

# **Empowering Trust in Emails:**

## **Verified Mark Certificates**





**Ho Shu Heng, SSCP, Security+**  
Sales Engineer, APAC  
GlobalSign

# GlobalSign at a Glance

Founded in 1996 –Certified in 4 ISO Certifications



# Who is GlobalSign?

## We Help Organizations Secure:



**Websites**  
(SSL/TLS)



**Identities**  
(users, devices, apps,  
documents)



**IoT**  
(device authentication)



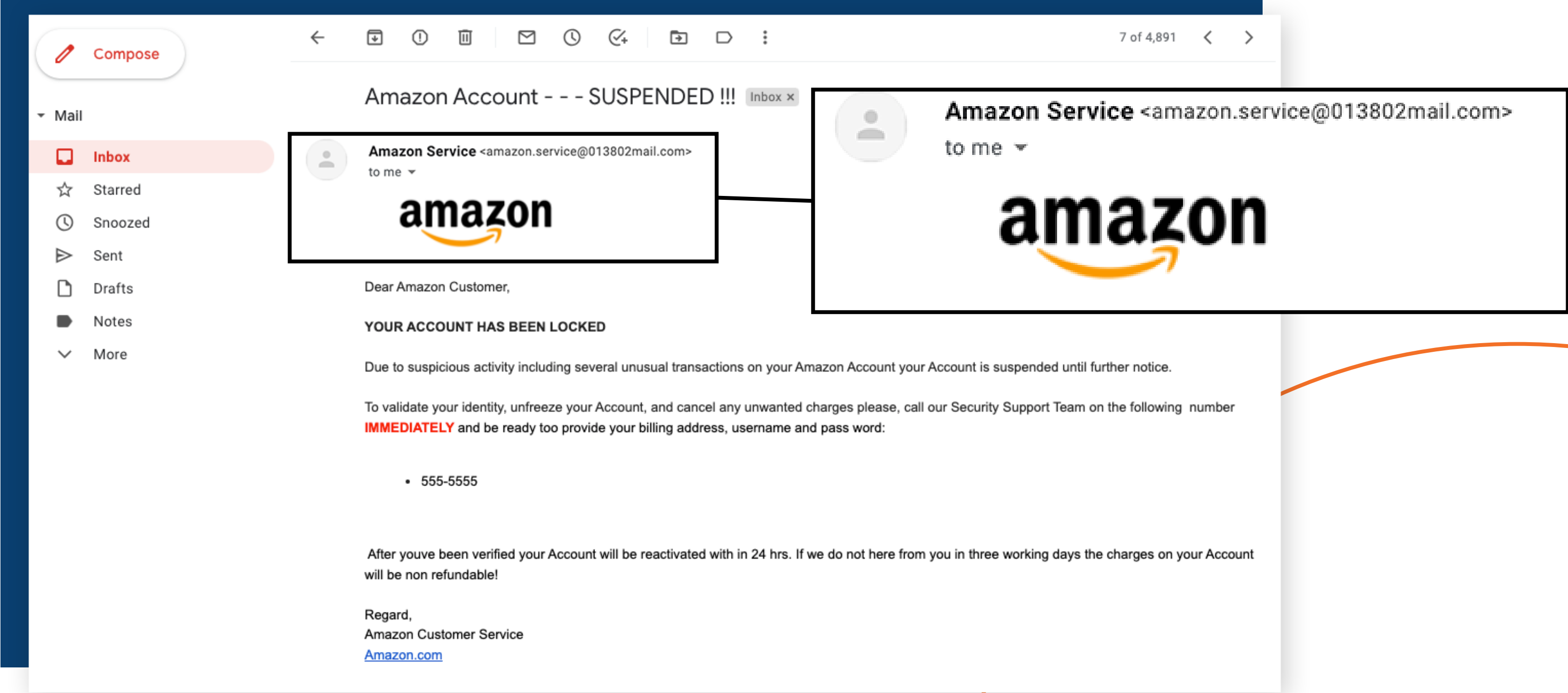
**Email Communications**  
(S/MIME, VMC)



**Code and software**  
(Codesign)



# Can you spot anything suspicious?



# 2024 Scam attempts in S.E.A

Here’s an estimate number of financial/phishing email scam attempts in 2024 across Southeast Asia, based on Kaspersky’s data and coverage.

	H1 2024 Attempts (Jan–Jun)	Full-Year 2024
	141,258	~247,560
	48,439	~85,908
	40,102	~59,560

# Which one looks more trustworthy?

**Elon Musk**

@elonmusk

July 14, 2025

Just taught my dog to open the fridge. Now I'm the one getting barked at when we run out of cheese.

💡 Time to invent a self-restocking fridge?

[#AI](#) [#DogTech](#) [#TeslaLife](#)



**Elon Musk** ✓

@elonmusk

Am considering taking Tesla private at \$420. Funding secured.

11:48 AM · Aug 7, 2018 · Twitter for iPhone

**14.4K** Retweets   **7,133** Quote Tweets   **84K** Likes





# Why Should You Care?

- Everyone gets hundreds of emails.
- But **not all of them** are trustworthy.
- What if your customers could instantly recognize **your brand with a logo and blue checkmark?**

