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01 About the Brand

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Introduction

The EDGE Brand Book & Style Guide provides comprehensive guidance on visuals and messaging that support one of IFC’s most prominent brands. Whether the context is global or local, a large multi-national client or a small boutique advertising agency, a major media announcement or a short tweet, protocols must be followed by everyone to protect and leverage the EDGE brand.

The guidelines provide directions on how to display the EDGE logo and triangular pattern that are essential to the visual foundation of EDGE. Examples are provided for a variety of mediums such as conference displays, publicity and promotional materials, certificates and videography, to strive for a consistent, templated approach as much as possible. EDGE focuses on efficiency, so our marketing activities must mirror this as well, pulling from a stable of products rather than reinventing what has already been carefully designed and vetted.

There is a wealth of resources that are touched upon in this guide to support EDGE staff, certification providers and clients in their outreach efforts. Additionally, training materials for marketing, media, and sales are carefully aligned to be in harmony with the EDGE brand.

Vision Statement

IFC’s EDGE seeks to mainstream resource-efficient buildings by combining speed with market intelligence, proving the business case that everyone wins financially by building green.
**History**

EDGE was launched internationally in July of 2014 when the program was approved by IFC’s Board of Directors. The software went live in September of 2014 beginning with the Homes typology. As early as June of 2015 other development finance institutions starting adopting EDGE, including CDC, FMO and Proparco, and the Climate Bond Initiative embraced EDGE as a benchmark for assessment in the bond market. GBCI and the consortium of thinkstep-SGS embraced EDGE as a solution for the future, becoming global certification providers in September of 2015.

In 2016, the EDGE Champions program was born, with Archetype, HOK, Perkins Eastman, Bouygues Bâtiment, and Carlson Rezidor joining the program. In February of 2017, the EDGE Experts program was launched, and in March it was announced that IFC was working with China’s leading engineers and scientists to align the EDGE software with the country’s green building label. In August of 2017, EDGE teamed up with Architecture 2030, the leading think tank for encouraging architects to design climate-smart buildings. The collaboration included modifying the EDGE software to recognize Zero Net Carbon buildings.

By the end of 2017, EDGE reached 1.5M square meters of registered floor space and 1.7M square meters of certified floor space with nearly 250 accredited EDGE Experts. EDGE has 21,000 followers on Twitter and 71,500 fans on Facebook.

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**Launch dates for EDGE focus countries:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>South Africa</td>
</tr>
<tr>
<td>2015</td>
<td>Costa Rica, India, Indonesia, Vietnam</td>
</tr>
<tr>
<td>2016</td>
<td>Philippines, Ghana, Nigeria, South Africa</td>
</tr>
<tr>
<td>2017</td>
<td>Colombia, Ghana, Nigeria, South Africa</td>
</tr>
</tbody>
</table>

**Timeline:**

- **July**
  - Launch of EDGE Green Building Program
  - World Green Building Council Partnership
- **September**
  - South African Launch of EDGE
  - EDGE Software Goes Live
- **November**
  - Costa Rica Launch of EDGE
  - EDGE Software Goes Live
- **April**
  - HOK Becomes EDGE Champion
- **June**
  - Indonesia Launch of EDGE
  - FMO, CDC and Proparco Adopt EDGE
  - Bouygues Bâtiment Becomes EDGE Champion
- **July**
  - Archetype Becomes EDGE Champion
  - Perkins Eastman Becomes EDGE Champion
- **August**
  - Climate Bond Initiative Adopts EDGE
  - GBCI & thinkstep-SGS Become Providers
- **September**
  - Carlson Rezidor Becomes EDGE Champion
  - Perkins Eastman Becomes EDGE Champion
  - EDGE and Architecture 2030 Collaboration
  - Launch of EDGE Green Building Program
  - World Green Building Council Partnership
02 Graphic Layout

