

YOUR DIGICERT TLS/SSL MARKETING ENABLEMENT GUIDE

Q2 2023

YOUR DIGICERT PARTNER MARKETING ENABLEMENT GUIDE

This Partner Marketing Enablement Guide is designed to provide you with the proper messaging and relevant content to ensure you get the most from your DigiCert partnership. We hope this guide helps you become more successful with online selling and improves the value you receive as a trusted DigiCert partner.

Inside, you'll find:

- Copy blocks, messaging and positioning statements for various DigiCert brands and products.
- Top reasons to buy various brands and products.
- Logos for the various DigiCert brands and products.
- Product descriptions, feature comparisons and more.

This content is intended to serve as a starting point for your own creation of marketing materials. You may use the materials as they are or re-word them according to your liking to communicate with your audience in your voice. We don't require approval to repurpose this information, so please leverage the content as you see fit.

Feel free to include this content on your website, in your own marketing materials, email campaigns or anywhere else it might help you with more effective positioning and selling of the DigiCert family of brands.

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DIGITAL TRUST FOR THE REAL WORLD

DigiCert is a leading global provider of digital trust, enabling individuals, businesses, governments and consortia to engage online with the confidence that their footprint in the digital world is secure. DigiCert solutions provide organizations with centralized visibility and control over a broad range of digital trust needs, including securing websites, enterprise access and communication, software, identity, content and devices. DigiCert pairs our award-winning software with our industry leadership in standards, support and operations, making us the provider of choice for companies around the world who put trust to work.

INCREASE TRUST IN EVERY DIGITAL INTERACTION.

1



**WE TAKE CARE OF
OUR CUSTOMERS AND
OUR PARTNERS.**

2



**WE DO WHAT'S
RIGHT FOR DIGITAL
SECURITY.**

3



**WE INNOVATE
TO SOLVE
PROBLEMS.**

DESCRIBING DIGICERT

25 WORDS

DigiCert's suite of award-winning solutions enables organizations around the world to engage online knowing their footprint in the connected world is secured by digital trust.

50 WORDS

As a leading provider of digital trust for organizations around the globe, DigiCert offers a suite of award-winning solutions that enable individuals, businesses, governments and consortia to engage online with the confidence that their footprint in the digital world is secure.

100 WORDS

DigiCert has been a leading provider of digital trust for organizations around the globe for 20 years, reliably securing billions of transactions worth billions of dollars for the world's top companies every day. With an ever-growing suite of award-winning comprehensive solutions, DigiCert enables individuals, businesses, governments and consortia to engage online with the confidence that their footprint in the digital world is secure. Since its founding, DigiCert has remained steadfastly committed to doing what's right for the internet, putting people ahead of technology and searching for better solutions to tomorrow's most challenging problems.

DIGICERT LOGO

The DigiCert logo is available for download in .eps and .png format in all approved colors.



DigiCert blue
Pantone 3005 U
Hex #0174C3



White

LOGO SPACING AND SIZING

An important element of the DigiCert logo is the negative space around it. To determine the appropriate amount of space use the height of the “d” of the DigiCert logotype on all sides of the logo. The minimum size to print the logo is 1 1/4”.



LOGO SIZING FOR WEB

The minimum size to display the logo online is 20px x 85px with 15px padding. The logo below has been adjusted so that the ® is still readable at the smaller size.

INCORRECT LOGO USE

These examples demonstrate scenarios that should be avoided.



1. Changing the logo colors.



2. Placing the logo over images that make the it inaccessible.



3. Rotating or skewing the logo.

CO-BRANDING LOGO HORIZONTAL LOCKUP

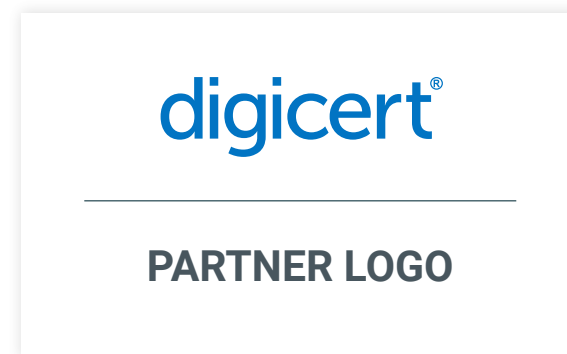
For authorized partners who would like to show the DigiCert logo horizontally next to their own, place the DigiCert logo, a 1px line and then the partner logo. To determine the appropriate amount of space between the logos and 1px line, use the height of the “d” of the DigiCert logotype.



Example

CO-BRANDING LOGO VERTICAL LOCKUP

For authorized partners who would like to show the DigiCert logo vertically next to their own, place the DigiCert logo, a 1px line and then the partner logo. To determine the appropriate amount of space between the logos and 1px line, use the height of the “d” of the DigiCert logotype. The partner logo should be center aligned and may extend past the DigiCert logo.



