



VeriSign Secured Seal Guidelines



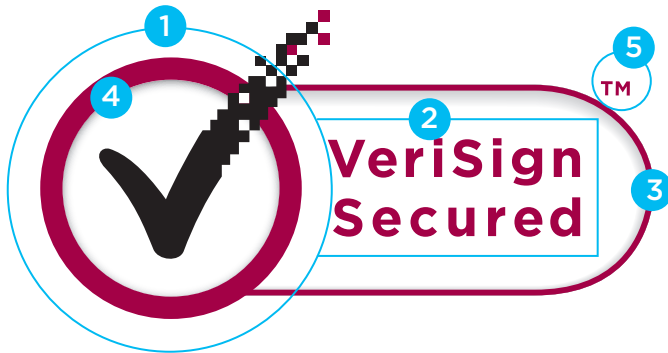
VeriSign Secured™ Seal Usage Guidelines An Introduction



The VeriSign Secured™ Seal is the most trusted security mark on the Internet and offers significant value to the VeriSign customers who display it. Studies show that shoppers continue to believe online credit card fraud is a major concern. Research has also shown that the VeriSign Secured Seal can help alleviate the security concerns of online shoppers and reduce lost sales due to such concerns.

In order to maintain the seal's value, ensuring that it is recognized and trusted by online shoppers, it is important that it be used consistently. Correct usage will build the value of the seal by establishing a recognizable and known mark that consumers prefer. The end result is increased consumer confidence in VeriSign Secured sites, leading to increased sales conversions. The following rules provide consistency but are flexible enough to allow the seal to be used on a variety of sites and locations.

Elements



1. VeriSign Check Mark
2. VeriSign Secured Type
3. Security Key Line
4. Drop Shadow
5. Trademark
6. Verify Type
(Verification Versions Only)



The VeriSign Secured Seal is a highly trusted security mark. It is important to treat it with care so as to maximize its impact.

Sites that qualify to display the VeriSign Secured Seal must use the complete verification version which includes the Verify Type.

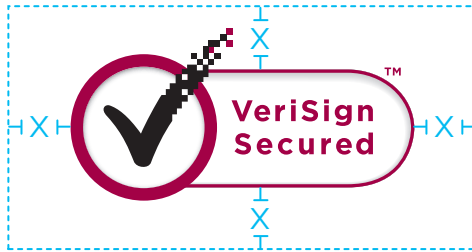
The VeriSign Secured Seal

1 – 5. VeriSign Check Mark, VeriSign Secure Type, Security Key Line, Drop Shadow, and Trademark

These elements should always be used as part of the complete seal.

6. Verify Type

This type appears only in online verification versions served by VeriSign and linked to the VeriSign Verify Web page.



1. $X=1/2$ the height of the Security Key Line.

2. Clear space zone devoid of imagery and typography must surround the seal.

3. In print applications, the VeriSign Secured Seal should never appear with a width of less than one inch.

Clear Space and Minimum Size



A clear space zone devoid of imagery and typography must surround the VeriSign Secured Seal. Violation of this space impairs the visibility and impact of the mark. The space should equal half the height of the Security Key Line on all sides of the seal.

Online applications



Files created for display on qualifying Web sites have been prepared with the appropriate clear space surrounding the seal and should not be cropped.



1. Black
The check should always reproduce in black as shown here.

2. PMS 208
The circle, VeriSign Secured Type, and the Security Key Line should always reproduce in PMS 208 as shown here.

Note: There are three contrasting pixels that are a part of the check. These reproduce in PMS 208.

Color Usage 1

Print



PMS 208
CMYK 0/100/36/37

Digital



PMS 208
RGB 155/0/51
HEX 9B0033



Always reproduce the VeriSign Secured Seal in the appropriate colors.

The color breakdowns will vary for print and digital.



1. Full color:
This is the preferred color usage option and should be used whenever possible.
2. Black and white:
When full color is not an option, you may print the logo in black and white.

Color Usage 2

Print



For print uses, there are two ways the seal may be used.

- + Full Color: This is the preferred color usage option and should be used whenever possible.
- + Black and White: When full color is not an option, you may print the logo in black and white.