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13 Unacceptable EDGE Logo Use
14 The EDGE and IFC Logo Lockup
15 EDGE and IFC Logo Colors and Usage
16 EDGE and IFC Logo Spacing
17 EDGE Typography
18 EDGE Tagline
20 EDGE Triangular Pattern
24 EDGE Imagery
The EDGE Color Palette

The EDGE Logo consists of a specific set of colors, blue and green, that are specified on the right. These two colors are the Primary Color Palette of EDGE. The Secondary Color Palette can be introduced when additional colors are needed for graphics, charts and call-outs, but it must not be used without the primary colors being dominant. The EDGE Logo may not be recolored using the secondary palette.
The EDGE Logo

The EDGE Logo consists of a sans serif typeface, a stylized “d” triangular grid, and the spelled-out acronym “Excellence In Design For Greater Efficiencies.”

The EDGE Logo must not be redesigned in any way. It must not be distorted or modified, and it must always be shown whole and never reproduced partially.

The following pages will detail the use of the EDGE Logo, color specifications, spacing and size requirements.
The EDGE Logo Colors

The EDGE Logo consists of a specific set of colors, blue and green, specified at right. Included are color specifications for two and four-color printing, web and digital display. The noted colors should be used for the logo at all times.

The EDGE Logo is typically used over a white background and may be used reversed out of a blue background as shown.

Additional standards for acceptable use are detailed in the following pages.
Logo Spacing

In order for the EDGE Logo to be clearly legible in the context of surrounding graphics and information, the spacing rules must be followed.

No graphic element which is not part of the EDGE Logo may be placed in the area “x” surrounding it. This area, also called the “area of isolation,” is derived by using the EDGE Logo’s lowercase letter height “x” as a unit of measurement.

The grid surrounding the EDGE Logo helps to visualize the distance and spacing protecting it in a layout for print or digital media.

EDGE Logo Area of Isolation

Spacing and isolation on white background

Spacing and isolation on blue background
**Logo Sizing**

In order for the EDGE Logo to maintain its integrity and visibility, it should not be reproduced smaller than the recommended size.

<table>
<thead>
<tr>
<th>EDGE Logo Minimum Size in Print</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Edge Logo" /></td>
</tr>
<tr>
<td>25mm wide</td>
</tr>
</tbody>
</table>

To maintain legibility in print, the EDGE Logo should never appear smaller than 25mm wide.

<table>
<thead>
<tr>
<th>EDGE Logo Typical Sizes in Print</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Edge Logo" /></td>
</tr>
<tr>
<td>30mm wide</td>
</tr>
<tr>
<td><img src="image" alt="Edge Logo" /></td>
</tr>
<tr>
<td>60mm wide</td>
</tr>
</tbody>
</table>

Typical sizes for good legibility of the EDGE Logo are shown above. The EDGE Logo can be used larger than this, keeping in mind good layout principles and use of the area of isolation grid.

<table>
<thead>
<tr>
<th>Minimum Web/Digital Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Edge Logo" /></td>
</tr>
<tr>
<td>175 pixels wide</td>
</tr>
</tbody>
</table>

To maintain legibility in digital media, the EDGE Logo and tagline should never be used smaller than 175 pixels wide. This includes website usage, email signatures, and online and mobile apps.

Care should be taken with raster images and formats (JPEG, PNG, GIF) to ensure they are sized properly and do not appear blurry or pixelated when in use.
Acceptable EDGE Logo Use

The following are examples of acceptable EDGE Logo usage in conjunction with color fields and photographic imagery.

These are the only acceptable colors and variations unless otherwise specified in this manual.

If you have a special case, contact the EDGE Global Marketing Lead for authorization at rmenes@ifc.org

---

**EDGE Logo on Color Field**

- **01** Corporate colors on white
- **02** Reversed white corporate blue
- **03** Reversed white corporate green

<table>
<thead>
<tr>
<th>Image Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate colors on 10% or less screen of black</td>
</tr>
<tr>
<td>Solid black on white can be used only in one-color print applications such as newspapers</td>
</tr>
<tr>
<td>Reversed white on black or very dark background can be used only in one-color print applications such as newspapers</td>
</tr>
</tbody>
</table>

**EDGE Logo on Photography**

- **01** Color logo on a very light photographic background with less than 20% ink coverage
- **02** Reversed over dark photo
- **03** Reversed over approved photo tint
Unacceptable EDGE Logo Use

This page illustrates a series of changes to the EDGE Logo which are not allowed in any way.