Example

PARTNER LOGO USE EXAMPLE

DIGICERT | MICROSOFT AZURE KEY VAULT INTEGRATION

Protect Data in the Cloud with Secure Key Management

Microsoft Azure Key Vault customers can now order SSL/TLS certificates directly from their account using the DigiCert REST API.

CertCentral®, DigiCert's certificate management platform, is now integrated with Azure Key Vault, allowing you to purchase certificates and securely store your private keys while enjoying the benefits of Key Vault's HSMs without the cost of on-premise hardware.

GETTING A DIGICERT CERTIFICATE THROUGH YOUR KEY VAULT ACCOUNT

```
graph TD
    subgraph LeftSide [ ]
        direction TB
        U1[1. User creates CertCentral API Key] --> KV1[Key Vault Customer]
        KV1 --> AV1[Azure Key Vault]
        U2[2. User inputs CertCentral API Key into Key Vault] --> AV1
    end
    KV1 <--> DC[DigiCert CertCentral]
    subgraph RightSide [ ]
        direction TB
        U3[3. User orders certificates] --> KV2[Key Vault Customer]
        KV2 --> AV2[Azure Key Vault]
        AV2 --> DC2[DigiCert CertCentral]
        DC2 --> AV2
        AV2 --> U6[6. Azure stores keys in Key Vault]
    end
```

How Private Key Management Benefits Our Customers

Our goal is to provide trusted connections and a more secure web. DigiCert worked with Azure Key Vault to help developers with a simplified workflow for purchasing and monitoring SSL/TLS certificates and safeguarding cryptographic keys.

digicert

PARTNER LOGO HERE

PARTNER LOGOS

There are two authorized logos available to DigiCert partners: a generic logo and a Certified Partner tiered option. Any partner may choose the generic option, and DigiCert Certified Partners may instead choose to depict the tier status of your partnership. Partner logos are available in .eps and .png formats in the partner portal asset library.

The logo consists of the word "digi" in a blue sans-serif font, followed by "cert" in a lighter blue sans-serif font, with a registered trademark symbol (®) to the upper right. Below this, the word "Partner" is written in a smaller, dark blue sans-serif font.

digicert®
Partner

Available to all partners

The logo consists of the word "digi" in a blue sans-serif font, followed by "cert" in a lighter blue sans-serif font, with a registered trademark symbol (®) to the upper right. Below this, the words "Partner" and "Platinum Elite" are stacked in a smaller, dark blue sans-serif font. The word "SAMPLE" is written in a light blue sans-serif font in the bottom left corner of the logo box.

digicert®
Partner
Platinum Elite
SAMPLE

Available to partners based on tiered status

WEBSITE TRUST SEALS

The “powered by DigiCert” website seal is an important visual indicator of a site’s trustworthiness. In fact, a recent Frost & Sullivan study found a site seal from a respected brand is one of two primary factors internet users of all experience levels take into account when judging a site’s legitimacy. Trust seal images for promotional use are available for download in all approved sizes in the partner portal asset library.

SUGGESTED LOGO + SEAL DISPLAY APPROACH

Some partners should lead with the DigiCert brand and follow it closely with the DigiCert Smart Seal. Many TLS/SSL customers look for site seals. In those cases, leading with the seal and following with the DigiCert brand is acceptable.



digiCert®

Lead with the brand
enabling the product



Follow with
the product

digiCert®
Partner

Use to validate your
partner status

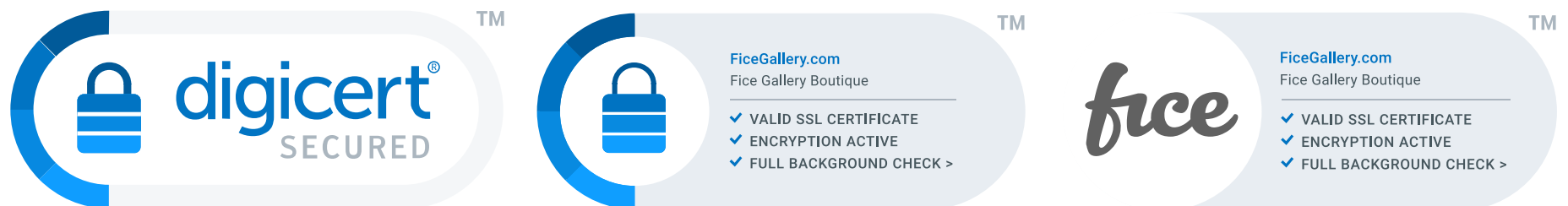
THE DIGICERT SMART SEAL

The DigiCert Smart Seal is the most innovative trust seal on the market, designed to quickly display your customer's identity has been verified at the highest level and that their TLS certificate is current. Your customers will also be able to display their verified logo inside the seal. In addition, the dynamic seal includes rollover data about the site owner. The Smart Seal is included with all Secure Site and Secure Site Pro certificates.