File Usage

Promotional Version

1. 130x88 Pixels
2. 115x82 Pixels
3. 100x72 Pixels

Verification Version

4. 130x88 Pixels
5. 115x82 Pixels
6. 100x72 Pixels

Only these files should be used for display on qualifying sites. The aspect ratio of the seal should never be changed, nor should the seal be altered in any other way.

Online Usage



For sites that qualify to display the VeriSign Secured Seal, three sizes are available as both static images or as animated Flash files. Flash files are available with both white backgrounds and transparent backgrounds. For online uses, the seal should never appear smaller than the 100x72 pixel size. To learn how to implement an approved static or animated VeriSign Secured Seal, visit www.verisign.com/seal/secure.

Online Usage

Promotional Versions

These are used when the verification functionality is not needed.

Verification Versions

These files feature the word "verify" and are served by VeriSign to qualifying sites. When clicked on, these take the consumer to the verification Web page.



Merchants can insert and display the VeriSign Secured Seal on any Web page within the domain protected by qualifying VeriSign Security Solutions. The VeriSign Secured Seal should be used wherever site visitors need to be aware of a site's authenticity and security. There are three areas where online shoppers say they expect to see a seal displayed. Eighty percent of shoppers say they expect to see a trust mark on the home page. Eighty-two percent say they expect to see a trust mark on pages where personal information is entered. And 73 percent expect to see a trust mark on the page where the final transaction takes place.¹ We recommend placing the VeriSign Secured Seal on these three important areas of a site. To achieve best results, the VeriSign Secured Seal should be placed above the fold so that site visitors can see it without scrolling.

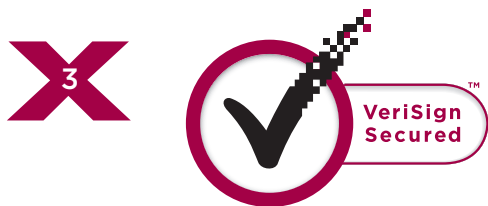
Seal Placement (Online)



Three placement locations

We recommend placing the VeriSign Secured Seal on these three important areas of a site:

1. Home page
2. Pages containing personal information
3. Final transaction page



X Don'ts

1. Do not change the colors of the seal.
2. The seal cannot be displayed on a background with patterns or images; the seal should appear on a white or solid-color background; when placed on a solid color background, only the transparent background version of the Flash file may be used.
3. Do not alter the shape or size of the seal and its components.
4. Do not add elements such as a glow, starburst, or 3D effect to the seal.
5. Do not add words or phrases to the seal.
6. Do not use the seal with other graphic elements or shapes.

Seal Usage
Don'ts

VeriSign Secured and the VeriSign Secured Seal are trademarks of VeriSign, Inc. The VeriSign Secured Seal should always be used in conjunction with the appropriate “™” attribution.

To ensure that users’ rights are protected, VeriSign will closely monitor and enforce usage of the VeriSign Secured Seal. As outlined in the VeriSign Secured Agreement, referenced below.

Trademark and Usage



“The VeriSign Secured Seal is protected by federal and state law. Your right to display and use the VeriSign Secured Seal requires that you follow VeriSign’s Secured Seal Usage Guidelines. Failure to do so may result in revocation of your license and may violate federal and state law.”

Frequently Asked Questions



1. What is the VeriSign Secured Seal?

The VeriSign Secured Seal is the most recognized security mark on the Internet. It is available for display on any Web site that protects its customers' confidential information using VeriSign security solutions (i.e., SSL Certificates, Payflow, and Fraud Protection). Specifically designed and tested for its communication value, the VeriSign Secured Seal indicates to online shoppers and other site visitors that your organization has chosen the very best security to protect confidential information.