.01
The EDGE Logo must not be distorted, and a shadow cannot be applied. Its shape must always be maintained and the ratio between elements must not be modified.

.02
The EDGE Logo must not be used over any non-approved colored backgrounds, or photographic backgrounds that do not provide adequate contrast.

.03
The EDGE Logo must never be recolored or screened back in an illegible manner that infringes on its clearspace.

Special Effects
Special effects cannot be applied to the EDGE Logo such as drop shadows, 3D effects, Photoshop beveling or embossing, posterization, distortion or recoloring that does not conform to the identity standards.

Unacceptable Usage
Following are unacceptable uses of the EDGE logo:

- Manufacturing, selling or giving away merchandise items bearing the EDGE logo without permission from IFC.

- Registering any trademark, domain name, or other name that is confusingly similar to the EDGE trademark. This includes digital channels such as Twitter and Facebook feeds.

.01 Do not distort the EDGE Logo by compressing horizontally, vertically or applying a shadow.

.02 Do not use the EDGE Logo on any low-contrast photographic or non-approved colored backgrounds.

.03 Do not recolor, screen back or crop the EDGE Logo improperly. Be careful that the colors remain true to the standards.
The EDGE and IFC Logo Lockup

The EDGE and IFC Logo lockup consists of the EDGE Logo and the IFC Logo to be used together in a specified manner. The pairing should only be used in rare circumstances, as EDGE is a stand-alone brand. Do not lock up the EDGE Logo with the World Bank Group Logo, or feature the World Bank Group Logo on communications without the IFC Logo embedded within it.

The logo lockup must not be redesigned in any way. It must not be distorted or modified, and it must always be shown whole and never reproduced partially.

The following pages will detail the use of the EDGE and IFC Logo lockup color specifications, spacing and size requirements.
EDGE and IFC Logo Colors and Usage

The EDGE and IFC Logo lockup consists of the EDGE Logo and the IFC Logo to be used together in a specified manner.

The logo lockup must not be redesigned in any way. It must not be distorted or modified, and it must always be shown whole and never reproduced partially.

The EDGE and IFC Logo consists of a specific set of colors. Included are color specifications for 4-color printing, web and digital display. The noted colors must be used for the logo at all times.

The EDGE and IFC Logo lockup is typically used over a white background and may be used reversed out of a blue background as shown.

EDGE Logo Colors

Please refer to page 04 for the EDGE Logo color specifications.

IFC Logo Color Specifications

The IFC 4-color process specifications are as follows:

<table>
<thead>
<tr>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% C</td>
</tr>
<tr>
<td>0% M</td>
</tr>
<tr>
<td>0% Y</td>
</tr>
<tr>
<td>0% K</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>96% C</td>
</tr>
<tr>
<td>39% M</td>
</tr>
<tr>
<td>0% Y</td>
</tr>
<tr>
<td>73% K</td>
</tr>
</tbody>
</table>
EDGE and IFC Logo Spacing

In order for the EDGE and IFC Logo lockup to be clearly legible in the context of surrounding graphics and information, the spacing rules must be followed.

No graphic element which is not part of the EDGE and IFC Logo lockup may be placed in the “x” area surrounding it. This area, also called the “area of isolation,” is derived by using the EDGE Logo’s lowercase letter height “x” as a unit of measurement.

The grid surrounding the EDGE and IFC Logo lockup helps to visualize the distance and spacing surrounding it in a layout for print or digital media.
**EDGE Typography**

**Primary Typeface**
The primary typeface chosen to convey the EDGE identity is Frutiger, which is the preferred typeface on all EDGE materials.