View the following videos to see the seal in action:

[Visual cues are the key to trust](#)

[Introducing the DigiCert Smart Seal – a better way to display website security](#)



TOP 5 REASONS TO USE THE DIGICERT SMART SEAL

1

INCREASE WEBSITE CONVERSIONS

Studies have shown that displaying a site seal on a webpage is effective at increasing conversions. A [recent study](#) shows sites that display site seals or trust marks perform 48% better than sites that don't, thus increasing conversion rates and increasing ROI.

2

DISPLAY TRUSTED AUTHENTICATION

Demonstrate that DigiCert, the world leader in high assurance TLS/SSL certificates has validated the site and is providing our industry-leading protection. It also verifies that an organization is properly securing its webpage and brand.

3

INTERACTIVE & ENGAGING

When users hover over the DigiCert Smart Seal, certificate information will be magnified through micro-interactions. The seal will also produce an information page when clicked on, with details including company name, address/location, date issued and level of encryption.

4

BOOST BRAND CREDIBILITY

Site seals help startups and growing businesses prove that they're an established and credible business. Established brands benefit too by aligning their brand with the leading TLS provider in the market, and further showing that the user is on the legitimate site.

5

INCREASE USER CONFIDENCE

The dynamic animation within the seal draws from real-time DigiCert certificate data and gives site visitors assurance that the website is proactively protecting their data. The DigiCert Smart Seal code will actively call back to DigiCert systems for updated information.

OUR IMPACT

Leading companies across all industries, including banking, e-commerce, technology, healthcare, manufacturing and more rely on DigiCert to provide scalable encryption and authentication for their most valuable online properties.

**THE #1 GLOBAL
TLS/SSL, IOT & PKI
SOLUTIONS PROVIDER**

DigiCert internal engineering analysis of OSCP verifications January 2019, Frost & Sullivan 2019, 451 Research

**SECURES MORE THAN 28
BILLION CONNECTIONS
EVERY DAY**

DigiCert internal engineering analysis of OSCP verifications January 2019, Frost & Sullivan 2019, 451 Research

**SERVES MORE THAN 180
COUNTRIES WORLDWIDE**

DigiCert internal customer data October 2017

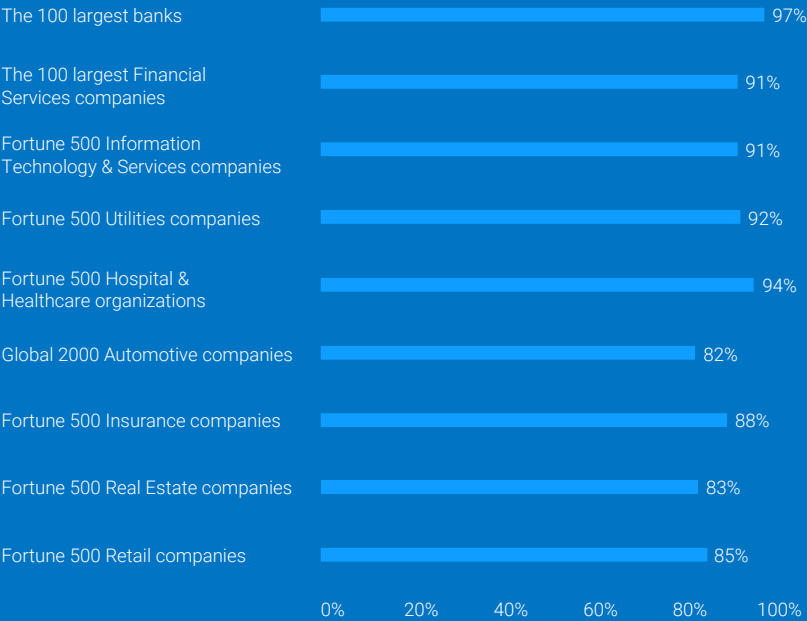
**ISSUED MORE THAN 2
BILLION CERTIFICATES
FOR IOT DEVICES**

DigiCert internal and external customer data June 2017

**PREFERRED BY 89% OF
THE FORTUNE 500**

Internal customer analysis, October 2017 against Fortune 500 2017 Publication

DIGITAL SECURITY FOR EVERY INDUSTRY



MOST INNOVATIVE TRUST MARK

The DigiCert Smart Seal works harder for your site to increase conversions.



TRUSTED BY THE WORLD'S TOP BRANDS



DIGICERT SECURE SITE CERTIFICATES

The industry's leading TLS/SSL certificate is now on trusted DigiCert roots. Whether you partner with us as a reseller, independent vendor or other technology provider, you can differentiate your offerings and build brand reputation with our Secure Site certificates. They include the patent-pending DigiCert® Smart Seal, the most advanced and adaptable symbol of trust online today, as well as priority validation to expedite your certificate issuance timelines.

COMPARE SECURE SITE CERTIFICATES

Custom certificate renewal and pricing based on order volume. Multi-domain and wildcard features are also available.

