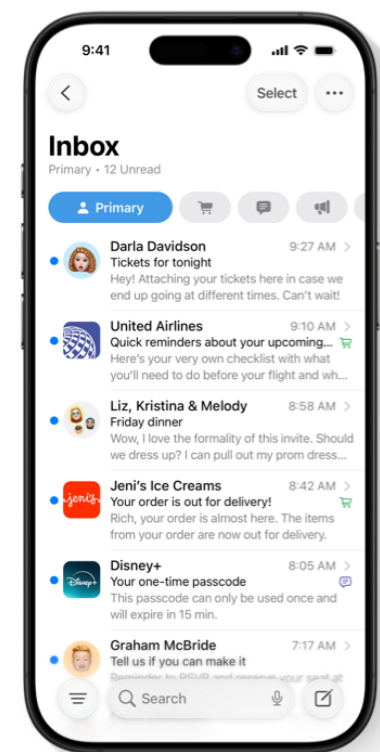


Branded Mail

Using Branded Mail, a business can add its brand name and logo to emails when communicating with customers.



→ Key feature benefits:

- Display a brand name and logo in the Mail app and on iCloud Mail to grow brand identity.
 - Control how a logo appears in emails sent from various domains and sub-domains.
 - Assure customers that they are communicating with a company verified by Business Connect.
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→ Marketing messaging:

- **Build your brand.** Use Branded Mail to connect with customers, and to familiarize them with your brand name and logo.
 - **Increase trust.** Let customers know that they're receiving emails from a business verified by Business Connect by adding your brand name and logo to your messages with Branded Mail.
 - **Stand out.** Branded Mail displays your brand name and logo in the Mail app and on iCloud Mail — highlighting your brand's aesthetic, and giving your emails added visual appeal.
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→ Important reminders:

- Branded Mail is [only available](#) to business owners that have registered with Business Connect or [delegated](#) to third-parties. Apple [checks](#) DNS records for DMARC.
 - Review Apple policies and commitments related to Business Connect content in the [Apple Business Connect Terms of Service](#).
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