To create a clean, cohesive appearance, the use of no more than two different typeface families in a document is recommended. This includes design elements such as callouts and photo captions.

This primary typeface is available in three weights: light, roman and bold. For every weight an italic version is also available.
**EDGE Typography**

**Secondary Typeface**
Frutiger is the preferred typeface on all EDGE materials. When Frutiger is not available, the secondary typeface chosen to convey the EDGE identity is the typeface Verdana.

This typeface is available in two different weights: regular and bold. All the weights are available in italic.

It is advisable to use this font in online and electronic media. This font has been chosen as a secondary typeface because it is clearly legible, both on printed and digital materials, and because it is a default font available on most devices.

<table>
<thead>
<tr>
<th>Font Type</th>
<th>Font Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Verdana</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefghijklmnopqrstuvwxyz&lt;br&gt;1234567890!#$%^&amp;*()</td>
</tr>
<tr>
<td><strong>Verdana Italic</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefghijklmnopqrstuvwxyz&lt;br&gt;1234567890!#$%^&amp;*()</td>
</tr>
<tr>
<td><strong>Verdana Bold</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefghijklmnopqrstuvwxyz&lt;br&gt;1234567890!#$%^&amp;*()</td>
</tr>
<tr>
<td><strong>Verdana Bold Italic</strong></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ&lt;br&gt;abcdefghijklmnopqrstuvwxyz&lt;br&gt;1234567890!#$%^&amp;*()</td>
</tr>
</tbody>
</table>
EDGE Tagline

The tagline, which appears consistently on the cover of all EDGE brochures, was chosen when EDGE first launched in 2014 to clarify the following:

.01
EDGE is a product and program for green buildings, which does not appear in the spelled-out acronym of “Excellence in Design for Greater Efficiencies.”

.02
The international scope of EDGE.

.03
Occupants are increasingly becoming more aware of the benefits of green buildings and creating growing demand for them. In the recent past, buildings were built conventionally without respect to either the environment or the comfort of those who would occupy them. Buildings designed with EDGE break from this tradition.

GREEN BUILDINGS
FOR A SMARTER WORLD

Tagline Fonts

The “Green Buildings” portion of the tagline is set in Frutiger Light, all caps.
The “For A Smarter World” portion of the tagline is set in Frutiger Black, all caps.
It is acceptable to set the tagline in either brand color, EDGE Green or EDGE Blue, or white when reversed out of either brand color.

Translations

The tagline has been translated into several languages, with slight alterations to ensure the meaning is conveyed well:

Spanish: EDIFICIOS VERDES PARA UN PLANETA MÁS INTELIGENTE

Portuguese: CONSTRUÇÕES SUSTENTÁVEIS PARA UM MENDO MELHOR

Vietnamese: CÔNG TRÌNH XANH VI MỘT THẾ GIỚI VÀN MINH

Indonesian: BANGUNAN HIJAU UNTUK DUNIA YANG LEBIH CERDAS

Turkish: YEŞİL BİNLAR DAHA AKILLI BİR DÜNYA İÇİN

Chinese: 绿色建筑 为了一个更智慧的世界

Special Applications

When used as a single line of text the tagline is set in Frutiger Roman, all caps.
The EDGE Triangular Pattern

The following pages illustrate the rules that define proper use of the EDGE triangular pattern.

The following four rules: Amount & Position, Orientation & Alignment, Scale & Line Weight, and Colors need to be applied consistently across an entire design whether it’s a single item or multi-page collateral.

Amount & Position
The pattern must be used sparingly to reinforce the brand. It should never distract from the messaging or primary visual(s). The pattern should never occupy more than 30% of the total surface area.

If the triangular pattern appears in multiple places across the same surface it must remain on the same grid with uniform spacing.

The pattern must not be positioned over any messaging. Only the angular color fields are behind the pattern.

