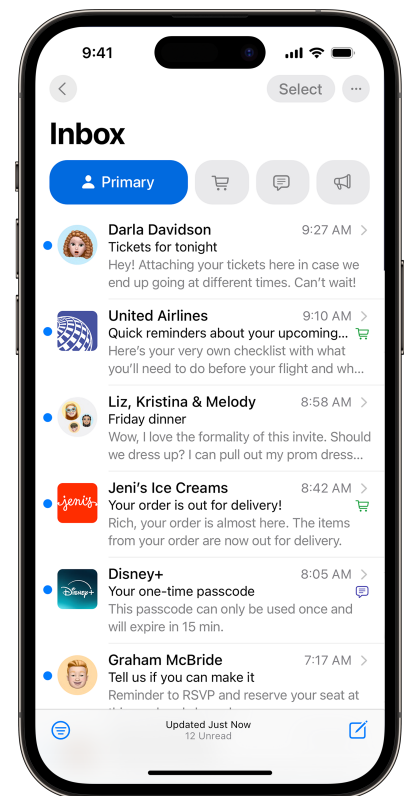


# Branded Mail

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.

## → 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.

## → Important reminders:

- Approved domains and emails will start displaying a brand when categorization in Mail is available on iOS and iCloud later this year.
- 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](#).