BIMI

Brand Indicators for Message Identification
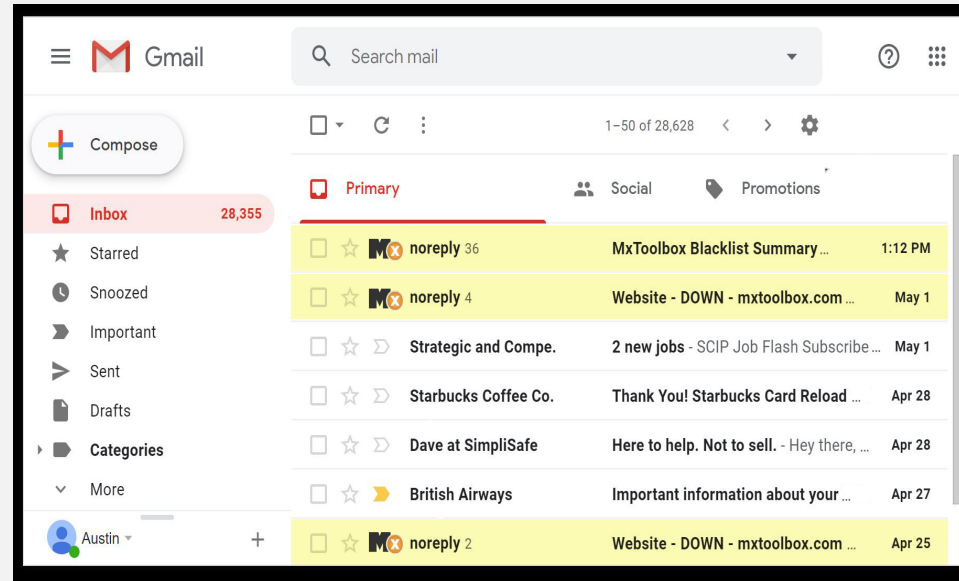
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What is BIMI?

Without BIMI

No Icons visible adjacent to the E-Mail

With BIMI

Icons visible adjacent to the E-Mail

Brand Indicators for Message Identification (BIMI) is a standardized way for an organization to use their logo as a visible indicator to help email recipients recognize and avoid fraudulent messages. BIMI builds on the DMARC email authentication protocol to develop trust with current and potential customers.

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What BIMI does

1. Brand Amplification

- Brand recognition increases email open rates

2. Brand Control

- Control over how brand logo is displayed globally
- Tangible ROI upon implementing best practices

3. Richer Inbox Experience

- More cohesive brand identity enhances customer experience
- Visual differentiation drives engagement

4. Provide a quantifiable Lift in Engagement

- 10% increase in email deliverability rates at DMARC enforcement
- 10% increase in email open rates when a logo is displayed

Brand Amplifica tion

Brand Control

Rich Inbox Experience

Lift in Engagement

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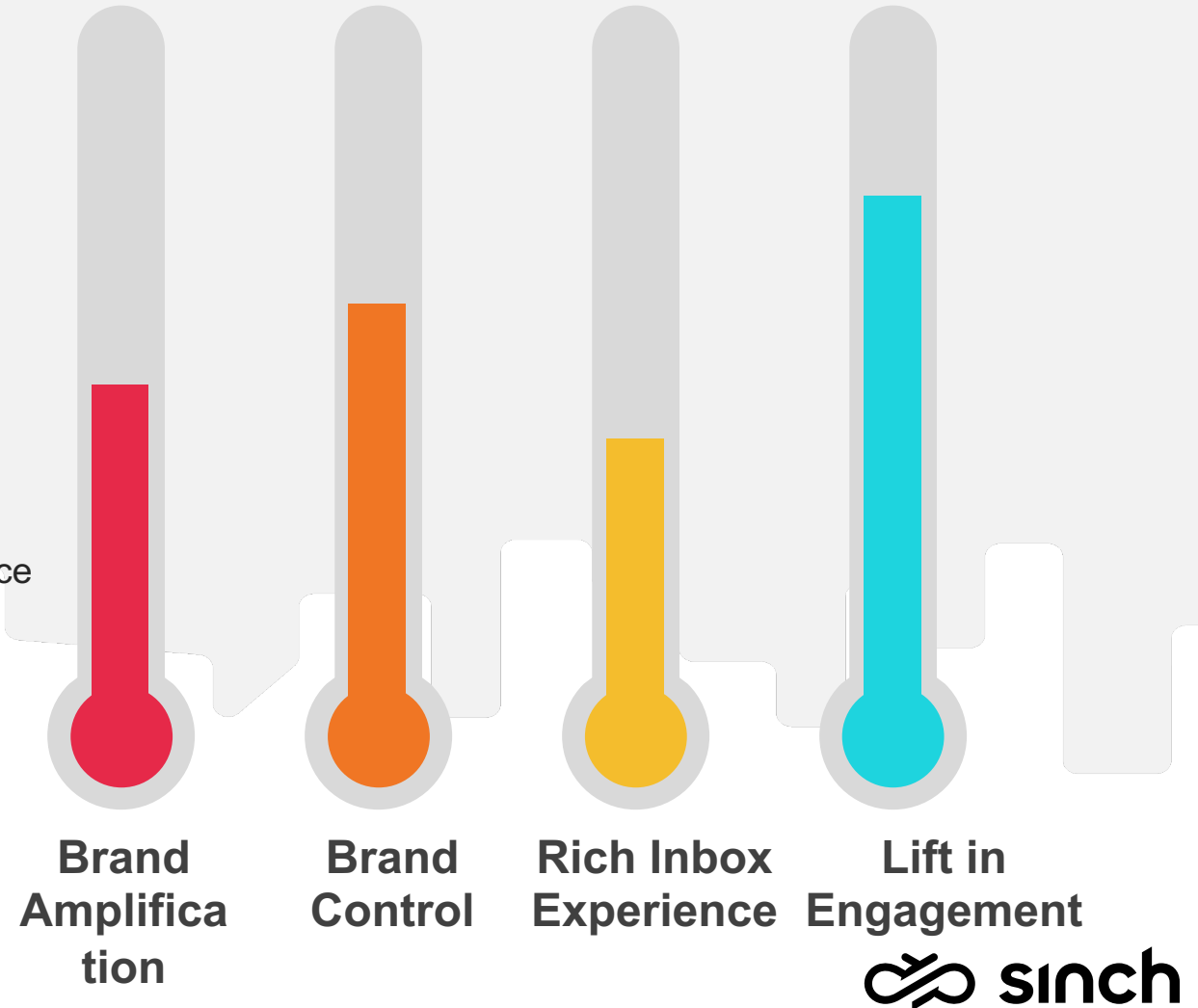
How does BIMI work ?