Amount & Position

**DO** use the pattern sparingly on less than 30% of the total surface area.

**DO** maintain the same grid with uniform spacing.

**DO** keep the pattern behind all messaging.

**DO NOT** over use the pattern.

**DO NOT** position the pattern over any messaging.
The EDGE Triangular Pattern

(Continued).

Orientation & Alignment
The pattern pieces must always be oriented in the same direction as they appear within the EDGE Logo.

The pattern must be positioned in such a way that it aligns with the color field backgrounds.

DO keep the pattern pieces facing correctly.

DO keep the pattern aligned with the background colors.

DO NOT change the orientation of the pattern pieces.

DO NOT misalign the pattern to the background color fields.
The EDGE Triangular Pattern

(Continued).

Scale & Line Weight

The size of the pattern should not be smaller than five times the pattern found in the EDGE Logo used within the same design.

The size of the pattern should not exceed eight times the pattern found in the EDGE Logo used within the same design.

The pattern’s line weight scales directly with the pattern. A 10 mm wide triangle has a line weight of 0.025 mm thick. If the pattern is doubled in size, the line weight must double as well.

For example:

A 10 mm wide triangle has a line weight of 0.025 mm thick.
A 20 mm wide triangle has a line weight of 0.05 mm thick.
A 100 mm wide triangle has a line weight of 0.25 mm thick.

Scale & Line Weight

DO keep the triangular pattern shapes within 5 to 8 times the size of the triangle in the EDGE Logo that appears within the same design.

DO maintain the ratio of the width of the triangles to the line weight. (10 mm wide = 0.025 mm thick)

DO NOT make the triangles smaller or larger than the acceptable range.

DO NOT use a line weight that is not the correct ratio to the triangle width.
The EDGE Triangular Pattern

(Continued).

**Colors**

When the pattern is used over the EDGE Blue color field the line color is 40% of the EDGE Blue.

When the pattern is used over the EDGE Green color field the line color is 40% of the EDGE Green.

When the pattern is used over a white background the line color can be 40% of the EDGE Blue or 40% of the EDGE Green. The chosen color must remain consistent across the entire design.
EDGE Imagery

When choosing photographic images to represent EDGE, always keep the following in mind:

- EDGE is a B2B operation that certifies projects, not companies. Our clients in turn market their buildings either B2B or B2C. For this reason, images of buildings are most relevant.

- Images of buildings must be either hi-res models or actual photographs, but cannot show the building under construction.

- Selected photos of buildings should show resource efficiency systems and solutions whenever possible, and should avoid showing high-end luxury or swimming pools reflecting an intense consumption of resources.

- Whenever possible, include photos of people using buildings, even if they are in models. As more and more buildings that have received a preliminary EDGE certificate are built and become occupied, we can begin to utilize people in images more often.

If one photo is to be used for EDGE, use the “swoosh” shot, which is indicated bottom right.
EDGE Imagery

(Continued).

The iconic EDGE Blue tinted skyline of São Paulo shown at right is the only approved blue tinted image to be used for corporate communications.

City-specific skylines may be used in color, and will be provided to new and existing regions who wish to utilize these assets.
03 Marketing Resources

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   Repeating Pattern Backdrops
33 Booth Display
34 Brochure
36 Corporate Gifts
37 Email Campaigns
   Green Tips
   News Updates
   Technical Updates
38 Email Signatures
   EDGE Employees
   EDGE Experts & EDGE Auditors
40 Stationery
   Letterhead
41 Videography
44 Demonstration Videos
Advertising

General Print Advertising
Templates for both vertically and horizontally-formatted advertisements have been developed (see examples). These templates can be adjusted to any proportion to suit each use case.

Never attempt to recreate an advertising template.

Primary visual elements consist of:
- IFC Logo.
- Signature blue skyline with triangular pattern.
- White wedge-shaped clearspace with EDGE Logo.
- Footer in EDGE Green with tagline.

