

PARTNER ENABLEMENT KIT

PUBLISHED Q3 2020

YOUR DIGICERT PARTNER ENABLEMENT KIT

This Partner Enablement Kit is designed to help you with the proper messaging and relevant content to help you get the most from your DigiCert Partner Program. We hope this kit helps you become more successful with online selling and improves the value that you receive by being a trusted DigiCert partner.

Read on to access:

- Copy blocks, messaging and positioning statements
- Top reasons to buy various brands and certificate types
- Logos for the various brands and certificate types available for resale
- Product descriptions, feature comparisons and more.

We intend to provide this information as a starting point for your own creation of marketing materials. You may use the materials as they are, or re-word them according to your liking to communicate with your audience in your voice. We don't require approval from us to repurpose this information, so please leverage this helpful content as you see fit.

Feel free to include this content on your website, in your own marketing materials, email campaigns or anywhere else that it might help you with more effective positioning and selling of the DigiCert family of brands.

TABLE OF CONTENTS

1	DigiCert Descriptions
4	DigiCert Logos
6	DigiCert Partner Logos
8	Trust Seals
10	Impact and stats
12	DigiCert Secure Site and Secure Site Pro
14	DigiCert Basic
16	Multi-year Plan
18	Helpful Tools and Reference Materials
23	The Uncommong Denominator
30	GeoTrust
35	Thawte
40	Rapid SSL

THERE'S THE WAY EVERYONE DOES IT. OR THERE'S THE BETTER WAY.

DigiCert was founded to find a better way to secure the internet. That core philosophy goes all the way back to our roots. It's why our certificates are trusted everywhere, billions of times every day, by leading companies across the globe. It's why our customers consistently award us the most five-star service and support reviews in the industry. And it's why we'll continue to lead the industry by investing in cutting edge tools and technology to solve tomorrow's problems, today. In SSL, IoT, PKI and beyond—DigiCert is the uncommon denominator.

INCREASE TRUST IN EVERY DIGITAL INTERACTION.

1



**WE TAKE CARE OF
OUR CUSTOMERS AND
OUR PARTNERS.**

2



**WE DO WHAT'S
RIGHT FOR DIGITAL
SECURITY.**

3



**WE INNOVATE
TO SOLVE
PROBLEMS.**

DESCRIBING DIGICERT

25 WORDS

From the industry's most trusted and respected high-assurance certificates, to innovative tools and solutions—DigiCert is the uncommon denominator in SSL, IoT and PKI solutions.

50 WORDS

DigiCert is the industry's premier provider of high-assurance certificates, trusted by the world's top companies to secure billions of transactions every day. From innovative management tools, to developing new solutions for the post-quantum age, DigiCert is the uncommon denominator in SSL, IoT and PKI solutions.

100 WORDS

DigiCert is the industry's most trusted and widely respected provider of high-assurance certificates, trusted by the world's top companies to secure billions of transactions, worth billions of dollars, every day. For good reason. Since their founding almost two decades ago, DigiCert has been committed to doing what's right for the internet, putting people ahead of technology, and constantly searching for a better way to solve tomorrow's most challenging problems. From innovative tools to make the certificate process faster and easier to manage, to security solutions for the post-quantum-computing age, DigiCert is the uncommon denominator in SSL, IoT and PKI solutions.

DIGICERT LOGO

The DigiCert logo is available for download in .eps and .png format in all approved colors [here](#).



DigiCert blue
Pantone 3005 U
Hex #0174C3



White

LOGO SPACING AND SIZING

An important element of the DigiCert logo is the negative space around it. To determine the appropriate amount of space use the height of the “d” of the DigiCert logotype on all sides of the logo. The minimum size to print the logo is 1 1/4”.

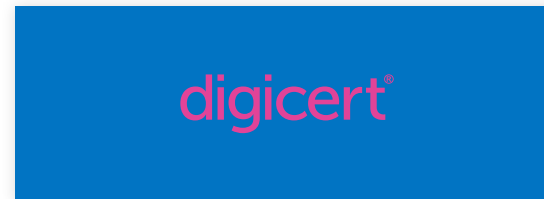


LOGO SIZING FOR WEB

The minimum size to display the logo online is 20px x 85px with 15px padding. The logo below has been adjusted so that the ® is still readable at the smaller size. Logo is provided [here](#).

INCORRECT LOGO USE

These examples demonstrate scenarios that should be avoided.