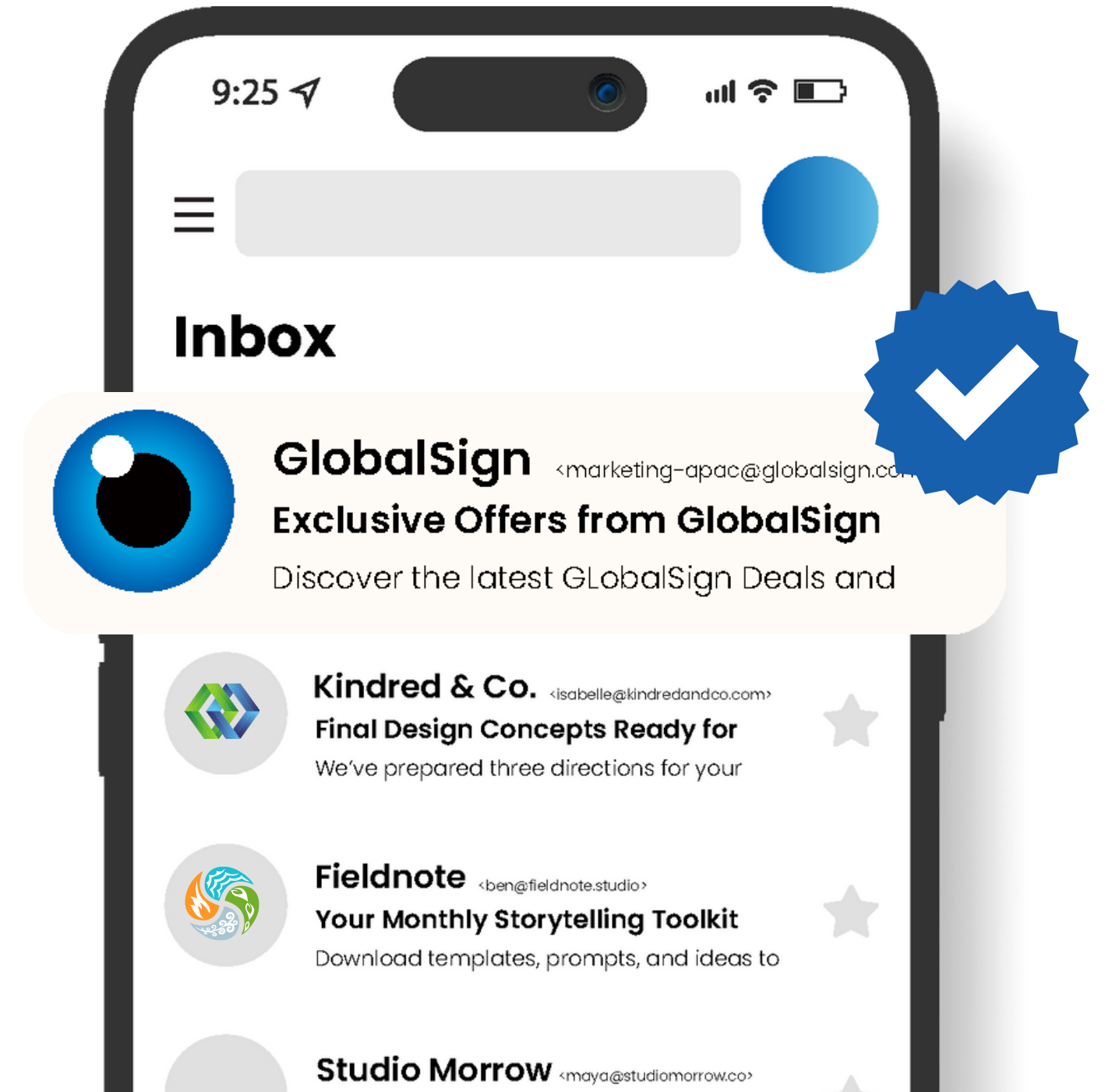




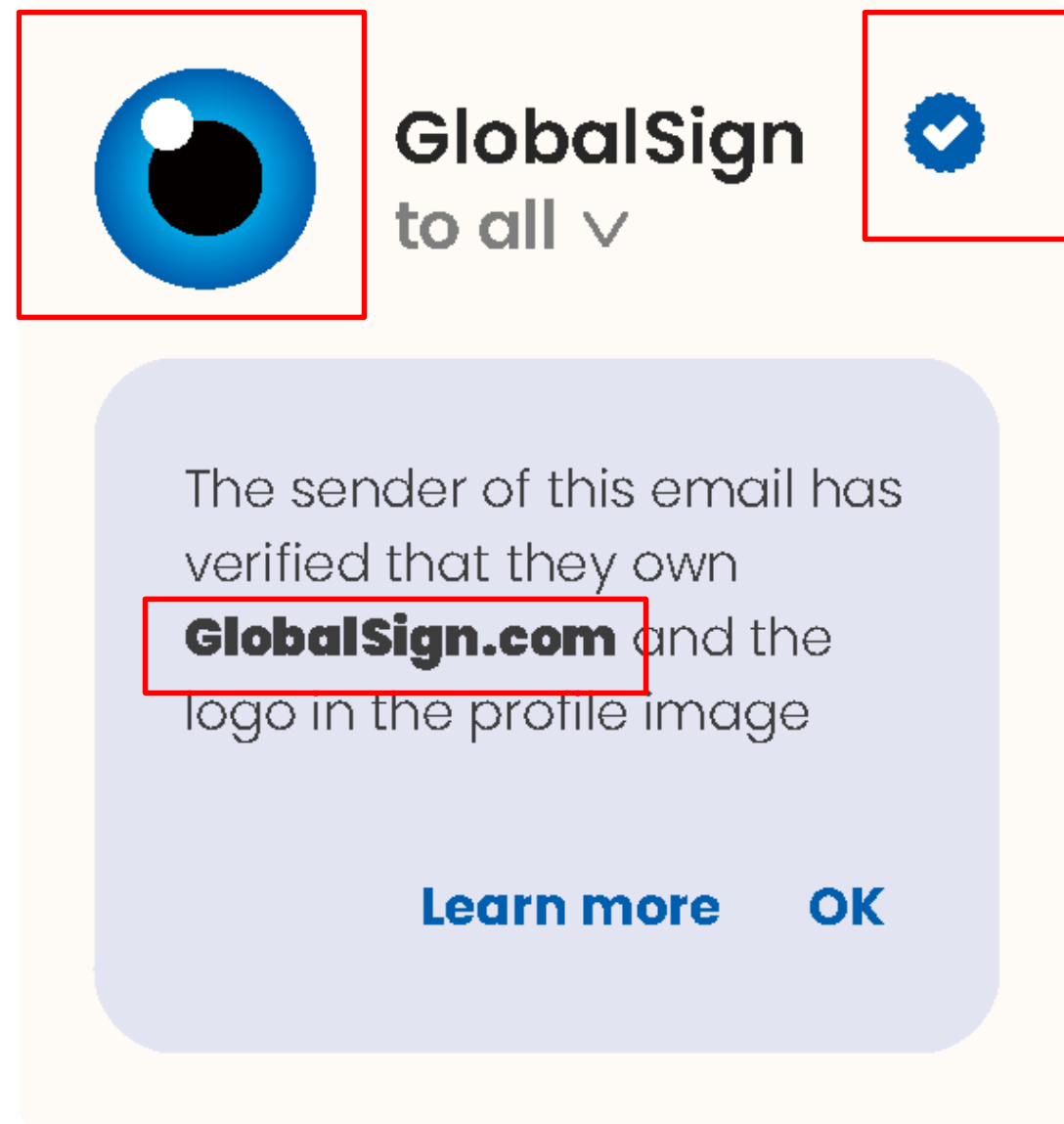
# Verified Mark Certificate (VMC)