Typographic rules at standard sizes are as follows:
A. Headline, Frutiger Roman, 33 pt with a 43 pt leading, set in white.
B. Body Copy, Frutiger Roman, 18 pt with a 28 pt leading, set in white.
C. URL, Frutiger Roman, 22 pt, set in white.
D. Tagline, Frutiger Roman, 20 pt, set in white.

Example of vertical format:
EDGE makes it faster, easier and more affordable than ever before to build and brand green in nearly 140 countries.

Example of horizontal format:
EDGE makes it faster, easier and more affordable than ever before to build and brand green in nearly 140 countries, including Ghana.

edgebuildings.com
GREEN BUILDINGS FOR A SMARTER WORLD
Advertising

Electronic Kiosks
A marketing campaign has been created for electronic kiosks, which are displayed at IFC’s headquarters but can be re-purposed as needed.

The following examples show a sampling of the campaign’s messaging.

Specifications
Dimensions: 22 X 28 inches
File format: jpeg
File size: no larger than 2MB
Type size: no font size smaller than 15 pt.
**Advertising**

**Google Display Ads**
A Google Display Ad campaign can be customized at the country level. The ad dynamically transitions with the messaging as specified, coming to rest after the fourth frame, when the logo appears (in the fifth frame).

Google Display Ads can be used for retargeting campaigns, so that after a visitor leaves a country-specific landing page, the ads will appear on any sites that he/she may visit that are part of the Google Display Network (90% of all websites). Frequency of retargeting and length of the campaign can be carefully controlled.

**Google AdWords**
Google AdWords campaigns have been developed based on certain topics, including EDGE certification, green buildings, green building certification, green building software, energy-efficient design, and EDGE Experts. Keywords have been rigorously analyzed for performance. Campaigns can be designed at the global or country level, at virtually any level of investment, and are available in English, Portuguese, Spanish and Vietnamese.

In English, we have set up four allowable extensions for each ad that take the user (upon click through) to either the EDGE App, EDGE Experts, certify page, or Green Tips. On the right is an example from our South Africa campaign that is based on an actual search on the keywords “green buildings.”
Banners & Backdrops

Standing Banner
Following are examples using the template for standing banners (also called “standees” or “pull-up banners”) that bring attention to the relationship between IFC’s EDGE and the local certification provider.

At least two banners must be produced in each target country. The banners can be translated into other languages as well.
**Banners & Backdrops**

**Large Banner**
Large banners allow the branding of entire walls and are ideal for outdoor event spaces to bring strong attention to the brand.

**Primary elements consist of:**
- EDGE and IFC Logo lockup.
- Signature blue skyline with triangular pattern.
- The call to action in large lettering.
- The URL for the EDGE website.
Banners & Backdrops

Repeating Pattern Backdrops
Backdrops provide an opportunity for greater media coverage during various types of events.

When space or line-of-sight is at a premium a backdrop with a repeating logo pattern ensures the greatest visibility.

The standard repeating backdrop consists of the EDGE and IFC Logos.

These backdrops can also bring attention to the relationship between EDGE and a certifier (as shown).
Booth Display

Artwork has been created for a booth that can be altered to suit different dimensions depending on conference requirements. The graphics bring strong attention to the brand with the call to action in large lettering. Certifier logos and the website are also included in this example, where the left-hand and right-hand parts of the banner serve as the respective walls, and the central section is the back of the booth.
Brochure

The EDGE brochure is a 16-page, self-cover document that should be printed for hand-out purposes and also displayed digitally within the Brochure section on the EDGE website. The brochure can be translated into the respective language and customized on the following pages:

– Page 3: global/local certifier’s logo and brief description.

The new heat map in the center-fold of the brochure (pages 8-9) is continuously updated to reflect new countries added to EDGE and the level of uptake in each country, so always ensure that you have the latest map.

(continued)
Brochure

(Continued).

To create a deeper layer of customization, the case studies on pages 11 and 13 can be replaced with in-country examples. Note that this requires a thorough understanding of the numbers and approval processes with the project owner(s), which can take time.

