

SHOW YOUR REGISTERED LOGO ON EMAILS

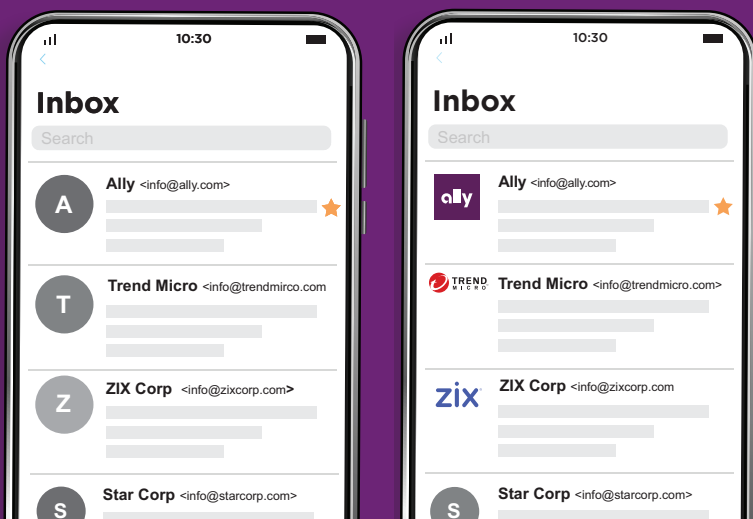
Get ready for Verified Mark Certificates (VMCs)

You'll soon be able to 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 so you have everything you need when it launches.

Email without VMC

Email with VMC enabled



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

HERE'S WHAT YOU'LL NEED TO BE READY ON LAUNCH DAY:

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.



ENTRUST

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 an VMC issued to your organization once they become generally available?

GET VMC READY