2. Why should I display the VeriSign Secured Seal on my Web site?

Eighty-five percent of Americans are concerned they may be a victim of identity theft with 37 percent believing that online purchasing poses the greatest risk.ⁱⁱ Fifty-six percent of Americans report they are protecting themselves from identity theft specifically by limiting their purchasing to "reputable" Web sites.ⁱⁱ

Eighty-three percent of U.S. online shoppers are familiar with the VeriSign Secured Seal, more than any other mark. And among shoppers who are aware of the seal, more than four in five say it is their preferred seal.ⁱ

As the most recognized trust mark on the Internet, the seal reassures Web site visitors that your site is protected, increasing the conversion rate of Web site visitors to purchasers and the Average Selling Price (ASP).ⁱ



3. Why would I want to display the VeriSign Secured Seal on my Web site versus the Silver Seal or the Gold Seal?

The Silver Seal and Gold Seal are older versions of the VeriSign security mark and should no longer be used. Sites can benefit by upgrading to the new seal which will be supported by VeriSign marketing activities. The new seal has been designed and tested to provide improved readability. Additionally, the seal has an associated verification page that gives customers updated information about the security behind the seal. VeriSign is investing in consumer marketing campaigns that promote the current VeriSign Secured Seal, informing customers to look for the current seal as the standard for Internet security. You can take advantage of this consumer awareness by displaying only the current VeriSign Secured Seal.

4. What are the system requirements for the VeriSign Secured Seal and verification page?

The VeriSign Secured Seal uses JavaScript and can be served from VeriSign with or without Flash content. The Flash content provides animation and is preferred by the majority of VeriSign SSL customers. However, if your Web site does not allow Flash content, VeriSign provides a non-Flash version of the seal as well.

Frequently Asked Questions



5. Where should the VeriSign Secured Seal be placed?

You can insert and display the VeriSign Secured Seal on any Web page within the domain enrolled for your VeriSign SSL Certificate, Payflow[®], or Fraud Protection Services. Insert the VeriSign Secured Seal within your Web site wherever you want your site visitors to be aware of your site's authenticity and security. We recommend displaying the VeriSign Secured Seal in several places on your Web site:

- + On your home page near other Web site information and links
- + Near the top of all SSL-enabled pages, particularly shopping carts and checkout pages
- + On all pages detailing the security or privacy protection you provide to your online customers
- + In any other location that seems appropriate

To achieve best results, you should place the VeriSign Secured Seal above the fold so that site visitors can see it without scrolling. Place the seal in proximity to checkout buttons and other locations that will associate it with the appropriate functions on your site.

6. What size and background should be used?

In addition to providing a choice between Flash and non-Flash formats, VeriSign also offers the seal in three sizes.

Most Web sites prefer the Flash version of the seal for its increased recognition factor and its overall contribution to creating a high-end experience on the site. Unless you've chosen not to allow Flash on your site, we recommend this version.



The Flash version with the transparent background achieves the best results for most sites. Sites with dark backgrounds typically work better with the white background seal because the detail of the mark is more clearly visible.

The most popular seal size is the medium level. The large seal will give you the greatest visibility for the VeriSign Secured Seal, and we recommend it in cases where the Web site's design supports it. If screen space is extremely tight on your site, the smallest size may work best. There is no need to worry about bandwidth consumption when considering which size to serve. VeriSign serves up the seal directly so that you don't have to.

7. Between the static version of the VeriSign Secured Seal and the animated version, which one should be used and why?

Customers should use the version that best suits the needs of your Web site. The VeriSign Secured Seal uses JavaScript and can be served from VeriSign with or without Flash content. The Flash content provides animation and is preferred by the majority of VeriSign customers. However, if your Web site does not allow Flash content, VeriSign provides a non-Flash version of the seal as well. Please refer to the installation instructions for further details.

Frequently Asked Questions



8. How is the VeriSign Secured Seal and splash page installed?

The VeriSign Secured Seal is simple to download and install. For complete installation instructions, go to www.verisign.com/seal/secure/index.html.

9. Can the VeriSign Secured Seal be customized?

Do not modify the VeriSign Secured Seal in any way. The VeriSign Secured Seal is a symbol of security that demonstrates your Web site's authenticity. Any change to it diminishes its value.

10. Who do I contact at VeriSign if there are technical difficulties installing the VeriSign Secured Seal and splash page?

Feedback and questions can be directed to seal-support@verisign.com.

11. Where can misuse instances of the VeriSign Secured Seal be reported?

Please report seal misuse at www.verisign.com/support/site/abuse.html.