Pages 14-15: additional spot for global/local certifier’s description.

Page 16: space for donor acknowledgment.

To ensure consistency of design and a problem-free printing experience, it is highly recommended to use the EDGE Team’s approved graphic designer.

Print Specifications
– 6.5” x 11”, 16-page self-cover
– 4/C Process + Flood Satin Aqueous Coating, 5/5
– 100 lb. Text, Anthem Plus Matte (or equivalent)
– Trim fold & saddle stitch
– Boxes in quantities no larger than 200 brochures per box
Corporate Gifts

It is recommended that corporate gifts be extended that are a reflection of the sophisticated quality of the EDGE and IFC brands. It is not recommended that pens, thumb drives, or other branded “tchotchkes” be created that cheapen the EDGE brand and often end up unused or, worse yet, in a landfill.

Corporate gifts in the form of a branded notebook have been created that provide background information, the software and standard, and the purpose of the program, on pages that are stitched into the front, middle, and back of each notebook.

The notebook is a classic black, with the triangular pattern embossed on the front, and the EDGE Logo appearing on the front cover and the IFC Logo on the back cover. Notebooks can be customized with the owner’s name appearing on the front, or notebooks can be purchased in bulk without a namesake.

Above: Typical black covered notebook with embossed art. Mechanical layout shown above far right.

Right: Interior EDGE informational pages that are printed and bound into the notebook.
Email Campaigns

The EDGE Team has developed three email products, each with their own campaign header.

Green Tips
for stories about green design, green financing, and more, sent to EDGE users and those who have signed up for Green Tips on the EDGE website. Green Tips are part of a marketing automation or “educational series” where users are sent an email on a monthly basis triggered by their sign-up.

News Updates
for programmatic announcements that aren’t technical, sent to EDGE users.

Technical Updates
for technical news related to the EDGE software, sent to EDGE users.

Campaigns can also be conducted at the local level, translated if needed, and sent by MailChimp to EDGE users who reside in the respective country. Additional lists can be added to MailChimp for locally generated campaigns, but since we are sending emails from the United States, all campaigns must be CAN-SPAM compliant.
Email Signatures

EDGE Employees
Email signatures are one of the most important digital assets of any brand, as there are more impressions than almost any other medium due to the sheer volume of communications. For this reason, it is essential that the EDGE Team is in full compliance with the email templates that are available to them.

Ideally, your title in your email signature should indicate your role on the EDGE Team. The website, Twitter handle, and LinkedIn profile for the brand should all appear within your signature, along with the EDGE Logo.

If you prefer, you may also indicate your physical address and opt for the IFC Logo over the EDGE Logo, as long as you have ample references to the EDGE brand within your signature, as demonstrated.

Do not add any other discretionary information or images to your email signature, so there is consistency in our communications and we provide clarity for the EDGE brand.

Specifications
The Arial font is used for all text.

Name: Bold 15pt, IFC Blue
Title: Bold 13pt, 80% Black (Dark Gray)
Contact information: Regular 11pt, IFC Blue
Contact callouts: 11pt, EDGE Blue
Email Signatures

Experts & Auditors
EDGE Experts may also include reference to their accreditation within their titles, and can add the EDGE Logo below their email signatures as shown.

The same holds true for EDGE Auditors.

Carlos Hernández Álvarez
Structural Engineer and EDGE Expert
Alvarez & Sons Consulting
T: +52 55 1212 1212
M: +52 55 1234 1234
www.alvarezconsulting.com.mx

Carlos Hernández Álvarez
Structural Engineer and EDGE Auditor
Alvarez & Sons Consulting
T: +52 55 1212 1212
M: +52 55 1234 1234
www.alvarezconsulting.com.mx
### Marketing & Communications Plan for EDGE Experts

#### 1. DIGITAL COMMUNICATIONS

- **Web Content:** Create a new section on the Discover page of the EDGE website to encourage architects and engineers to become EDGE Experts. Create an EDGE Experts tab that links to an EDGE Expert page with:
  - A narrative about EDGE Experts.
  - Buttons that take users to EDGE Experts, a button for signing up for EDGE Experts training, and a button that links to a page in order to find an EDGE Expert.
  - A visual of the value proposition.
  - FAQs that advise how to become an EDGE Expert, what an EDGE Expert does, the difference between an EDGE Auditor and an EDGE Expert, and more.
  - A call to action that articulates the availability of training either online or in person, with costs, available languages, and any other pertinent details associated with each.
  - A link to online on-demand training and a sign-up form for in-person and scheduled webinar training.

