

Branding Guidelines for EDGE Experts and Auditors

EDGE Experts and EDGE Auditors who have taken training, passed the exam, and become accredited and licensed professionals are encouraged to promote their new credential on their resumes and business cards.

I. BUSINESS CARDS

Following is an example of how business cards for an EDGE Expert (on the left) and EDGE Auditor (on the right) might appear, with titles indicated (those who are practicing as both EDGE Auditors and EDGE Experts should indicate the title of EDGE Auditor only):



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, or as your only logo:



II. EMAIL SIGNATURES

Email signatures can be treated in the same way for both EDGE Experts and EDGE Auditors, 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:

Carlos Hernández Alvarez
Structural Engineer and EDGE Expert



Alvarez & Sons
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www.alvarezconsulting.com.mx



Carlos Hernandez Alvarez
Structural Engineer and EDGE Auditor



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www.alvarezconsulting.com.mx



III. LINKEDIN PROFILE

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

Skills & Endorsements + Add skill ↕

Skills and Endorsements Settings

I want to be endorsed Yes No

- Include me in endorsement suggestions to my connections
- Show me suggestions to endorse my connections
- Send me notifications via email when my connections endorse me

Add & Remove | Manage Endorsements

EDGE Expert Add

You can still add: 25

You can also “add a section to your profile” and choose Certifications, completing the form as follows:

Certifications + Add certificate ↕

Certification Name
EDGE Expert

Certification Authority
EDGE Buildings

License Number

Certification URL
www.edgebuildings.com

Dates
December 2016 – Present

This certificate does not expire

Save Cancel

Add certificate

You can even add your new accreditation as a position under the Experience section:

Experience

Company Name *
EDGE Buildings

Title *
EDGE Expert

Location
Mexico City Area, Mexico

Time Period *
December 2016 – Choose... Year
 I currently work here

Description

See examples

IV. WEBSITE

To encourage awareness that your firm provides services related to EDGE, you may wish to add content to your website and a link to 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](#) is an innovation of IFC, a member of the World Bank Group.

And here is an example of how you might articulate EDGE Experts for hire:

EDGE Experts Available for Green Building Design



Alvarez and Sons now has several professionals on our team who can support clients in their pursuit of green building design for their projects in Mexico. Our trained and accredited EDGE Experts are authorities on the EDGE software and can help with submission requirements for certification. [EDGE](#) is an innovation of IFC, a member of the World Bank Group.

V. CONTACT

Questions about how to promote your new credential? Email edge@ifc.org.