1. Changing the logo colors.



2. Placing the logo over images that make it inaccessible.



3. Rotating or skewing the logo.

PARTNER LOGO HORIZONTAL LOCKUP

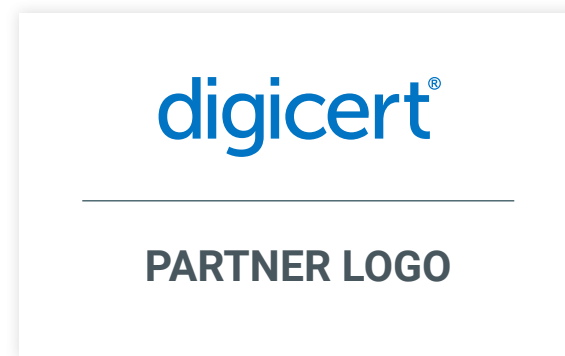
For authorized partners who would like to show the DigiCert logo next to their own, place the DigiCert logo, a 1px line and then the partner logo. To determine the appropriate amount of space between the logos and 1px line, use the height of the “d” of the DigiCert logotype.



Example

PARTNER LOGO VERTICAL LOCKUP

For authorized partners who would like to show the DigiCert logo next to their own, place the DigiCert logo, a 1px line and then the partner logo. To determine the appropriate amount of space between the logos and 1px line, use the height of the “d” of the DigiCert logotype. The partner logo should be center aligned and may extend past the DigiCert logo.



Example

PARTNER LOGOS

There are two authorized logos available to DigiCert Partners: a generic logo and a Certified Partner tiered option. Any partner may choose the generic option, or DigiCert Certified Partners may instead choose to depict the tier status of your partnership (e.g., Premium, Platinum, etc.). All generic partner logos are available in .eps and .png formats [here](#). All tiered partner logos are available upon request.



Available to all partners



Available to partners based on tiered status

PARTNER LOGO USE EXAMPLE

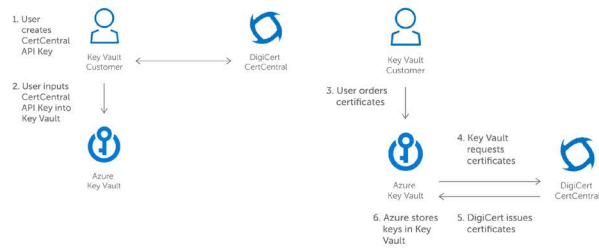
DIGICERT | MICROSOFT AZURE KEY VAULT INTEGRATION

Protect Data in the Cloud with Secure Key Management

Microsoft Azure Key Vault customers can now order SSL/TLS certificates directly from their account using the DigiCert REST API.

CertCentral®, DigiCert's certificate management platform, is now integrated with Azure Key Vault, allowing you to purchase certificates and securely store your private keys while enjoying the benefits of Key Vault's HSMs without the cost of on-premise hardware.

GETTING A DIGICERT CERTIFICATE THROUGH YOUR KEY VAULT ACCOUNT



How Private Key Management Benefits Our Customers

Our goal is to provide trusted connections and a more secure web. DigiCert worked with Azure Key Vault to help developers with a simplified workflow for purchasing and monitoring SSL/TLS certificates and safeguarding cryptographic keys.

digicert | PARTNER LOGO HERE

WEBSITE TRUST SEALS

The “powered by DigiCert” website seal is an important visual indicator of a site’s trustworthiness. In fact, a recent Frost & Sullivan study found a site seal from a respected brand is one of two primary factors internet users of all experience levels take into account when judging a site’s legitimacy. The Norton Seal is available for download in .png format in all approved sizes [here](#).



SUGGESTED LOGO + SEAL DISPLAY APPROACH

Some partners should lead with the DigiCert brand and follow it closely with the Norton™ seal Powered by DigiCert. Many SSL/TLS customers only look for the Norton seal, but may still be unaware that it's Powered by DigiCert and available with a DigiCert certificate. In those cases, leading with the seal and following with the DigiCert brand is acceptable. However, the Symantec logo alone or paired with DigiCert isn't available for use and will be strictly enforced by Symantec starting in Q3 of 2019.

Lead with the brand
enabling the product



Follow with
the product



Use to validate your
partner status



OUR IMPACT

Leading companies across all industries, including banking, e-commerce, technology, healthcare, manufacturing and more rely on DigiCert to provide scalable encryption and authentication for their most valuable online properties.

**THE #1 GLOBAL
TLS/SSL, IOT & PKI
SOLUTIONS PROVIDER**

DigiCert internal engineering analysis of OSCP verifications January 2019, Frost & Sullivan 2019, 451 Research

**SECURES MORE THAN 28
BILLION CONNECTIONS
EVERY DAY**

DigiCert internal engineering analysis of OSCP verifications January 2019, Frost & Sullivan 2019, 451 Research