SECURE SITE OV

Security from
the world's most-
trusted roots

SECURE SITE EV

Highest
authentication
with browser-
visible security

SECURE SITE PRO SSL

Security for
hundreds
of domains

SECURE SITE PRO EV SSL

The highest
authentication for
all domains

TOP 5 REASONS TO CHOOSE DIGICERT SECURE SITE

1



MOST TRUSTED ROOTS

DigiCert is more than a certificate authority. We're a keeper of public trust on the internet, securing 89% of Fortune 500 companies, 97 of the top 100 banks and 87% of encrypted e-commerce transactions globally.

2



HIGHEST LEVEL OF AUTHENTICATION

With DigiCert Secure Site, you and your customers are assured the highest level of authentication, which means the highest level of consumer confidence in your website and

3



DIGICERT SMART SEAL FOR ENGAGING TRUST

This dynamically designed seal allows users to quickly display their company has been verified at the highest level to improve conversion rates for DigiCert Secure Site Pro customers. The DigiCert Smart Seal gives users confidence to proceed with engagement on your site.

4



INDUSTRY-LEADING MANAGEMENT CONSOLE

The best certificate demands the best platform. With enterprise-grade tools designed for automation and ease of use, the DigiCert CertCentral Partner Platform simplifies certificate management from issuance to renewal.

5



PRIORITY VALIDATION, PRIORITY SUPPORT

Not only do DigiCert Secure Site customers get exclusive access to the fastest, most painless validation experience available, they get priority support with a concierge phone line and 24/7/365 email and live chat.

DIGICERT BASIC CERTIFICATES

DigiCert Basic certificates include a range of TLS/SSL offerings, all backed by our trusted roots and award-winning customer support. We make it easy to grow your business with the secure, automated and customizable solutions your customers want. In addition to the industry's strongest encryption, we also deliver the fastest issuance and load times with access to free tools and platforms that simplify certificate management.

COMPARE BASIC CERTIFICATES

Automatic, rule-based provisioning and issuance using your preferred protocol. Multi-domain and wildcard features are also available.

BASIC OV

Compatible with
all major browsers
and mobile devices

BASIC EV

Manual validation
with browser-
visible security

TOP 5 REASONS TO CHOOSE DIGICERT BASIC CERTS

1



STRONGEST ENCRYPTION

Thanks to one of the oldest root certificates in the industry, every TLS/SSL certificate issued by DigiCert is trusted by all major browsers, mail systems, operating systems and mobile devices.

2



THE COST & CONVENIENCE CUSTOMERS WANT

With a suite of certificates to meet every need, DigiCert Basic gives businesses of every size and type the ability to protect customer data and establish online trust.

3



FASTEST ISSUANCE & LOAD TIMES

Our validation experts issue certificates within a few hours and our OCSP times are up to 8x faster than competitors, making DigiCert the fastest TLS/SSL in the industry.

4



A BETTER WAY TO MANAGE CERTIFICATES

Through the DigiCert CertCentral Partner Platform, we offer free tools to streamline and simplify certificate management, so you can track your entire certificate landscape in a single screen.

5



AWARD-WINNING CUSTOMER SUPPORT

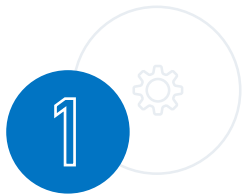
DigiCert has three times as many five-star support ratings as any other certificate authority. We never stop looking for ways to make security simpler for our customers.

MULTI-YEAR PLAN TLS/SSL CERTIFICATES

DigiCert offers Multi-year Plans that allow customers to lock in a great price with longer coverage terms while helping them simplify certificate management as certificate lifetimes decrease. They are a time-efficient and cost-effective way to improve security by reducing the risk of certificate outages and the hassle of managing shorter certificate lifecycles.

Available for all flex products including all DigiCert, Thawte and Geo Trust branded certificates.

TOP REASONS TO ENCOURAGE CUSTOMERS TO USE THE DIGICERT MULTI-YEAR PLAN



STREAMLINED

Remove the hassle of annual billing by taking advantage of the DigiCert Multi-year Plan.



CUSTOMIZABLE

Secure your site with coverage for longer periods of time, or as little as seven days at a time, with unlimited reissuances during the service period.



SECURE

The Multi-year Plan allows you to embrace the best practice of shorter TLS certificate lifecycles by minimizing the risk of compromised certificates and changing out weak keys regularly, thus improving the security posture of your web pages.



FUTURE-PROOF

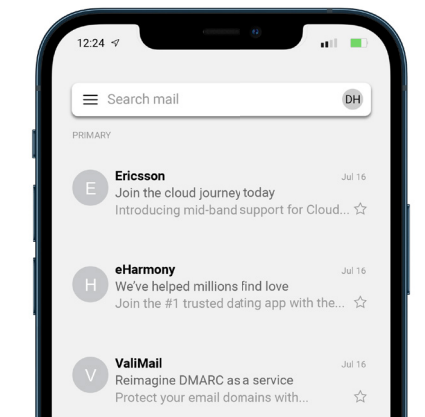
By taking advantage of Multi-year Plan options you also protect yourself from further reduction to certificate lifecycles imposed by the industry.