A **Verified Mark Certificate (VMC)** is a digital certificate issued by a trusted Certificate Authority (CA) that confirms an organization has been authenticated and owns the trademark rights to a specific brand logo.

Once issued, this certificate allows the organization to display its verified logo next to its email messages in supported email clients (like Gmail or Apple Mail), typically as part of the **Brand Indicators for Message Identification (BIMI)** standard.



# Identifying a VMC





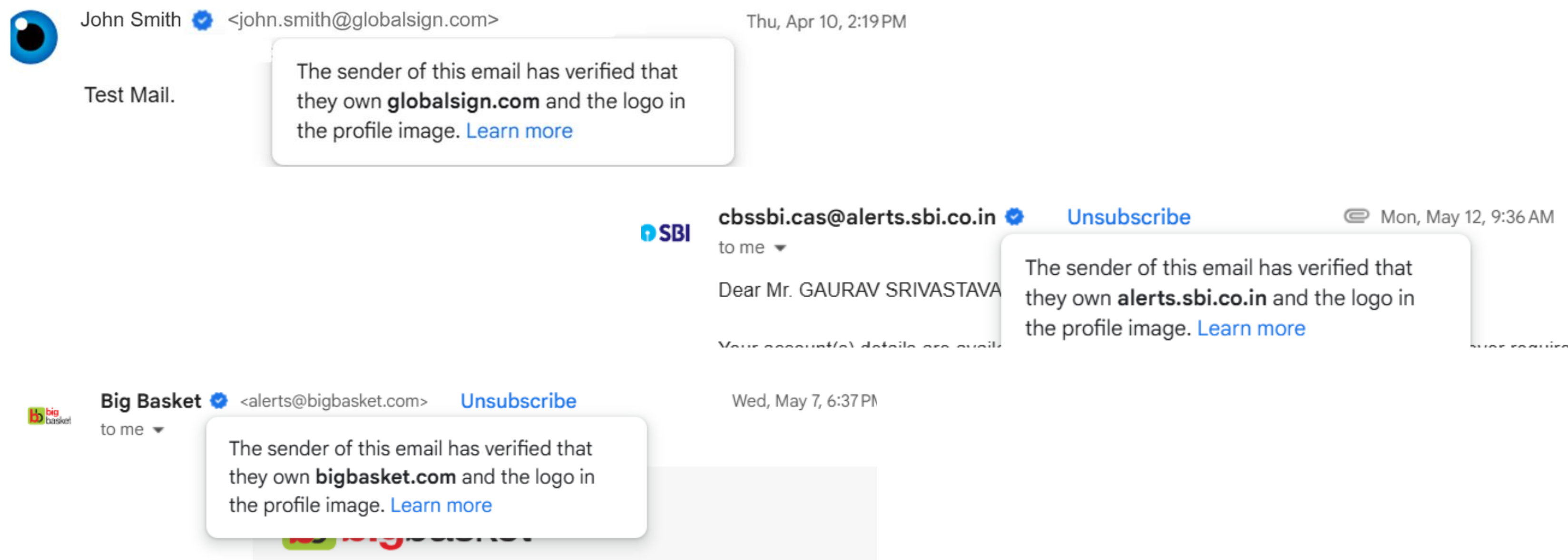
# Benefits of VMC

- ✓ Builds trust and credibility
- ✓ Identify phishing and spoofing
- ✓ Improves email open rates
- ✓ Rare security control that protects the consumer
- ✓ Emails with logos get more attention.



# VMC Real time examples

The blue tick identifies that the logo has been authenticated by VMC issued by a Certificate Authority (CA), which you can check too on your Gmail.