**SERVES MORE THAN 180
COUNTRIES WORLDWIDE**

DigiCert internal customer data October 2017

**ISSUED MORE THAN 2
BILLION CERTIFICATES
FOR IOT DEVICES**

DigiCert internal and external customer data June 2017

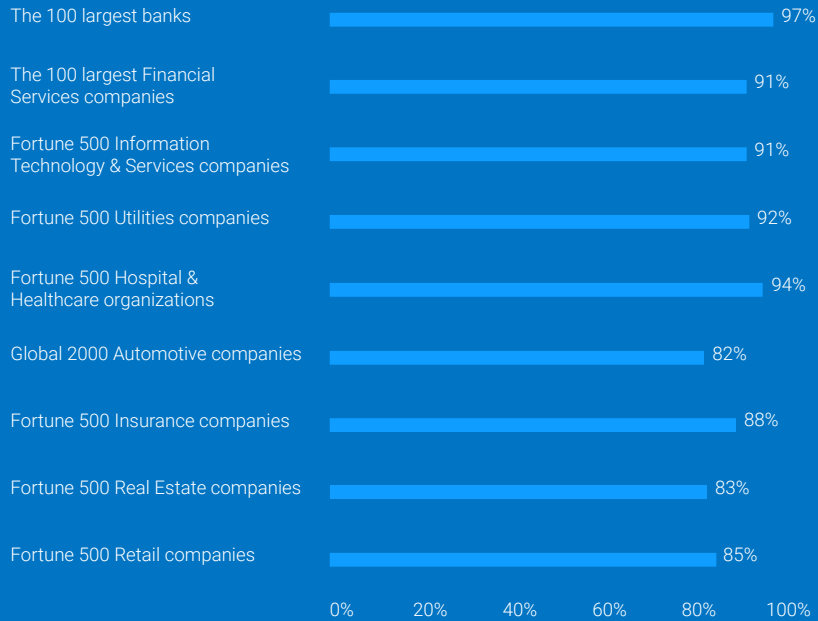
**PREFERRED BY 89% OF
THE FORTUNE 500**

Internal customer analysis, October 2017 against Fortune 500 2017 Publication

**MORE 5-STAR REVIEWS
THAN OUR COMPETITION
—COMBINED**

SSLshopper.com reviews April 2019

DIGITAL SECURITY FOR EVERY INDUSTRY



MOST-RECOGNIZED TRUST MARK

The Norton™ Seal is recognized and trusted by nearly 90% of online consumers.



TRUSTED BY THE WORLD'S TOP BRANDS



DIGICERT SECURE SITE CERTIFICATES

The industry's leading TLS/SSL certificate is now on trusted DigiCert roots. Whether you partner with us as a reseller, independent vendor or other technology provider, you can differentiate your offerings and build brand reputation with our Secure Site certificates. They include the Norton™ seal—the most well-recognized symbol for online trust—plus priority 24/7 support and exclusive access to the fastest validation experience available.

COMPARE SECURE SITE CERTIFICATES

Custom certificate renewal and pricing based on order volume. Multi-domain and wildcard features are also available.

SECURE SITE OV

Security from
the world's most-
trusted roots

SECURE SITE EV

Highest
authentication
with browser-
visible security

SECURE SITE PRO SSL

Security for
hundreds
of domains

SECURE SITE PRO EV SSL

The highest
authentication for
all domains

TOP 5 REASONS TO CHOOSE DIGICERT SECURE SITE




1 MOST TRUSTED ROOTS.

DigiCert is more than a certificate authority. We're a keeper of public trust on the internet, securing 89% of Fortune 500 companies, 97 of the top 100 banks and 87% of encrypted e-commerce transactions globally.



2 HIGHEST LEVEL OF AUTHENTICATION.

With Secure Site, you and your customers are assured the highest level of authentication, which means the highest level of consumer confidence in your website and your brand.




3 NORTON SECURED™ SEAL FOR VISIBLE TRUST.

As the most well-recognized symbol for online security, the Norton Secured seal provides browser-visible trust to improve conversion rates for Secure Seal customers.



4 INDUSTRY-LEADING MANAGEMENT CONSOLE.

The best certificate demands the best platform. With enterprise-grade tools designed for automation and ease of use, the DigiCert CertCentral Partner Platform simplifies certificate management from issuance to renewal.



5 PRIORITY VALIDATION, PRIORITY SUPPORT.

Not only do Secure Site customers get exclusive access to the fastest, most painless validation experience available, they get priority support with a concierge phone line and 24/7/365 email and live chat.

DIGICERT BASIC CERTIFICATES

DigiCert Basic certificates include a range of TLS/SSL offerings, all backed by our trusted roots and award-winning customer support. We make it easy to grow your business with the secure, automated and customizable solutions your customers want. In addition to the industry's strongest encryption, we also deliver the fastest issuance and load times with access to free tools and platforms that simplify certificate management.

COMPARE BASIC CERTIFICATES

Automatic, rule-based provisioning and issuance using your preferred protocol. Multi-domain and wildcard features are also available.

BASIC OV

Compatible with all major browsers and mobile devices

BASIC EV

Manual validation with browser-visible security

TOP 5 REASONS TO CHOOSE DIGICERT BASIC CERTS




1 STRONGEST ENCRYPTION.

Thanks to one of the oldest root certificates in the industry, every TLS/SSL certificate issued by DigiCert is trusted by all major browsers, mail systems, operating systems and mobile devices.