VERIFIED MARK CERTIFICATES

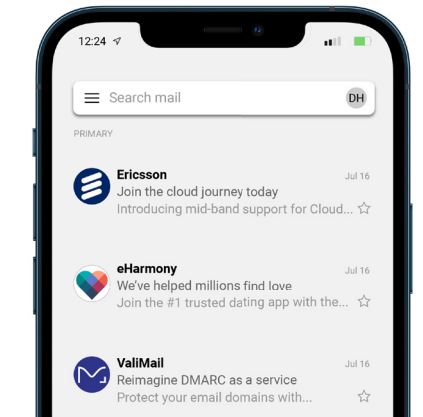
Verified Mark Certificates, also known as VMCs, are a new certificate product that enable your customers to increase email engagement, open rates and brand recognition. VMCs are part of the Brand Indicators for Message Identification (BIMI) project and display an organization's verified logo in the inbox when a DMARC enforced email is verified by Gmail and other leading email providers.

Displaying a company's logo not only increases email engagement but provides a visual signal that an email is verified. Along with DMARC, emails with VMC can reduce incidents of phishing and spoofing that impact customer satisfaction and devalue a brand.

WITHOUT VMC



WITH VMC



TOP 5 REASONS TO BUY A VMC

1



INCREASED EMAIL ENGAGEMENT

Displaying a logo in the inbox improves email engagement by 10%. (Verizon study)

2



GREATER SECURITY

Protect your brand and customers from identity-targeted attacks through DMARC compliance.

3



INCREASED BRAND IMPRESSIONS

Customers will repeatedly see your logo in emails.

4



STAND OUT FROM THE CLUTTER

Enable your email to stand out from the pack.

5

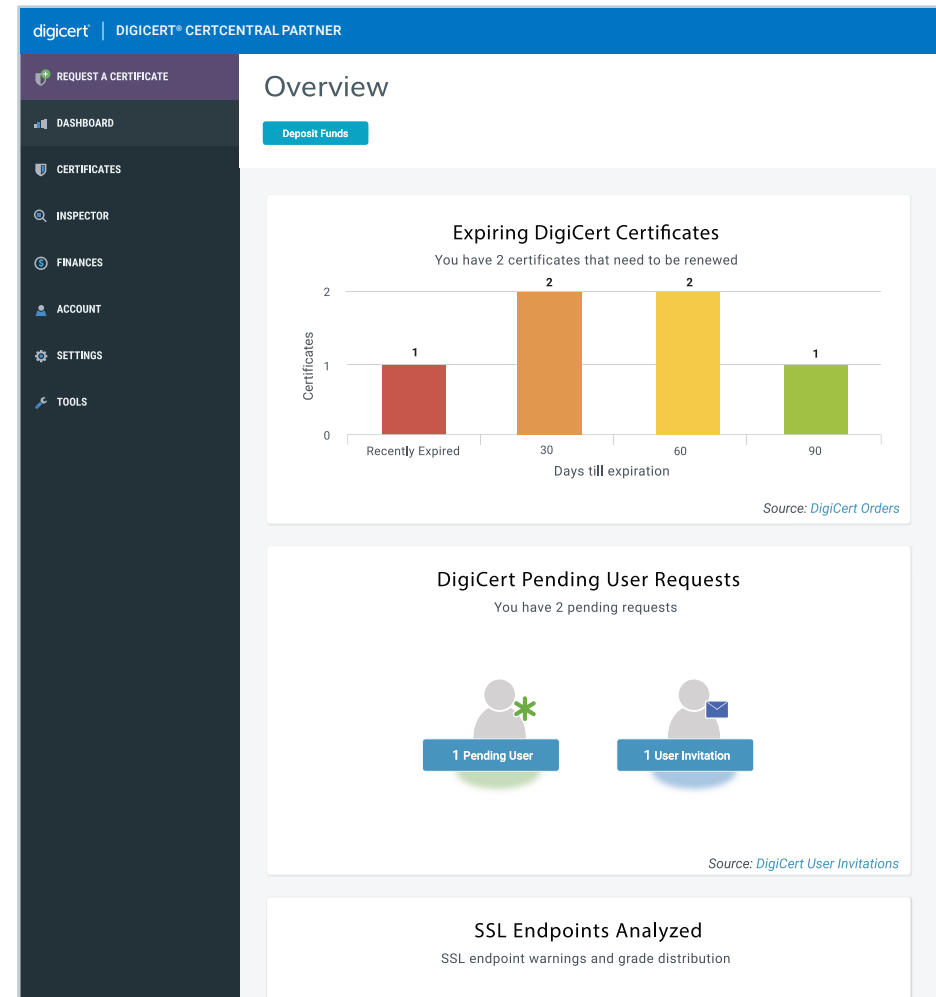


DELIVER AN AUTHENTIC EXPERIENCE

Customers get a recognizable and unified brand experience from email to conversion.

