BIMI publication

The question

A BIMI record starts the review

Supporting inboxes may display your logo after their requirements are met. Publishing the record alone cannot guarantee display.

01 Understand

02 Observe

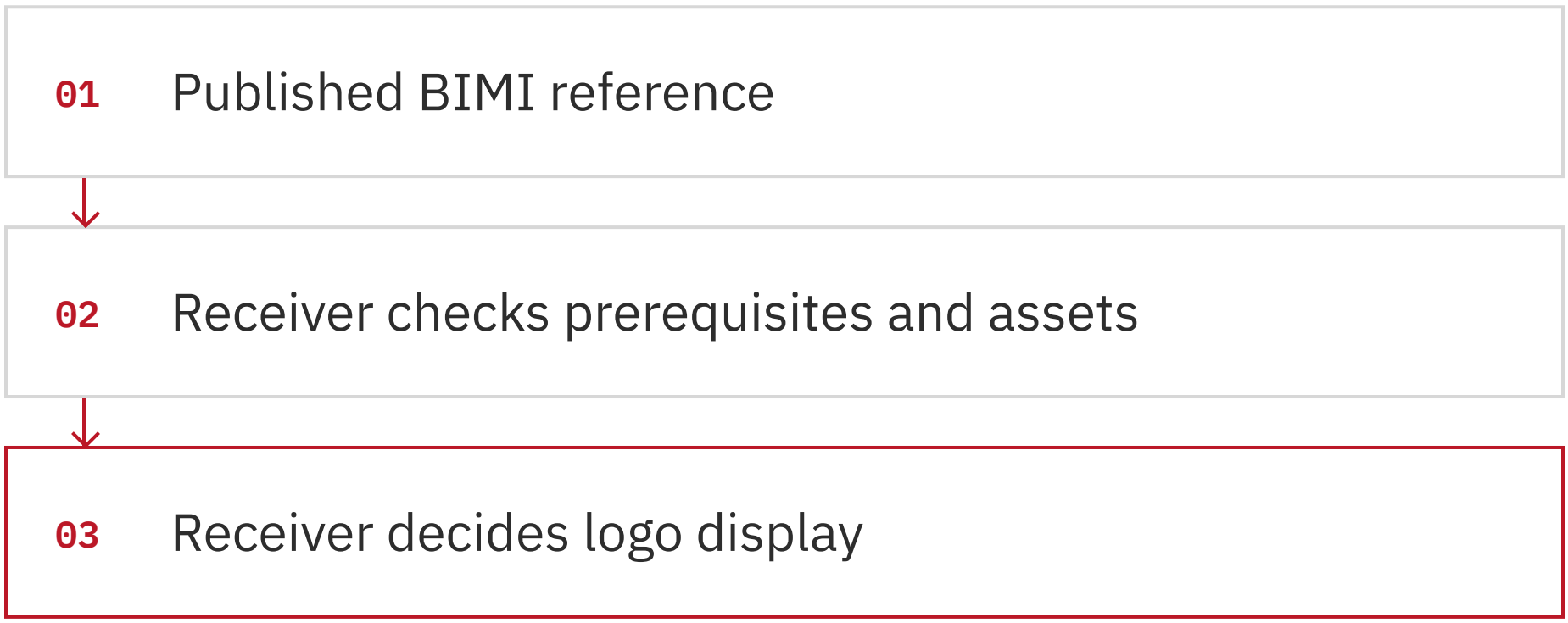
03 Verify

A practical briefing for the people who own your domain.

BIMI publication

The receiver decides eligibility

Authentication, logo format and certificate requirements all matter. Providers can apply different rules before displaying a brand indicator.



The scanner observes default publication only. Eligibility, resource validity and display are separate checks.

BIMI publication

The evidence

We observe default publication

> Our optional check looks for the default BIMI record. It does not validate assets, certificates or eligibility. The result stays informational unknown.

PUT THE OBSERVATION IN CONTEXT

Public signal

Service context

Operational validation

Use the finding to start an owned review.

BIMI publication

The handoff

Confirm requirements before spending

Have email and brand owners check DMARC readiness and target providers' current requirements before buying certification or commissioning assets.

BRING THE RIGHT OWNERS TOGETHER

01 Email operations and brand owner

02 Brand, legal and email providers

BIMI publication

Your checklist

Keep the BIMI readiness checklist

- ✓ Confirm receiver rules
- ✓ Verify logo rights
- ✓ Review hosting and certification
- ✓ Test display

> Read the BIMI explainer with your brand and email teams.
>
> **/learn/bimi**