Step 1

Organizations must authenticate their emails using Sender Policy Framework (SPF) or Domain Keys Identified Mail (DKIM) and deploy DMARC (Setup DMARC with p="quarantine" or "p=reject policy)

Step 4

BIMI leverages Mark Verifying Authorities, like certification authorities (**Entrust and DigiCert**), to verify the logo ownership and provide proof of verification in a VMC.

Step 6

BIMI Published

Step 3

After step 2, organizations need to provide their **validated trademarked logos** to ISPs via a **Verified Mark Certificate (VMC)**.

Step 2

Then organizations who need to implement BIMI need to **trademark their logo** with one of 17 intellectual property offices.

Step 5

Once these authenticated emails pass the anti-abuse checks and spam filters, mailbox providers will start displaying the logo in the existing avatar slot.

- United States (US): United States Patent and Trademark Office (USPTO)
- Canada (CA): Canadian Intellectual Property Office
- European Union (EM): European Union Intellectual Property Office
- United Kingdom (GB): UK Intellectual Property Office
- Germany (DE): Deutsches Patent- und Markenamt
- Japan (JP): Japan Trademark Office
- Australia (AU): IP Australia
- Spain (ES): Oficina Española de Patentes y Marcas
- South Korea (KR): Korean Intellectual Property Office
- Brazil (BR): Brazilian National Institute of Industrial Property
- India (IN): Office of the Controller General of Patents, Designs & Trade Marks Department for Promotion of Industry and Internal Trade Ministry of Commerce & Industry, Government of India
- Switzerland (CH): Swiss Federal Institute of Intellectual Property
- Denmark (DK): Danish Patent and Trademark Office Ministry of Industry, Business and Financial Affairs
- France (FR): French Patent and Trademark Office (INPI)
- New Zealand (NZ): Intellectual Property Office of New Zealand (IPONZ) Ministry of Business, Innovation and Employment
- Sweden (SE): Swedish Intellectual Property Office (PRV)
- Benelux (BX): Benelux Office for Intellectual Property (triad of 3 nations: Belgium, the Netherlands, and Luxembourg)

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VMC Versatility

Please note: Based on how many domains and logos an organization has, they may need one or more VMCs. Below is a chart that summarizes a variety of organizational structures and requirements for VMC.

Domain Structure	Number of Logos Needed	Number of VMC's Required
Single Domain	One	One
Single Domain	Multiple (more than one)	Multiple: One VMC per logo
Multiple Domains	One	One
Multiple Subdomains	One	One
Multiple Domains	Multiple (more than one)	Multiple: One VMC per logo
Multiple subdomains	Multiple (more than one)	Multiple: One VMC per logo

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BIMI adoption by mailbox providers

What are the next steps?

01

Start by Trademarking the brand logo

Organizations who need to implement BIMI need to trademark their logo with any of the 17 intellectual property offices.

02

Get a Verified Marked Certificate

Then, organizations need to provide their validated trademarked logos to ISPs via a Verified Mark Certificate (VMC).

03

Publish DNS Records

Then add the SPF,DKIM, DMARC and BIMI records in the DNS of the domain

04

Start sending e-mails

Start sending e-mails, mailbox providers will start displaying the e-mail logo

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Thank You

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