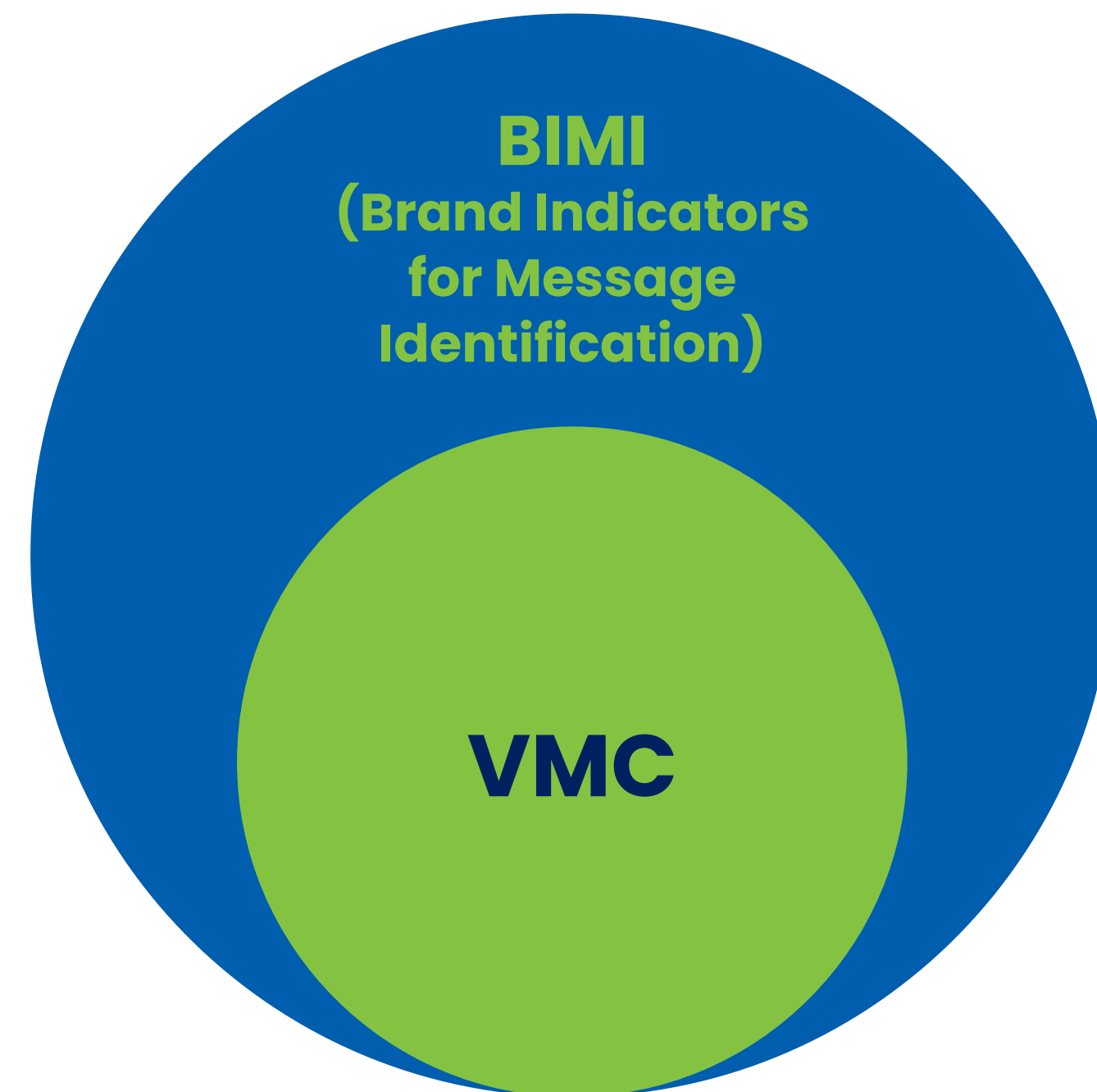
# BIMI



# BIMI (Brand Indicators for Message Identification)

BIMI is an email standard that allows businesses to display their brand logo within supporting email clients, typically next to authenticated emails. It's designed to enhance email security and brand recognition by visually verifying the authenticity of emails.

- ✓ SPF & DKIM
- ✓ DMARC Enforcement (p=quarantine or p=reject)
- ✓ SVG Logo in DNS TXT Record
- ✓ Publish BIMI Record in DNS
- ✓ Verified Mark Certificate/Certified Mark Certificate





# What is SPF, DKIM and DMARC

## SPF, DKIM, and DMARC

are email authentication protocols that work together to verify the legitimacy of emails and prevent spam and phishing attacks.

### SPF (Sender Policy Framework)

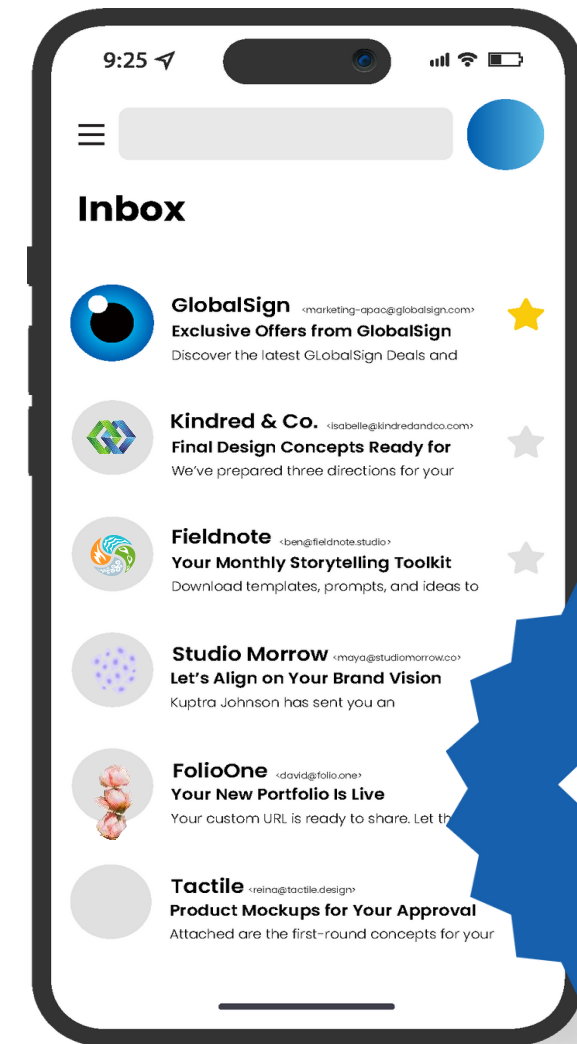
Defines which mail servers are authorized to send emails for a domain.

