

Verified Mark Certificate checklist

A step-by-step guide to obtaining and launching your VMC.

1

DMARC Compliance

Prerequisite: Domain DNS access

These records prove your domain can send authenticated email, a mandatory foundation before BIMl and VMC can work.

ACTION

Configure SPF and DKIM, publish DMARC policy

OUTCOME

Domain authenticated and eligible for VMC

Weeks to months (depending on org size)

2

Trademarked Logo

Prerequisite: Registered trademark in a recognized trademark office (or government mark with enabling legislation)

Only registered trademarks qualify. The logo must be in strict SVG format to ensure compatibility with email clients.

ACTION

Prepare logo in SVG Tiny 1.2 / SVG-P/S format

OUTCOME

Logo validated and accepted for certificate

Days to weeks (depends on trademark status)

3

Certificate request

Prerequisite: Active DigiCert CertCentral account

Your CertCentral account is the hub for ordering, uploading, and tracking validation progress.

ACTION

Submit VMC order, upload logo, provide trademark docs

OUTCOME

DigiCert begins validation process

Immediate submission

4

Identity validation

Prerequisite: Verified contact available

Identity checks mirror Extended Validation TLS/SSL processes, ensuring only legitimate organizations display logos in inboxes.

ACTION

DigiCert performs EV-style checks to confirm organization and applicant identity. Depending on circumstances, additional verification steps may include review of government-issued ID, notarized documentation, and/or live video verification.

OUTCOME

Organization and applicant identity confirmed

3-10 business days

5 Certificate issuance

Prerequisite: All validations complete

Once validation clears, DigiCert delivers the certificate and logo files needed for BIMi setup.

ACTION

DigiCert issues VMC (PEM file + validated SVG)

OUTCOME

Certificate ready for hosting

Same day to 2 business days after validation

6 File hosting

Prerequisite: Issued PEM + SVG

Hosting ensures your logo and certificate are accessible via secure URLs referenced in DNS.

ACTION

Host files on HTTPS server or let DigiCert host

OUTCOME

Public URLs generated for DNS records

Same day setup

7 BIMi DNS record

Prerequisite: Hosted file URLs

The BIMi TXT record ties your logo and certificate to your domain, enabling inbox display.

ACTION

Create TXT record: v=BIMi1; l=[logo URL];
a=[certificate URL]

OUTCOME

Logo linked to domain

Same day setup

8 DNS propagation

Prerequisite: BIMi record saved

DNS changes take time to spread; once propagated, logos start showing in compatible inboxes.

ACTION

Wait for DNS propagation

OUTCOME

Logo begins appearing in supported email clients

Up to 48 hours

9 Troubleshooting

Prerequisite: Logo not displaying

Troubleshooting usually involves fixing record syntax, ensuring DMARC is enforced, or correcting file mismatches.

ACTION

Verify BIMi TXT record syntax, DMARC policy, file match

OUTCOME

Corrected setup ensures inbox logo display

Variable (depends on issue)