DIGICERT CERTCENTRAL PARTNER PLATFORM

With the DigiCert® CertCentral platform, you get the remote monitoring capabilities you need to grow your business and effectively manage your customers' networks at scale. DigiCert CertCentral is highly customizable and allows you to provide TLS/SSL security solutions with automation tools to manage every phase in the certificate lifecycle. Our product integration gives you power to order and manage certificates on behalf of your clients via APIs. We offer expert consulting, 24/7/365 support and discounted pricing for high-volume orders.



ACME

BODY OPTIONS

50 WORDS

With ACME + DigiCert, you can automate deployment using virtually any client and any server type, any way you prefer. That means less time spent completing tedious manual tasks—or worse, putting out fires. With DigiCert, you use ACME protocol to automate deployment of OV and EV certificates with custom validity periods. The benefits just keep adding up.

100 WORDS

The Automatic Certificate Management Environment (ACME) protocol allows you to automate certificate provisioning, installation, renewal and more. With ACME + DigiCert, you can use virtually any client and any server type, any way you prefer. That means less time spent completing tedious manual tasks—or worse, putting out fires. ACME protocol makes it much faster and easier to resolve issues like Heartbleed or the more recent underscore compliance issue. With DigiCert, you can even use ACME protocol to automate deployment of high-assurance OV and EV certificates with custom validity periods. The benefits just keep adding up.

SOCIAL MEDIA FAQs

According to research, approximately 90% of consumers reach out to brands on social media. So your Twitter or LinkedIn page could be the ideal place to connect with customers and share about brands you carry. As such, we're providing some common questions and answers as a starting place for conversation about DigiCert and DigiCert products. If a longer conversation is needed, it's usually best to move to a phone call or email.

1

Q: Who is DigiCert?

A: DigiCert is the world's leading provider of TLS/SSL and PKI that provides identity, authentication, and encryption solutions for the web and the Internet of Things (IoT). We are also expanding our solutions to related fields, like security for blockchain via our DigiCert Labs research & development efforts.

2

Q: What is a TLS/SSL certificate?

A: SSL stands for Secure Sockets Layer and, in short, it's the standard technology for keeping an internet connection secure and safeguards any sensitive data being sent between two systems, preventing others from reading and modifying any information transferred, including potential personal details. TLS (Transport Layer Security) is an updated, more secure, version of SSL.

3

Q: What type of certificates do you sell?

A: We sell Business and Basic TLS/SSL Certificates, as well as Code Signing, Document Signing, Device, and S/MIME certificates. Our certificates are used across all industries and use cases. In addition to certificates, we offer PKI and IoT security solutions and the industry-leading certificate management platform.

4

Q: Do you sell to SMBs?

A: Yes, we offer a full range of solutions to meet every business' need—from small shops to global brands.

5

Q: Why should I pay for a certificate when I can get one for free?

A: Free TLS/SSL certificates are limited to domain validation (DV) only. They generally provide enough protection for basic blogging websites, but for sites involving financial or other sensitive data, this basic level of authentication does not provide a high enough level of security. Organization validation (OV) and extended validation (EV) certificates are issued through a much more rigorous validation process, resulting in a much higher degree of digital trust. DV certificates also require much more frequent renewals and provide lower levels of support to buyers, making them easier to acquire initially but more difficult to rely on as a long-term certificate solution.

6

Q: What's the difference between DV, OV and EV certificates?

A: Every TLS/SSL certificate type signals the level of organization identity you've attached to your certificate, with DV being the lowest standard and EV the highest. The validation process for DV certificates involves verification that the buyer controls the domain or URL. For both OV and EV certificates, the CA must verify not just the domain owner, but several other details related to the affiliated business.

PARTNER POWERED BY BRANDS

WHAT DOES IT MEAN TO BE POWERED BY DIGICERT?

Powered by DigiCert represents our dedication to providing a strong backbone of trust for the best digital security properties in the industry. Think of it as our version of Intel's "Intel Inside." It's a bold, clear recognizable statement of quality and trust that will play a large part in pushing our brand forward.

GEOTRUST LOGO

Download the GeoTrust powered by DigiCert logo in all available formats and approved colors from the [partner portal asset library](#).



WEBSITE TRUST SEALS

The “powered by DigiCert” website seal is an important visual indicator of a site’s trustworthiness. In fact, a recent Frost & Sullivan study found a site seal from a respected brand is one of two primary factors internet users of all experience levels take into account when judging a site’s legitimacy.



GEOTRUST COLORS

GeoTrust’s brand uses the following colors. The respective size of each color in the graphic below represents how often an individual color should be used in proportion to the others.