2 THE COST & CONVENIENCE CUSTOMERS WANT.

With a suite of certificates to meet every need, DigiCert Basic gives businesses of every size and type the ability to protect customer data and establish online trust.



3 FASTEST ISSUANCE & LOAD TIMES.

Our validation experts issue certificates within a few hours and our OCSP times are up to 8x faster than competitors, making DigiCert the fastest TLS/SSL in the industry.



4 A BETTER WAY TO MANAGE CERTIFICATES.

Through the DigiCert CertCentral Partner Platform, we offer free tools to streamline and simplify certificate management, so you can track your entire certificate landscape in a single screen.



5 AWARD-WINNING CUSTOMER SUPPORT.

DigiCert has three times as many five-star support ratings as any other certificate authority. We never stop looking for ways to make security simpler for our customers.

INTRODUCING MULTI-YEAR PLAN TLS/SSL CERTIFICATES

To help customers embrace the benefits of shorter certificate lifetimes and simplify certificate management even more, DigiCert is offering Multi-year Plan TLS/SSL certificates. This new multi-year coverage option is a time-efficient and cost-effective way to help your customers improve their security by further reducing certificate outages and the hassle of managing shorter certificate lifecycles.

As browsers are mandating one-year certificate lifetimes, the DigiCert Multi-year Plan coupled with automation tools saves you time—and money. Customers can lock in a great price with longer coverage terms provided by the Multi-year Plan.

Available for all flex products including all DigiCert, Thawte and Geo Trust branded certificates.

TOP REASONS TO ENCOURAGE CUSTOMERS TO USE THE DIGICERT MULTI-YEAR PALN



1 STREAMLINED

Remove the hassle of annual billing by taking advantage of the DigiCert Multi-year Plan.



2 CUSTOMIZABLE

Secure your site with coverage for longer periods of time, or as little as seven days at a time, with unlimited reissuances during the service period.



3 SECURE

The Multi-year Plan allows you to embrace the best practice of shorter TLS certificate lifecycles by minimizing the risk of compromised certificates and changing out weak keys regularly, thus improving the security posture of your web pages.

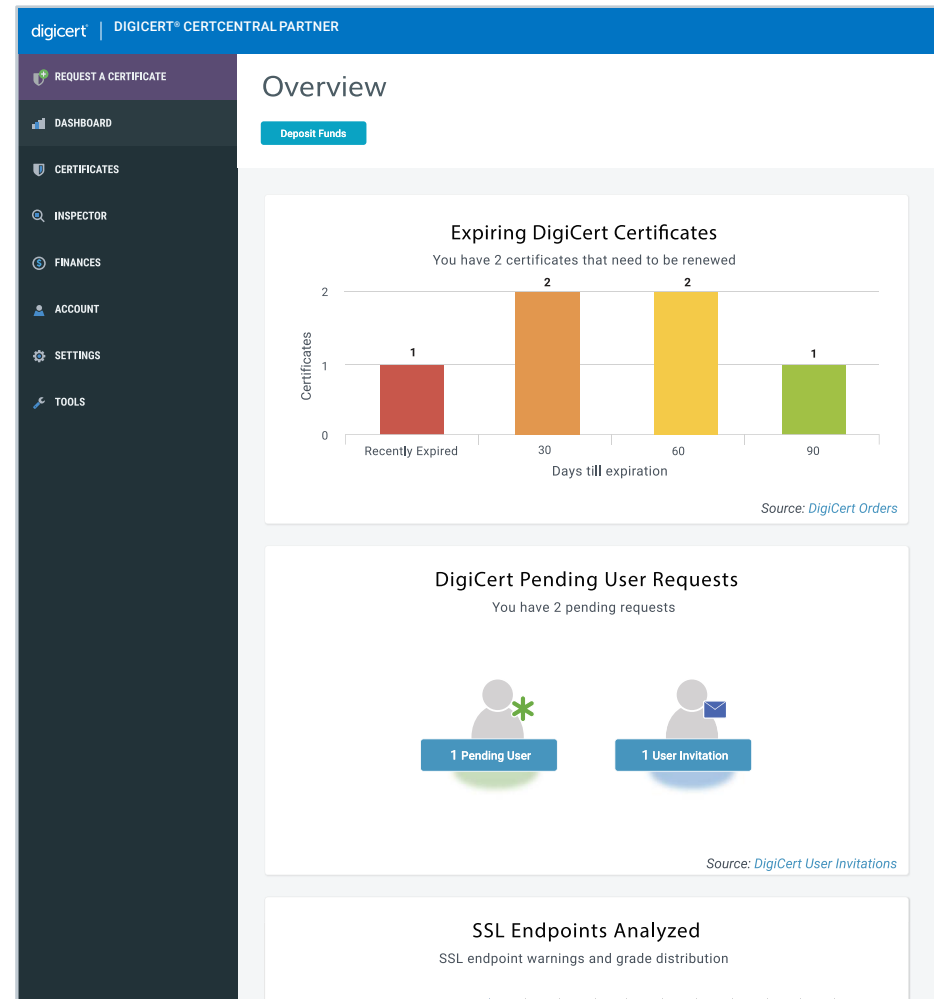


4 FUTURE-PROOF

By taking advantage of Multi-year Plan options you also protect yourself from further reduction to certificate lifecycles imposed by the industry.

