

VERIFIED PRESENCE PROTOCOL™ (VPP™)

VPP™ Trust Mark — Protocol Reference Usage Rules

Status: Protocol Reference Policy

Document Type: Public Reference

Version: 1.0

1. Purpose of the VPP™ Trust Mark

The VPP™ Trust Mark is a protocol identification and reference symbol used to indicate alignment with, or reference to, the Verified Presence Protocol™ (VPP™).

It is not a certification badge, approval seal, endorsement mark, or compliance guarantee.

The Trust Mark exists solely to:

- identify the VPP™ protocol as an institutional reference standard;
- distinguish official protocol materials from non-authoritative sources;
- support clarity, traceability, and institutional trust.

2. Nature of the Trust Mark

The VPP™ Trust Mark represents:

- a protocol specification and governance framework;
- a neutral, platform-agnostic standard;
- a reference layer, not a product, service, or implementation.

Use of the Trust Mark does not imply:

- certification;
- authorization;
- approval;
- compliance;
- licensing;
- endorsement of any system, entity, or implementation.

3. Authorized Trust Mark Variants

Only the following three official variants of the VPP™ Trust Mark are permitted.

3.1 Variant A — Symbol-Only Mark (Icon)

Composition

- Outline-only shield symbol
- Double-line shield contour
- Internal abstract verification + human presence glyph
- No text

Permitted Use

- Website footer (secondary position)
- Favicon / browser tab icon
- Watermarks
- Document background marks
- Visual reference where space is extremely limited

Restrictions

- Must never be used as a standalone claim of compliance or certification
- Must not be accompanied by interpretive language

3.2 Variant B — Official Institutional Seal (Primary)

Composition

- Outline-only shield symbol (no text inside)
- Below the symbol:
 - VPP™
 - *Verified Presence Protocol*™ (smaller, descriptive line)

This is the DEFAULT and AUTHORITATIVE version of the Trust Mark.

Permitted Use

- Website hero section
- Website primary footer
- Official PDFs and publications
- Protocol documentation
- Institutional presentations

- Governance and reference materials

Mandatory Rules

- “Verified Presence Protocol™” must never appear without “VPP™”
- No additional words may be added
- Typography and spacing must remain unchanged

3.3 Variant C — Compact Integrated Mark (Exception Use)

Composition

- Outline-only shield symbol
- “VPP™” placed inside the shield
- No text below the symbol

Permitted Use

- Situations with severe vertical space constraints
- Navigation bars
- Narrow document headers
- Technical annexes

Restrictions

- Must not be used in marketing contexts
- Must not be paired with the expanded protocol name
- Must not be combined with other Trust Mark variants in the same visual context

4. Prohibited Uses

The following uses are strictly prohibited:

- Adding words such as:
 - “certified”
 - “approved”
 - “compliant”
 - “licensed”
 - “guaranteed”
- Modifying colors, stroke weight, geometry, or proportions
- Placing the Trust Mark next to commercial CTAs
- Using the Trust Mark to imply regulatory approval
- Embedding the Trust Mark inside third-party logos
- Using the Trust Mark as a marketing badge or promotional claim

5. Color and Style Rules

- Approved colors:
 - Deep navy (primary)
 - Pure black (monochrome)
- Background:
 - Transparent or white only
- No gradients
- No shadows
- No fills
- Outline-only geometry must be preserved

6. Relationship to Certification

Public reference to the VPP™ protocol or display of the Trust Mark does not constitute certification.

Certification, conformity assessment, and authorization are governed exclusively by the VPP™ Conformity & Certification Framework and associated operational procedures.

Only formally certified entities, where applicable, may reference certification status — and only under separate, explicit authorization.

7. Governance and Enforcement

The Trust Mark is governed under the authority of the VPP™ Governance & Stewardship Framework.

Unauthorized or misleading use of the Trust Mark may result in:

- revocation of permission to reference the protocol;
- public clarification notices;
- further governance actions as defined by the protocol.

8. Legal Notice

VPP™ and Verified Presence Protocol™ are protected identifiers.
All rights reserved.