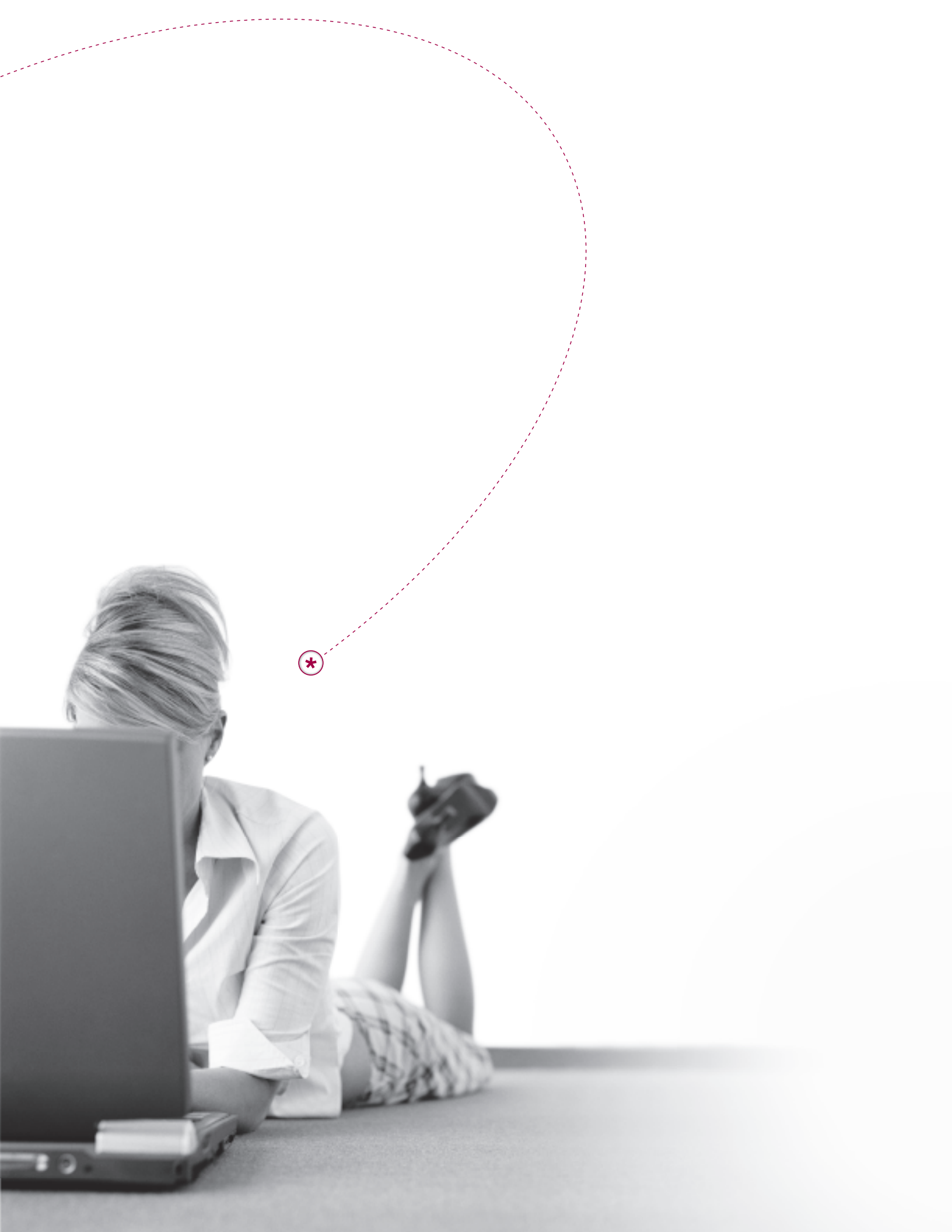
ⁱ The TNS study, conducted June-July 2004, was sponsored by VeriSign and was comprised of online shoppers, at least 18 years old. U.S. respondents were recruited from the TNS NFO Panel, and all international participants were recruited from GMI country-specific panels.

ⁱⁱ "Steely-Eyed About Identity Theft," eMarketer, May 4, 2004.



LEVERAGE THE
VALUE OF THE

VeriSign SECURED SEAL.





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Online at www.Verisign.com