

What is BIMI and how to manage it with EasyDMARC

BIMI

Why does BIMI Check and Lookup matter?

BIMI (Brand Indicators for Message Identification) allows Domain Owners to coordinate with Mail User Agents (MUAs) to display brand-specific Indicators next to properly authenticated messages. There are two aspects of BIMI coordination: a scalable mechanism for Domain Owners to publish their desired indicators, and a mechanism for Mail Transfer Agents (MTAs) to verify the authenticity of the indicator. The BIMI Record Checker tool checks if your BIMI record is valid and informs whether you have actions to do related to the BIMI record validation process. To run a BIMI record lookup, enter your domain in the Domain section and click the Check BIMI button.

Why does the BIMI Record Generator matter?

Our platform allows generating a BIMI record. Generally, BIMI works in conjunction with DMARC, DKIM, and SPF to enable recipient email providers to identify the company correctly and allow your messages to appear in the inbox. EasyDMARC's BIMI Record Generator tool is particularly made to make the process easy and fast. To generate a proper BIMI record you need to:

- Input the HTTPS URL to SVG file
- Input the URL to the trust certificate

What is a BIMI Logo Converter?

The logo referenced by a Brand Indicators for Message Identification (BIMI) record must be in a specific SVG Tiny Portable/Secure (SVG P/S) format. Existing graphic design software and generator

tools don't support that format yet. EasyDMARC provides a tool to fix SVG Tiny 1.2 issues and convert SVG Tiny 1.2 images, logos to BIMl-compatible SVG P/S images..

Revision #2

Created 2026-08-07 14:58:59 UTC by Sarath

Updated 2026-08-07 16:05:06 UTC by Sarath