### DKIM (DomainKeys Identified Mail)












Use of cryptography verify that the email came from the original source.

### DMARC (Domain-based Message Authentication, Reporting, and Conformance)

Specifies what to do with emails that fail SPF or DKIM checks.

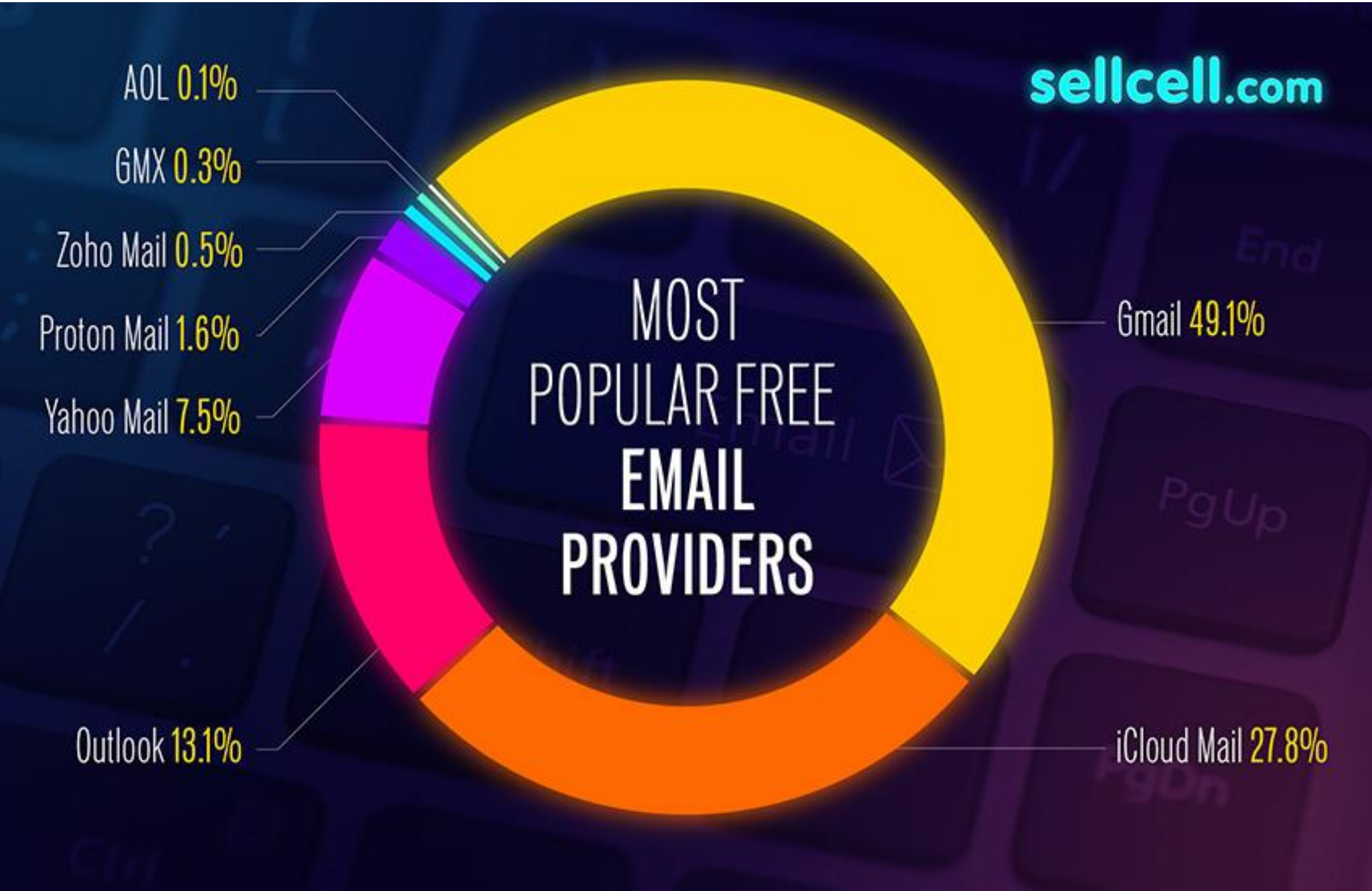


# Email Clients Currently Supporting BIMl

Supports BIMl	Considering BIMl	Does Not Support BIMl
		
		
		
		
		
		