DIGICERT CERTCENTRAL PARTNER

With the DigiCert® CertCentral platform, you get the remote monitoring capabilities you need to grow your business and effectively manage your customers' networks at scale. CertCentral is highly customizable and allows you to provide TLS/SSL security solutions with automation tools to manage every phase in the certificate lifecycle. Our product integration gives you power to order and manage certificates on behalf of your clients via APIs. We offer expert consulting, 24/7/365 support and discounted pricing for high-volume orders.



ACME

BODY OPTIONS

50 WORDS

With ACME + DigiCert, you can automate deployment using virtually any client and any server type, any way you prefer. That means less time spent completing tedious manual tasks—or worse, putting out fires. With DigiCert, you use ACME protocol to automate deployment of OV and EV certificates with custom validity periods. The benefits just keep adding up.

100 WORDS

The Automatic Certificate Management Environment (ACME) protocol allows you to automate certificate provisioning, installation, renewal and more. With ACME + DigiCert, you can use virtually any client and any server type, any way you prefer. That means less time spent completing tedious manual tasks—or worse, putting out fires. ACME protocol makes it much faster and easier to resolve issues like Heartbleed or the more recent underscore compliance issue. With DigiCert, you can even use ACME protocol to automate deployment of high-assurance OV and EV certificates with custom validity periods. The benefits just keep adding up.

OUR GLOBAL FOOTPRINT

DigiCert is the world's most trusted provider of TLS/SSL, IoT and PKI solutions. Since 2015, DigiCert has been steadily expanding its global footprint through both new business and the acquisitions of Verizon Enterprise SSL Solutions (2015), Symantec Website Security (2017) and QuoVadis (2019)—the latter furthering DigiCert's commitment to the European market.

2015	2017	2019
ACQUISITION OF VERIZON ENTERPRISE SSL SOLUTIONS	ACQUISITION OF SYMANTEC WEBSITE SECURITY	ACQUISITION OF QUOVADIS
		

WE HAVE OFFICES IN PREMIER LOCATIONS AROUND THE WORLD.



- Mountain View, California
- London, England
- Dublin, Ireland
- Tokyo, Japan
- Cape Town, South Africa
- Melbourne, Australia
- Bangaluru, India
- Lehi, Utah

OUR COLLECTIVE ADVANTAGE

The DigiCert Partner Program attracts high-end customers and offers its partners lucrative margins. As the #1 global provider of TLS/SSL certificates, DigiCert serves 80% of the high-assurance market. We provide the most capable tools and platforms and have more 5-star support ratings than our competition, combined.



THE UNCOMMON DENOMINATOR

PARTNER BRAND CAMPAIGN

WHY THE UNCOMMON DENOMINATOR?

SSL and PKI are the foundation of the digital world, securing literally every connected thing. Because it's so pervasive, many people have the misconception that it's a common commodity—a common denominator.

But not all SSL/PKI providers are the same. They differ vastly in infrastructure, management tools, support, innovation, advocacy, activism and especially trust. In all of these categories, DigiCert is uncommon—not normal, not expected, not like everyone else. We lead and set the industry standard in each one. Hence, the Uncommon Denominator.

“COMMON DENOMINATOR” IS A FAMILIAR CONCEPT:

It's a universal mathematical concept, often referred to as the “lowest common denominator.”

In our usage, it unflinchingly recognizes the pre-existing perception that SSL is a common technology without much variation between products or providers.

UNCOMMON DENOMINATOR IS A POSITIVE SPIN ON AN OTHERWISE NEGATIVE POSITION:

It positions DigiCert as the leader, and allows us a wide platform to build on our strengths

It's a new idea, original, less forgettable and therefore a more-ownable position

New ideas are different—not perfectly translatable

New ideas make people nervous. Familiar ideas are boring

HOW IS DIGICERT THE UNCOMMON DENOMINATOR?

THE UNCOMMON DENOMINATOR IN SSL, IOT AND PKI SOLUTIONS.

You might think all SSL certificates are the same.

But when it comes to your security, “common technology” shouldn’t mean, “settling for average.”

Would you trust your identity—or your livelihood—to a “minimum viable product?”

There’s a better way. A road less traveled. And DigiCert was founded to find it.

THERE’S NOTHING COMMON ABOUT BEING TRUSTED EVERYWHERE.

Because trust is earned. It starts at the roots.

And ours go all the way back.

That’s why DigiCert is trusted by the world’s top companies, to secure millions of transactions, worth billions of dollars. Every day.



THERE'S NOTHING COMMON ABOUT INVESTING IN THE FUTURE.

