

HOW DO YOU QUALIFY FOR A VERIFIED MARK CERTIFICATE?

Before you can qualify for a Verified Mark Certificate, your organization needs to meet several key requirements to validate your domain and brand identity.

01

Implement DMARC standards for your organization.

Departments to involve: IT

Domain-based Message Authentication, Reporting and Conformance (DMARC) is an email authentication, policy and reporting protocol that makes it harder for bad actors to spoof your brand, and gives you more visibility and control over emails sent and received by your domain.

[Check your DMARC status here.](#)

[Download DigiCert's step-by-step DMARC guide.](#)

02

Trademark your logo.

Departments to involve: Legal, Marketing

To qualify for a VMC, your logo must legally be trademarked with the appropriate office for your geographic region.

03

Convert your logo file to the .SVG format.

Departments to involve: Marketing

[How to properly format your logo for VMC.](#)

04

Purchase a VMC.

Departments to involve: IT

Have more than one domain or logo?

[Here's how many VMCs you'll need.](#)

05

Install your VMC.

Departments to involve: IT

Before you install your VMC, you'll need to add your SVG logo file as well as the PEM file we give you to a public server, and update your BIM record. [Here's how.](#)