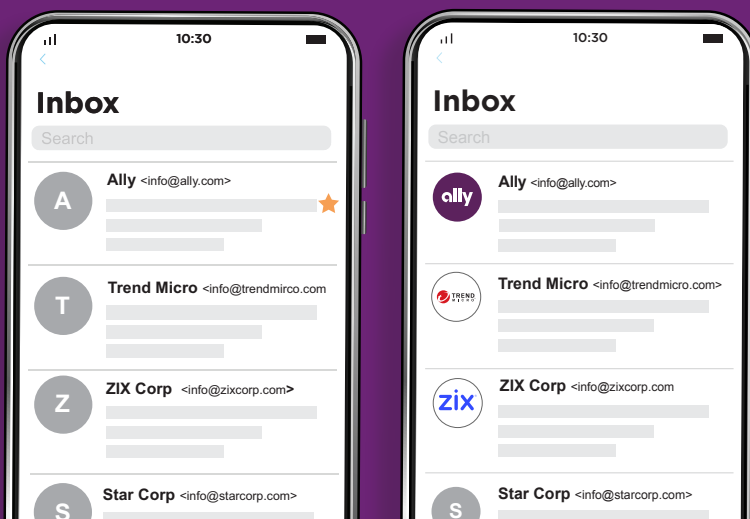
Get ready for Verified Mark Certificates (VMCs)

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

Email with VMC enabled



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

## HERE'S WHAT YOU'LL NEED

### 1 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.S. Patent & Trademark Office](#) 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.

### 2 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



### 3 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.

### 4 LOGO (Matched to Step 1)

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