	GeoTrust Orange	Hex #F37121	R: 243 G: 113 B: 33	C: 5 M: 55 Y: 83 K: 0
	Blue	Hex #0174C3	R: 1 G: 116 B: 195	C: 86 M: 51 Y: 0 K: 0
	White	Hex #FFFFFF	R: 255 G: 255 B: 225	C: 0 M: 0 Y: 0 K: 0
	GeoTrust Gray	Hex #5E6C75	R: 94 G: 108 B: 117	C: 59 M: 51 Y: 39 K: 19

TOP 5 REASONS TO CHOOSE GEOTRUST

1



IT'S FAST, SIMPLE AND CONVENIENT

Our optimized systems and processes make it quick and easy to buy, install, use, manage and renew your certificates—no matter how many you need.

2



GET BETTER SECURITY AT THE BEST VALUE

We offer a full range of 256-bit encryption TLS/SSL products to customers around the globe at the lowest possible cost, including EV, OV, DV, Wildcard and SAN SSL certificates. Even better, our solutions support virtually every browser and popular mobile device.

3



WE ONLY PRACTICE BEST PRACTICE

Integrity is the core of trust and the foundation of our brand. Not only are our internal data systems PCI security compliant, but our business practices are WebTrust certified for:

- Security
- Availability
- Processing integrity
- Confidentiality
- Privacy

4



WE'RE HERE TO HELP

Your security is our top priority, which is why we offer top-notch support. If you need help with one of our products, you'll always talk to a trained security expert.

5



REPUTATION MATTERS

GeoTrust is an established, well-respected security brand, now powered by DigiCert—the most trusted certificate authority in the industry.

HEADLINES

GeoTrust – Cost-effective security you can trust

Established. Respected. Secure.

Enterprise-level security for everyone.

Trust. Now powered by DigiCert.

Trusted by businesses large and small.

BODY

With more than 100,000 customers in over 150 countries, there's a good reason businesses around the world trust GeoTrust for TLS/SSL security solutions. GeoTrust delivers TLS/SSL security solutions to companies of all sizes at a great value. Its wide range of digital certificates allow companies to cost-effectively maximize security while also aligning themselves with a highly-trusted web security brand powered by the industry's most trusted roots.

BODY OPTIONS

25 WORDS

With more than 100,000 customers in over 150 countries, GeoTrust delivers TLS/SSL security solutions at the right price for a company of any size.

50 WORDS

With more than 100,000 customers in over 150 countries, GeoTrust delivers TLS/SSL security solutions at the right value for companies of all sizes. Its wide range of digital certificates allow companies to costeffectively maximize their website security while aligning themselves with a highly-trusted and respected digital security brand.

100 WORDS

In today's digital economy, every company needs web security they can trust. With more than 100,000 customers in over 150 countries, there's good reason businesses around the world choose GeoTrust for TLS/SSL security solutions. Since 2001, GeoTrust has delivered quality certificates to organizations of all sizes—from enterprise to single-site small business—at the right value to meet any budget. The wide range of authentication levels offered by GeoTrust allow companies to cost-effectively meet their specific security needs across virtually every major browser and mobile device, while also aligning themselves with a respected digital security brand powered by DigiCert, the industry's most trusted certificate authority.

THAWTE LOGO

Download the Thawte powered by DigiCert logo in all available formats and approved colors from the [partner portal asset library](#).



WEBSITE TRUST SEALS

The Thawte website trust seal, powered by DigiCert, can be displayed on your website and/or payment pages to reassure visitors that your website is legitimate. As if the reputation of Thawte wasn't enough, you get the added brand recognition of the largest CA in the world.



THAWTE COLORS

Thawte’s brand uses the following colors. The respective size of each color in the graphic below represents how often an individual color should be used in proportion to the others.



	Thawte Blue	Hex #015A99	R: 1 G: 90 B: 153	C: 94 M: 44 Y: 9 K: 2
	Red	Hex #DB0025	R: 219 G: 0 B: 37	C: 11 M: 93 Y: 72 K: 2
	Gray	Hex #707E86	R: 112 G: 126 B: 134	C: 51 M: 42 Y: 45 K: 7
	Blue	Hex #0174C3	R: 1 G: 116 B: 195	C: 86 M: 51 Y: 0 K: 0

TOP 5 REASONS TO CHOOSE THAWTE

1

1 GLOBALLY RECOGNIZED, LOCALLY DELIVERED

As the first international certificate authority, Thawte provides a range of TLS/SSL certificates to customers in more than 240 countries. Our site seal, available in 18 languages, provides visual proof that your site is secure—everywhere.

2

2 POWERED BY DIGICERT

In 2018, DigiCert invested more into its business—including building a modern, world-class infrastructure—than what we believe to be the total revenue of its nearest competitor.

3

3 BACKED BY OUR TRACK RECORD

For nearly 25 years, Thawte has been providing customers with TLS/SSL and code signing certificates so they can maintain the public's trust—and always stay on track.

4

4 CUSTOMER-DRIVEN SINCE DAY ONE

Thawte started as an open-source project. That same generous spirit drives the way we work with our customers today. Our award-winning customer support, available in multiple languages, is proof.

