Entrust Verified Mark Certificate (VMC)

KEY BENEFITS

- Elevate email strategy
- Create a more personalized brand experience for email
- Increase brand impressions
- Cultivate immediate brand recognition
- Stand out in a crowded inbox
- Control the displayed logo
- Reduce email spoofing with DMARC technology

REQUIREMENTS

- Logo with a confirmed registered trademark
- DMARC, SPF, and DKIM technology with quarantine or reject policy
- High Assurance Verification

SUPPORTED MAILBOX PROVIDER

- Gmail

Show your registered logo on your emails

VMC is a new technology that enables you to verify your brand to display your registered logo alongside your outgoing emails. Recipients can see your brand logo assuring them that it's really from you, cultivating a more immersive email experience.

Control logo from sending domains

Gmail will start displaying your logo once the authenticated emails pass all of their other anti-abuse checks.

A certification authority will confirm that the logo submitted by the organization is a registered trademark. That's where Entrust comes in. We confirm that the logo that will be displayed in the email is a registered trademark* of the organization.

Request and manage VMCs in Entrust Certificate Services (ECS)

Customers can request verification for VMCs and manage their associated brand logos via ECS, our robust certificate management platform, making it easier to manage the end-to-end experience for multiple brands from a central platform.

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

Learn more at indusface.com

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Host authenticated VMC logos in ECS

Having your brand logo published to an Entrust hosted site streamlines VMC certificate management.

Hosted logos ease IT challenges by enabling marketing teams to change logos as often as needed without getting IT teams involved after a one-time setup in your company's DNS records:

- Logos can be updated in ECS, making it quicker to get VMCs configured and in-service
- No need for IT teams to update their DNS records every time a new logo is posted
- Makes VMC renewals a cinch

Leverage industry-leading technology

As the conceptualizer and primary developer of VMCs, Entrust has played a leading role in creating the VMC technical standards with Brand Indicators for Message Identification (BIMI) group, and issued the first VMC in August 2019.

How it works

VMCs only work with email applications that support it and brands that use DMARC (Domain-based Message Authentication, Reporting, and Conformance) with Quarantine or Reject policy, which is used to prevent email spoofing from the sending and receiving servers.

BIMI is a set of standards that controls the visual representation in the email. By adding BIMI instructions to your DNS record, your organization's logo is displayed on email communications that originate from your domain.

Email without VMC
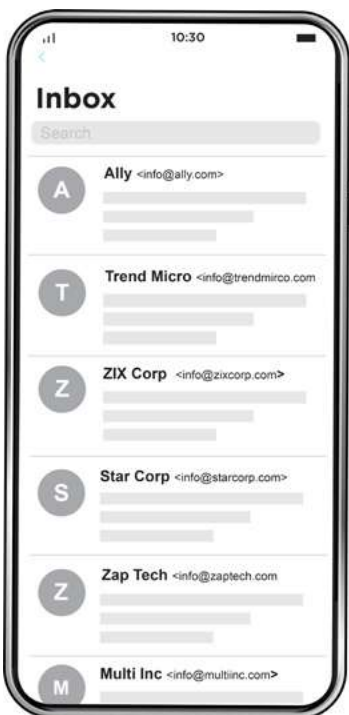
Email with VMC enabled
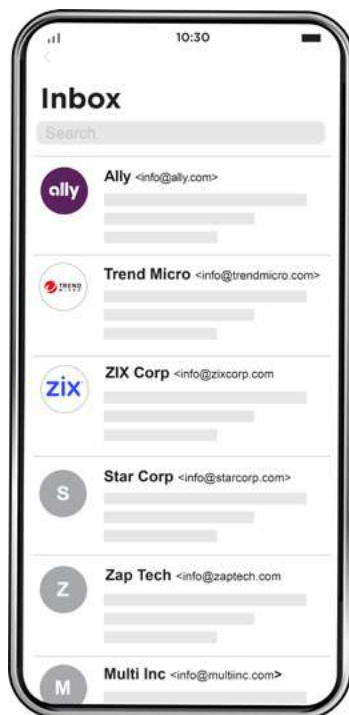
Example of how an organization's trademarked logo could display.

Make your emails more personal with a VMC from Entrust. Contact us at **jigar.shinde@indusface.com**

ABOUT INDUSFACE

Indusface is a leading application security SaaS company that secures critical Web, Mobile & API applications of 3000+ global customers using its award-winning fully managed platform that integrates a web application scanner, web application firewall, DDoS &, BOT Mitigation, CDN, and threat intelligence engine. The company has been funded by Tata Capital Growth Fund, is Great Place to Work certified, mentioned by analysts like Gartner, Forrester, etc in their reports, and has been the recipient of many awards such as the Economic Times Top 25, NASSCOM DSCI Top Security Company, Deloitte Asia Top 100 , and several other such prestigious recognitions.

Learn more at
indusface.com

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