

Show Your Registered Logo On Emails & Get The Blue Checkmark In Gmail.

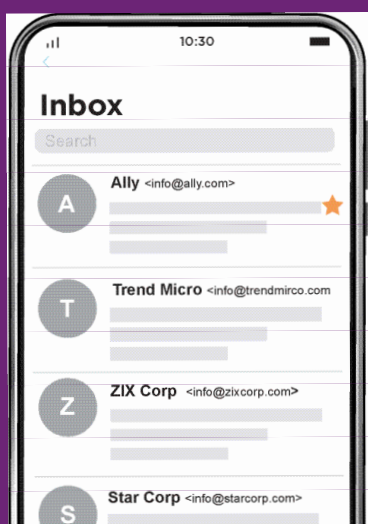
Get ready for Verified Mark Certificates (VMCs)

Grab your customer's attention using a VMC. VMCs use new technology to show your registered trademarked logo on email communications, bringing verification to outbound emails on applications that support it. With a VMC, you can now get the blue checkmark icon offered by Gmail to let your customers know that you own the domain and the logo displayed. Your customers can rest assured the email is from you.

Get set up now

Email without VMC

Email with VMC enabled



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



Entrust  <Entrust@entrust.com>
to David Smith ▼

The sender of this email has verified that they own [entrust.com](#) and the logo in the profile image. [Learn more](#)

Example of how the blue checkmark is displayed in Gmail.

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

AGARI **RED SIFT** **VALIMAIL** **validity**

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.



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