# Email Clients Currently Supporting BIMl

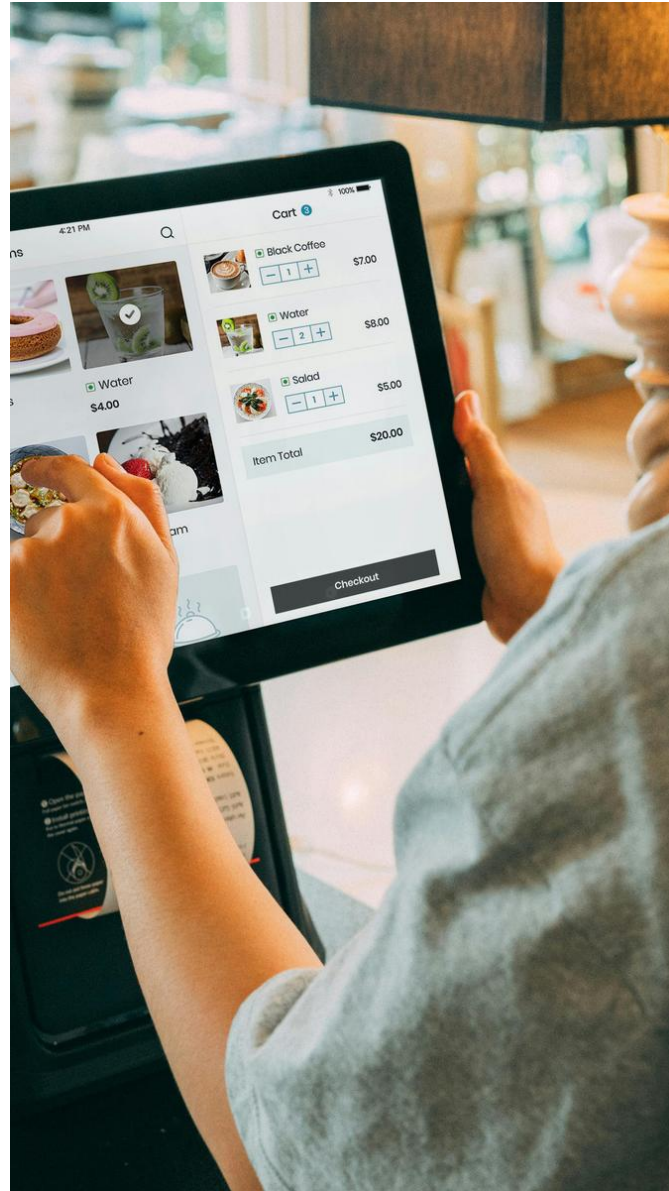




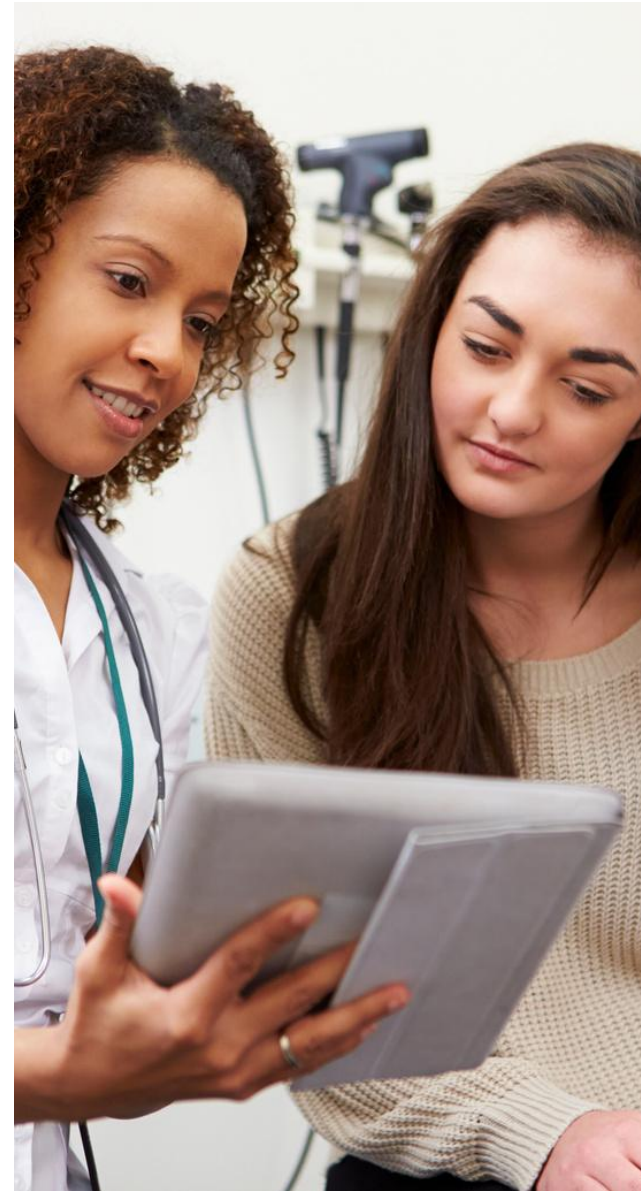
# Who Can Use It? (Live Examples)