Like building the industry's most advanced infrastructure—hyperconverged technology that's faster, more reliable and more secure than anyone else.

Or developing solutions for post-quantum cryptography in the pre-quantum age.

Or advocating for standards and policies that will make the internet a safer place. Where every user can trust in every digital interaction.

THERE'S NOTHING COMMON ABOUT MAKING IT EASY.

From an innovative single-pane management platform, to priority validation, to the highest rated service and support in the industry. 24/7, in any language, anywhere on the planet.

Because your security is only as good as your ability to implement it.

THERE'S NOTHING COMMON ABOUT DIGICERT.

That's why anytime you see our logo, our seal, our partners and our products—everywhere—you can trust that your information is safe.

Because securing your identity is how we define our own.




**SSL AT CHECK-OUT.
PKI AT CHECK-IN.**

Secure your data with the uncommon denominator in SSL, IoT and PKI solutions

[See how](#)

digicert®




**SECURE ON SITE.
SECURE IN THE PATIENT.**

Secure your data with the uncommon denominator in SSL, IoT and PKI solutions

[See how](#)

digicert®



**FROM TICKET.
TO TURBINE.**

Data travels safely with the uncommon denominator in SSL, IoT and PKI solutions

[See how](#)

digicert®

OUR SHARED SOCIAL OPPORTUNITIES

DigiCert customers are everywhere—online, mobile and even on social media. In fact, according to one study, approximately 90% of consumers reach out to brands on social media. Your Twitter or LinkedIn page could be the first place your customers come to get an answer to a question or even make a complaint. Social media provides many opportunities to tell the DigiCert brand story and connect with customers.

It's natural your customers might have questions about DigiCert or DigiCert products. As such, we're providing you some common questions and answers. These answers provide a starting place for a conversation. Keep your tone personable and helpful. If a longer conversation is needed to resolve an issue, it's usually best to move to a phone call or email.

SOCIAL MEDIA FAQs

1

Q: Who is DigiCert?

A: DigiCert is the world's leading provider of TLS/SSL and PKI that provides identity, authentication, and encryption solutions for the web and the Internet of Things (IoT). We are also expanding our solutions to related fields, like security for blockchain via our DigiCert Labs research & development efforts.

2

Q: What is an SSL/TLS certificate?

A: SSL stands for Secure Sockets Layer and, in short, it's the standard technology for keeping an internet connection secure and safeguards any sensitive data being sent between two systems, preventing others from reading and modifying any information transferred, including potential personal details. TLS (Transport Layer Security) is an updated, more secure, version of SSL.

3

Q: What type of certificates do you sell?

A: We sell Business and Basic TLS/SSL Certificates, as well as Code Signing, Document Signing, Device, and S/MIME certificates. Our certificates are used across all industries and use cases. In addition to certificates, we offer PKI and IoT security solutions and the industry-leading certificate management platform.

4

Q: Do you sell to SMBs?

A: Yes, we offer a full range of solutions to meet every business' need—from small shops to global brands.

5

Q: What is the relationship between DigiCert and Symantec?

A: DigiCert bought Symantec's Website Security and PKI business in 2017. Since then, the company has been on a mission to restore trust and has replaced more than five million Symantec certificates.

6

Q: How do I become a DigiCert partner?

A: As a partner, your company can gain a competitive advantage, provide value-added SSL services, and earn commission while leaving the management hassle to us. Apply now: <https://www.digicert.com/partner-program/#Contact>

**PARTNER
POWERED BY BRANDS**

WHAT DOES IT MEAN TO BE POWERED BY DIGICERT?

In the coming year, you'll start to see "Powered by DigiCert" appearing on site seals and across our velocity brands. It represents our dedication to providing a strong backbone of trust for the best digital security properties in the industry. Think of it as our version of Intel's "Intel Inside." It's a bold, clear recognizable statement of quality and trust that will play a large part in pushing our brand forward.

NEW GEOTRUST LOGO

Download the new GeoTrust powered by DigiCert logo in all available formats and approved colors [here](#).



NEW WEBSITE TRUST SEALS

The “powered by DigiCert” website seal is an important visual indicator of a site’s trustworthiness. In fact, a recent Frost & Sullivan study found a site seal from a respected brand is one of two primary factors internet users of all experience levels take into account when judging a site’s legitimacy.



GEOTRUST COLORS

GeoTrust's brand uses the following colors. The respective size of each color in the graphic below represents how often an individual color should be used in proportion to the others.



	GeoTrust Orange	Hex #F37121	R: 243 G: 113 B: 33	C: 5 M: 55 Y: 83 K: 0
	Blue	Hex #0174C3	R: 1 G: 116 B: 195	C: 86 M: 51 Y: 0 K: 0
	White	Hex #FFFFFF	R: 255 G: 255 B: 225	C: 0 M: 0 Y: 0 K: 0
	GeoTrust Gray	Hex #5E6C75	R: 94 G: 108 B: 117	C: 59 M: 51 Y: 39 K: 19

TOP 5 REASONS TO CHOOSE GEOTRUST



1 IT'S FAST, SIMPLE AND CONVENIENT.

Our optimized systems and processes make it quick and easy to buy, install, use, manage and renew your certificates—no matter how many you need.



