



## Branding Guidelines for EDGE Auditors

EDGE Auditors who have taken training, passed the exam, and become licensed professionals are encouraged to promote their new credential on their resumes, business cards, websites, and throughout their LinkedIn profiles. Please note that there is no need to indicate your status as “Interim” during your first year as an EDGE Auditor.

### I. BUSINESS CARDS

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Following is an example of how a business card might appear with the title indicated (those who are practicing as both EDGE Auditors and EDGE Experts can also add the title of EDGE Expert if they wish):



For those who are already LEED APs or have another professional affiliation, a combination title is suggested:



It is also possible to use the EDGE logo in combination with your company’s logo:



## II. EMAIL SIGNATURES

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Email signatures can be treated in the same way, where you may include a reference to your new credential and the EDGE logo, which can link to the EDGE website at [www.edgebuildings.com](http://www.edgebuildings.com):

**Carlos Hernandez Alvarez**  
Structural Engineer and EDGE Auditor



**Alvarez & Sons**  
Consulting

T: +52 55 1212 1212  
M: +52 55 1234 1234  
[www.alvarezconsulting.com.mx](http://www.alvarezconsulting.com.mx)



## III. LINKEDIN PROFILE

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In addition to including your accreditation in your title on your LinkedIn profile, you may wish to add “EDGE Auditor” as a skill under Skills & Endorsements:

The screenshot shows the 'Skills & Endorsements' settings page. At the top, there is a '+ Add skill' button and a dropdown arrow. Below this is the 'Skills and Endorsements Settings' section, which includes a toggle for 'I want to be endorsed' (set to 'Yes') and three checked checkboxes: 'Include me in endorsement suggestions to my connections', 'Show me suggestions to endorse my connections', and 'Send me notifications via email when my connections endorse me'. There is also a link for 'Add & Remove' and 'Manage Endorsements'. At the bottom, there is a search bar containing 'EDGE Auditor' and an 'Add' button. A note below the search bar states 'You can still add 25'.

You can also “add a section to your profile” and choose Certifications, completing the form as follows (be sure to indicate the Company Name as EDGE\_Buildings in order for the EDGE logo to appear when saved):

The screenshot shows the 'Certifications' form. It has the following fields: 'Certification Name' (filled with 'EDGE Auditor'), 'Certification Authority' (filled with 'EDGE\_Buildings'), 'License Number' (empty), and 'Certification URL' (empty). Below these is a 'Dates' section with a dropdown for 'January' and '2017', and a '- Present' option. There is a checked checkbox for 'This certificate does not expire'. At the bottom of the form are 'Save' and 'Cancel' buttons. Below the form is a button labeled 'Add certificate'.

You can even add your new accreditation as a position under the Experience section. Indicate the Company Name as EDGE\_Buildings in order for the EDGE logo to appear when saved:

Experience + Add position

**Company Name \***  
EDGE\_Buildings

**Title \***  
EDGE Auditor

**Location**  
Mexico

**Time Period \***  
January 2017 - Present  
 I currently work here

**Headline**  
 Update my headline to:  
EDGE Auditor at EDGE\_Buildings

**Description**  
Provider of independent, third-party auditing services for EDGE certification at the design and construction stages, including site audits.

See examples

Save Cancel

Following is how your new experience will appear when saved:

Experience

EDGE Auditor  
EDGE Buildings 

January 2017 - Present (1 month) | Mexico

Provider of independent, third-party auditing services for EDGE certification at the design and construction stages, including site audits.

Add Media:  Document  Photo  Link  Video  Presentation

## IV. WEBSITE

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To encourage awareness that your firm provides services related to EDGE, you can add content to your website and a link to [www.edgebuildings.com](http://www.edgebuildings.com). Here is an example of how you might articulate auditing services:



**EDGE Auditing Services Now Offered**

Alvarez and Sons is proud to provide complete auditing services for clients who wish to bring their projects forward for EDGE green building certification. Services include document checks and site audits by licensed professionals on our in-house team for both residential and commercial buildings. [EDGE](http://www.edgebuildings.com) is an innovation of IFC, a member of the World Bank Group.

## V. CONTACT

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Questions about how to promote your new credential? Email [edge@ifc.org](mailto:edge@ifc.org).