**Marketing**  
Improve  
engagement



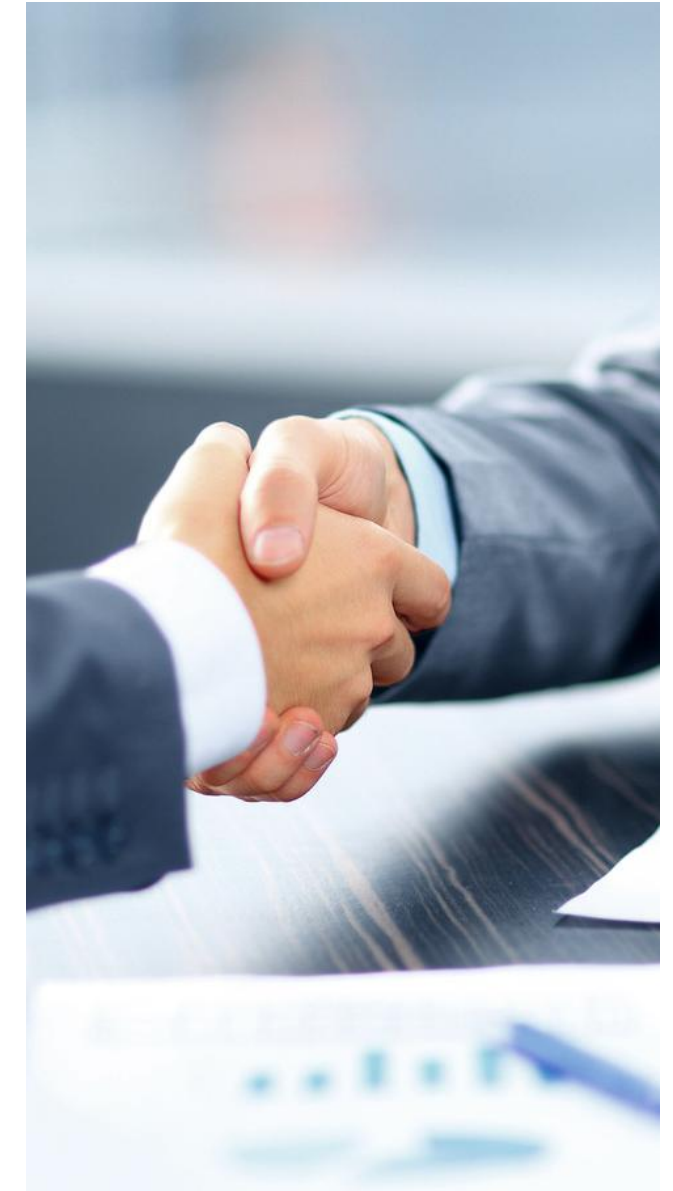
**E-commerce**  
Avoid fake promos



**Healthcare**  
Reassure patients



**Schools**  
Authenticated  
messages



**Banks**  
For trusted  
updates



# How to Get VMC – Steps



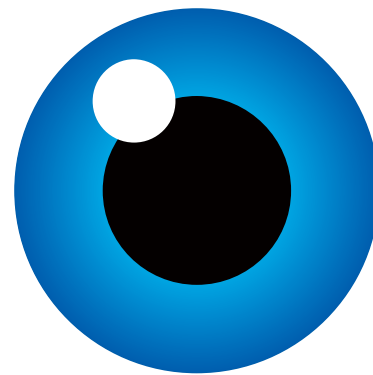
# VMC's Extended Validation

- Domain is validated through domain validation, ensuring that you own the domain you are applying for.
- GlobalSign's vetting agents make sure that your company is a **registered entity** that can make this procurement.
- GlobalSign's vetting process ensures that only entities with a **logo registered in a supported trademark office** can obtain a VMC.

# Logo Guidelines (For Customers)

- Must be in **SVG Tiny 1.2 format**, following strict BIML specifications.
- Should be **exact square**, less than 32 Kb for Gmail and less than 15 Kb for Fastmail.
- GlobalSign can assist with some level of guidance, and have a [support demo](#) highlighting the process
- It is hosted on a public HTTPS server either by Customer, DMARC provider or GlobalSign.

**Rendered Dimensions:  
300px x 300px**





# GlobalSign Vetting for VMC

## **Estimated Time:**

- Up to 3 weeks (case by case)
- Reason: Logo/Trademark related as well as Legal may need to involve

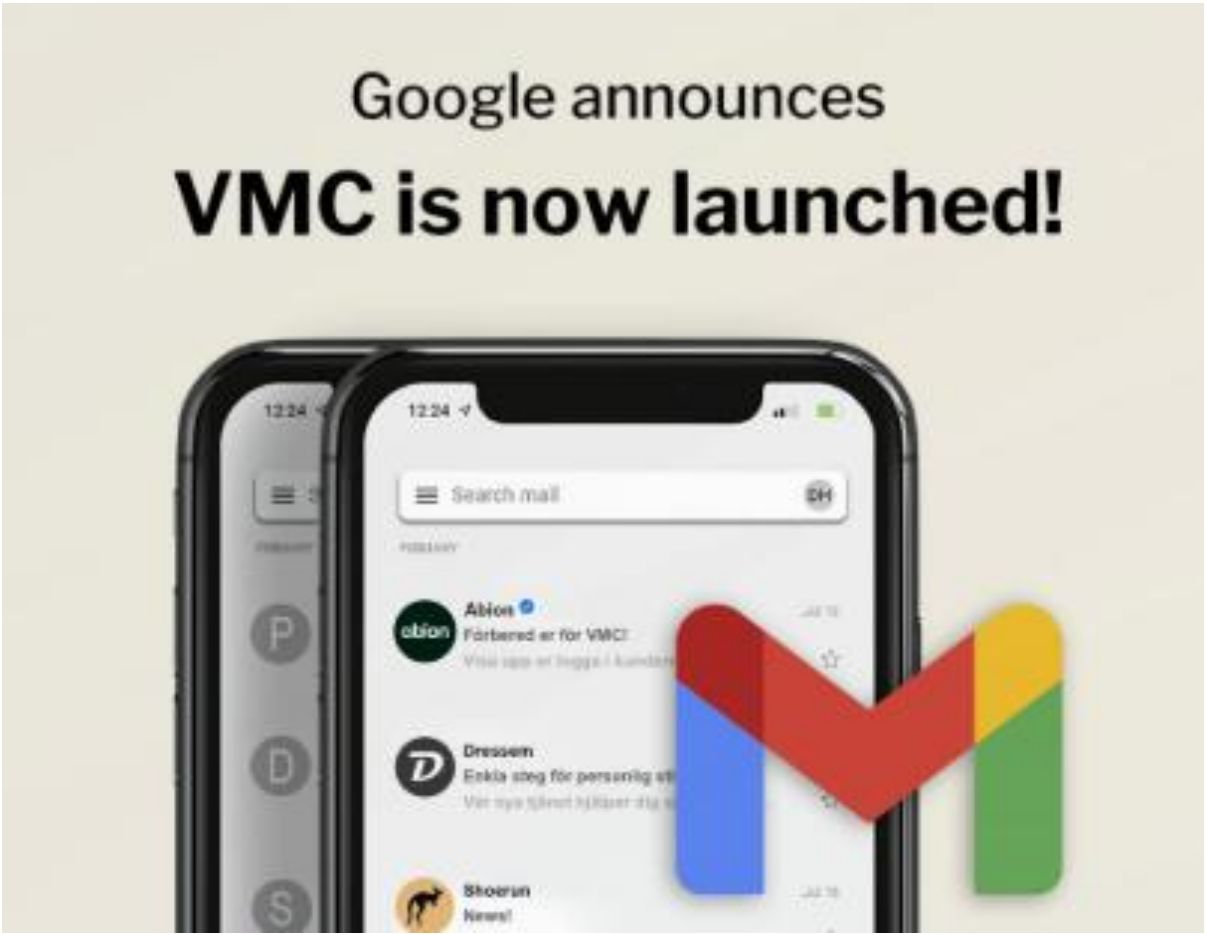
## **Additional Requirement or Document**