2 GET BETTER SECURITY AT THE BEST VALUE.

We offer a full range of 256-bit encryption SSL/TLS products to customers around the globe at the lowest possible cost, including EV, OV, DV, Wildcard and SAN SSL certificates. Even better, our solutions support virtually every browser and popular mobile device.



3 WE ONLY PRACTICE BEST PRACTICE.

Integrity is the core of trust and the foundation of our brand. Not only are our internal data systems PCI security compliant, but our business practices are WebTrust certified for:

- Security
- Availability
- Processing integrity
- Confidentiality
- Privacy



4 WE'RE HERE TO HELP.

Your security is our top priority, which is why we offer top-notch support. If you need help with one of our products, you'll always talk to a trained security expert.



5 REPUTATION MATTERS.

GeoTrust is an established, well-respected security brand, now powered by DigiCert—the most trusted Certificate Authority in the industry.

HEADLINES

GeoTrust – Cost-effective security you can trust

Established. Respected. Secure.

Enterprise-level security for everyone.

Trust. Now powered by DigiCert.

Trusted by businesses large and small.

BODY

With more than 100,000 customers in over 150 countries, there's a good reason businesses around the world trust GeoTrust for SSL/TLS security solutions. GeoTrust delivers SSL/TLS security solutions to companies of all sizes at a great value. Its wide range of digital certificates allow companies to cost-effectively maximize security while also aligning themselves with a highly-trusted web security brand powered by the industry's most trusted roots.

BODY OPTIONS

25 WORDS

With more than 100,000 customers in over 150 countries, GeoTrust delivers SSL/TLS security solutions at the right price for a company of any size.

25

50 WORDS

With more than 100,000 customers in over 150 countries, GeoTrust delivers SSL/TLS security solutions at the right value for companies of all sizes. Its wide range of digital certificates allow companies to costeffectively maximize their website security while aligning themselves with a highly-trusted and respected digital security brand.

50

100 WORDS

In today's digital economy, every company needs web security they can trust. With more than 100,000 customers in over 150 countries, there's good reason businesses around the world choose GeoTrust for SSL/TLS security solutions. Since 2001, GeoTrust has delivered quality certificates to organizations of all sizes—from enterprise to single-site small business—at the right value to meet any budget. The wide range of authentication levels offered by GeoTrust allow companies to cost-effectively meet their specific security needs across virtually every major browser and mobile device, while also aligning themselves with a respected digital security brand powered by DigiCert, the industry's most trusted Certificate Authority.

100

NEW THAWTE LOGO

Download the new Thawte powered by DigiCert logo in all available formats and approved colors [here](#).



WEBSITE TRUST SEALS

The Thawte website trust seal, powered by DigiCert, can be displayed on your website and/or payment pages to reassure visitors that your website is legitimate. As if the reputation of Thawte wasn't enough, you get the added brand recognition of the largest CA in the world.



THAWTE COLORS

Thawte's brand uses the following colors. The respective size of each color in the graphic below represents how often an individual color should be used in proportion to the others.



Thawte Blue

Hex #015A99

R: 1 G: 90 B: 153

C: 94 M: 44 Y: 9 K: 2



Red

Hex #DB0025

R: 219 G: 0 B: 37

C: 11 M: 93 Y: 72 K: 2



Gray

Hex #707E86

R: 112 G: 126 B: 134

C: 51 M: 42 Y: 45 K: 7



Blue

Hex #0174C3

R: 1 G: 116 B: 195

C: 86 M: 51 Y: 0 K: 0

TOP 5 REASONS TO CHOOSE THAWTE



1 **GLOBALLY RECOGNIZED,
LOCALLY DELIVERED.**

As the first international certificate authority, Thawte provides a range of SSL certificates to customers in more than 240 countries. Our site seal, available in 18 languages, provides visual proof that your site is secure—everywhere.



2 **POWERED
BY DIGICERT**

In 2018, DigiCert invested more into its business—including building a modern, world-class infrastructure—than what we believe to be the total revenue of its nearest competitor.



3 **BACKED BY OUR
TRACK RECORD.**

For nearly 25 years, Thawte has been providing customers with SSL and code signing certificates so they can maintain the public's trust—and always stay on track.



4 **CUSTOMER-DRIVEN
SINCE DAY ONE.**

Thawte started as an open-source project. That same generous spirit drives the way we work with our customers today. Our award-winning customer support, available in multiple languages, is proof.



5 **NO-COMPROMISE
SECURITY.**

Thawte delivers the most intuitive certificate management tools with virtually 100% uptime. When it comes to security, you shouldn't have to settle.

HEADLINES

Globally recognized, locally delivered

240 countries. 18 languages. One leader.