5

5 NO-COMPROMISE SECURITY

Thawte delivers the most intuitive certificate management tools with virtually 100% uptime. When it comes to security, you shouldn't have to settle.

HEADLINES

Globally recognized, locally delivered

240 countries. 18 languages. One leader.

The world's first international CA

The world's first international CA, powered by DigiCert.

The world's first international CA. The Internet's first choice.

BODY

As the first international certificate authority, founded in 1995, Thawte Powered by DigiCert provides a range of TLS/SSL certificates to customers in more than 240 countries. Our site seal, available in 18 languages, provides visual proof that your site is secure—everywhere. Thawte runs on DigiCert's hyperconverged network with the highest levels of throughput, reliability and speed. DigiCert has invested more in its infrastructure than any other certificate authority in the world and is powered by the industry's most trusted roots.

BODY OPTIONS

25 WORDS

For nearly 25 years, Thawte has been providing a range of TLS/SSL certificates to customers in more than 240 countries—powered by the industry's most trusted roots.

50 WORDS

For nearly 25 years, Thawte has been providing a range of TLS/SSL certificates to customers in more than 240 countries. Our site seal, available in 18 languages, provides visual proof that your site is secure—everywhere. Thawte delivers intuitive certificate management tools and virtually 100% uptime, powered by trusted DigiCert roots.

100 WORDS

As the first international certificate authority, Thawte has been providing a range of TLS/SSL certificates to customers in more than 240 countries, for nearly 25 years. Our site seal, available in 18 languages, provides visual proof that your site is secure—everywhere. Started as an open-source project, Thawte has been customer-focused since the beginning. This mindset is the source of our award-winning customer support. Thawte runs on DigiCert's hyperconverged infrastructure with the highest levels of throughput, reliability and speed. DigiCert has invested more in its infrastructure than any other certificate authority in the world, providing the industry's most trusted roots.

RAPIDSSL LOGO

Download the RapidSSL logo in all available formats and approved colors from the partner portal asset library.



WEBSITE TRUST SEALS

The RapidSSL website trust seal, powered by DigiCert, can be displayed on your website and/or payment pages to reassure visitors that your website is legitimate. As if the speed and affordability of RapidSSL wasn't enough, you get the added brand recognition of the largest CA in the world.



RAPIDSSL COLORS

RapidSSL’s brand uses the following colors. The respective size of each color in the graphic below represents how often an individual color should be used in proportion to the others.



	Green	Hex #74CD71	R: 116 G: 205 B: 113	C: 55 M: 0 Y: 75 K: 0
	Blue	Hex #023554	R: 2 G: 53 B: 84	C: 100 M: 78 Y: 42 K: 36
	Black	Hex #000000	R: 0 G: 0 B: 0	C: 0 M: 0 Y: 0 K: 100
	Gray	Hex #48565E	R: 72 G: 86 B: 94	C: 73 M: 56 Y: 49 K: 27

TOP 5 REASONS TO CHOOSE RAPIDSSL

1

FASTER

When you need a certificate, you shouldn't have to wait for hours. With RapidSSL's fully-automated purchase process, you have your TLS/SSL certificate issued in a matter of minutes.

2

MORE AFFORDABLE

TLS/SSL certificates can be surprisingly expensive. With RapidSSL, you get a low-cost certificate from a highly respected certificate authority.

3

POWERED BY DIGICERT

Rapid runs on DigiCert's hyperconverged network with the highest levels of throughput, reliability and speed. DigiCert has invested more in its infrastructure than any other certificate authority in the world.

4

BACKED BY OUR TRACK RECORD

For more than a decade, RapidSSL has been providing customers with TLS/SSL and code signing certificates so they can maintain the public's trust—and always stay on track.

5

EASY TO INSTALL

RapidSSL offers 24/7/365 web support and step-by-step documentation so you can complete the process without any problems.

BODY OPTIONS

25 WORDS

RapidSSL is a faster, more affordable TLS/SSL option. With our fully-automated validation process, you get your certificate issued in minutes, not hours.

50 WORDS

RapidSSL is a faster, more affordable TLS/SSL option. With our fully-automated validation process, you get your certificate issued in minutes, not hours. With RapidSSL, you know what you're getting: a low-cost certificate from a highly respected certificate authority. And we're powered by DigiCert's modern infrastructure.

100 WORDS

RapidSSL is a faster, more affordable TLS/SSL option. With our fully-automated validation process, you get your certificate issued in minutes, not hours. With RapidSSL, you know what you're getting: a low-cost certificate from a highly respected certificate authority. And we're powered by DigiCert's modern infrastructure. In 2018, DigiCert invested more into its business—including building a modern, world-class infrastructure—than what we believe to be the total revenue of its nearest competitor. This investment is leading the industry forward with innovation that will support our customers' and partners' needs now and well into the future.

For more information, contact your account manager
or email partnermarketing@digicert.com.

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