- SVG Logo file
- Registered Logo Date of Expiry
- Registered Trademark serial number
- Name of Trademark office



# List of Trademark Offices

<b>Australia</b>	<b>France</b>
<b>Brazil</b>	<b>United Kingdom</b>
<b>Benelux Office for Intellectual Property (BOIP)</b>	<b>India</b>
<b>Canada</b>	<b>Japan</b>
<b>Switzerland</b>	<b>Republic of Korea (South Korea)</b>
<b>Germany</b>	<b>Netherlands</b>
<b>Denmark</b>	<b>New Zealand</b>
<b>European Union</b>	<b>Sweden</b>
<b>Spain</b>	<b>United States</b>



# Final Test

Ref: Quotation Q-34089 Inbox x



**Globalsign Finance**

to me ▾

Dear Shu Heng,

Please refer to Quotation Q-34089.

Regards,  
Globalsign Finance

Received and thanks.

Received with thanks.

↩ Reply

➡ Forward



Quotation Q-34089 Inbox x



**Finance** <finance@globalsign.com>

to me ▾

Dear Shu Heng,

Please refer to Quotation Q-34089.

Regards,  
Globalsign Finance

Received and thanks.

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➡ Forward



Capital 'i'! (I) not L



# Summary

## Key Benefits

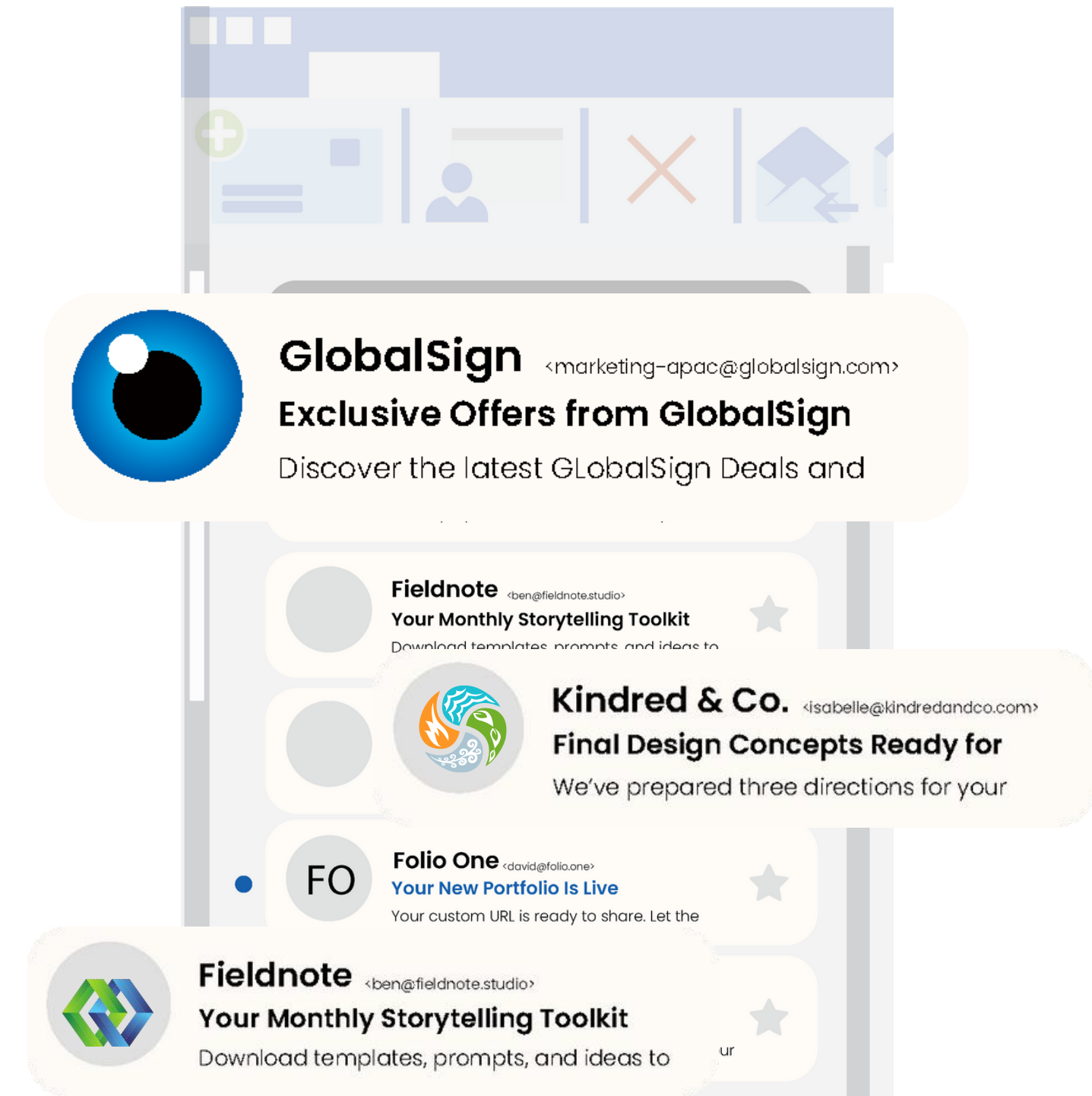
1. Boosts **brand trust** and **email engagement**.
2. Prevents **brand impersonation** in emails.
3. Security Control that protects the consumers

## Pre-Requisites

1. DMARC policy set to **quarantine or reject**.
2. **SPF & DKIM** properly configured.
3. Trademarked logo in **SVG Tiny PS format and** registration with approved Trademark offices

## Call to Action

1. Are your emails visually verified and protected?
2. Let us help you evaluate your readiness and deploy VMC smoothly.



# Q&A





# Let us Assist You!

[sales-apac@globalsign.com](mailto:sales-apac@globalsign.com)