The world's first international CA

The world's first international CA, powered by DigiCert.

The world's first international CA. The Internet's first choice.

BODY

As the first international certificate authority, founded in 1995, Thawte Powered by DigiCert provides a range of SSL/TLS certificates to customers in more than 240 countries. Our site seal, available in 18 languages, provides visual proof that your site is secure—everywhere. Thawte runs on DigiCert's hyperconverged network with the highest levels of throughput, reliability and speed. DigiCert has invested more in its infrastructure than any other certificate authority in the world and is powered by the industry's most trusted roots.

BODY OPTIONS

25 WORDS

For nearly 25 years, Thawte has been providing a range of SSL/TLS certificates to customers in more than 240 countries—powered by the industry’s most trusted roots.

50 WORDS

For nearly 25 years, Thawte has been providing a range of SSL/TLS certificates to customers in more than 240 countries. Our site seal, available in 18 languages, provides visual proof that your site is secure—everywhere. Thawte delivers intuitive certificate management tools and virtually 100% uptime, powered by trusted DigiCert roots.

100 WORDS

As the first international certificate authority, Thawte has been providing a range of SSL/TLS certificates to customers in more than 240 countries, for nearly 25 years. Our site seal, available in 18 languages, provides visual proof that your site is secure—everywhere. Started as an open-source project, Thawte has been customer-focused since the beginning. This mindset is the source of our award-winning customer support. Thawte runs on DigiCert’s hyperconverged infrastructure with the highest levels of throughput, reliability and speed. DigiCert has invested more in its infrastructure than any other certificate authority in the world, providing the industry’s most trusted roots.

RapidSSL LOGO

Download the RapidSSL logo in all available formats and approved colors [here](#).



WEBSITE TRUST SEALS

The RapidSSL website trust seal, powered by DigiCert, can be displayed on your website and/or payment pages to reassure visitors that your website is legitimate. As if the speed and affordability of RapidSSL wasn't enough, you get the added brand recognition of the largest CA in the world.



RapidSSL COLORS

RapidSSL's brand uses the following colors. The respective size of each color in the graphic below represents how often an individual color should be used in proportion to the others.



Orange

Hex #ED4F1F

R: 61 G: 71 B: 70

C: 0 M: 79 Y: 94 K: 0



Brown

Hex #784D2B

R: 39 G: 22 B: 33

C: 26 M: 68 Y: 88 K: 35



Yellow

Hex #F5C740

R: 84 G: 12 B: 77

C: 0 M: 28 Y: 87 K: 0



Gray

Hex #6B6661

R: 44 G: 2 B: 4

C: 50 M: 45 Y: 46 K: 31

TOP 5 REASONS TO CHOOSE RapidSSL



1 FASTER.

When you need a certificate, you shouldn't have to wait for hours. With RapidSSL's fully-automated purchase process, you have your SSL/TLS certificate issued in a matter of minutes.



2 MORE AFFORDABLE.

TLS/SSL certificates can be surprisingly expensive. With RapidSSL, you get a low-cost certificate from a highly respected certificate authority.



3 POWERED BY DIGICERT.

Rapid runs on DigiCert's hyperconverged network with the highest levels of throughput, reliability and speed. DigiCert has invested more in its infrastructure than any other certificate authority in the world.



4 BACKED BY OUR TRACK RECORD.

For more than a decade, RapidSSL has been providing customers with SSL/TLS and code signing certificates so they can maintain the public's trust—and always stay on track.



5 EASY TO INSTALL.

RapidSSL offers 24/7/365 web support and step-by-step documentation so that you can complete the process without any problems.

BODY OPTIONS

25 WORDS

RapidSSL is a faster, more affordable TLS/SSL option. With our fully-automated validation process, you get your certificate issued in minutes, not hours.

25

50 WORDS

RapidSSL is a faster, more affordable TLS/SSL option. With our fully-automated validation process, you get your certificate issued in minutes, not hours. With RapidSSL, you know what you're getting: a low-cost certificate from a highly respected certificate authority. And we're powered by DigiCert's modern infrastructure.

50

100 WORDS

RapidSSL is a faster, more affordable TLS/SSL option. With our fully-automated validation process, you get your certificate issued in minutes, not hours. With RapidSSL, you know what you're getting: a low-cost certificate from a highly respected certificate authority. And we're powered by DigiCert's modern infrastructure. In 2018, DigiCert invested more into its business—including building a modern, world-class infrastructure—than what we believe to be the total revenue of its nearest competitor. This investment is leading the industry forward with innovation that will support our customers' and partners' needs now and well into the future.

100

For more information, contact a Partner Program Representative at 1.801.701.9686 or email partnermarketing@digicert.com.

© 2020 DigiCert, Inc. All rights reserved. DigiCert is a registered trademark of DigiCert, Inc. in the USA and elsewhere. All other trademarks and registered trademarks are the property of their respective owners.