In addition, create the following in other sections of the EDGE website:

- **Blog Post:** Write a blog post that includes a call to action to become an EDGE Expert.
- **Email Campaigns:** Send targeted MailChimp campaigns to two separate lists, including those who have passed the EDGE Exam as well as our entire EDGE software user database. Include a call to action to sign up for training, recurring email communications, and broadcasting it through social media, as well as providing it as a tool for stakeholders to encourage participation through their networks. Translate the video into Spanish and Portuguese.
- **Social Media Campaigns:** Tweet and post the animated PowerPoint on all social media channels, to be shared by architects, engineers, and other professional organizations.
- **Webinar:** Hold webinars to promote the new role of EDGE Experts, differentiating their role from auditors, and encouraging them to become EDGE Experts.

#### 2. TRAINING MATERIALS

- **Face-to-Face Training:** Develop training materials for face-to-face and online environments, with technical and BD modules.

#### 3. METRICS FOR PAY

<table>
<thead>
<tr>
<th>Market</th>
<th>Total Sales</th>
<th>US Letter</th>
<th>International A4</th>
<th>A4 (US)</th>
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<td>South Africa</td>
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<tr>
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<td>Colombia</td>
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<td>Brazil</td>
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<td>188</td>
<td>188</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>188</td>
<td>188</td>
<td>188</td>
<td>188</td>
</tr>
</tbody>
</table>

*EDGE Experts training is one day in length, has varying costs depending on the partner and location, with a required test at a Prometric Center.*
Videography

File Settings
In most cases, online media hosts (such as YouTube and Vimeo) optimize your video for online playback. However, proper settings will yield the best uploading results.

Resolution
It’s recommended to upload videos in HD for quality playback.
Traditional HD is 1920 pixels by 1080 pixels.
4K (AKA Ultra HD) is 3840 pixels by 2160 pixels.

Aspect Ratio
Use one of the standard aspect ratios: 4:3 or 16:9.
When the video is uploaded to the site, YouTube will either leave it as-is (for 16:9) or add vertical black bars (for 4:3). Don’t add horizontal black bars before uploading a video.

Frame Rate
Keep an original frame rate. Usually videos have the best quality if the frame rate is between 25-30 fps. with a maximum of 60 fps.

Bitrate
Bitrate is highly dependent on video codec.

<table>
<thead>
<tr>
<th>Type</th>
<th>Frame Rate Standard (24, 25, 30)</th>
<th>Frame Rate High (48, 50, 60)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1440 (2K)</td>
<td>16 Mbps</td>
<td>24 Mbps</td>
</tr>
<tr>
<td>2016 (4K)</td>
<td>35-45 Mbps</td>
<td>53-68 Mbps</td>
</tr>
</tbody>
</table>

Codec
Most suitable codecs for YouTube are H.264, MPEG-2 or MPEG-4. These codecs are used in most modern videos, so you’ll hardly need to change this parameter.

Format
YouTube states that the best format to use is MP4 (standard, HD and Ultra HD 4K quality).

Avoid:
AVI and FLV.
WMV HD format, as it will lose its quality.
3GP or SWF resolutions are too small.

Audio
The recommended sound parameters are MP3 or AAC format, 44.1kHz sampling rate and the highest bitrate possible, but no less than 192 kbps.

Recommended music has been purchased and is available for usage in EDGE videos.
**Videography**

**Captions**
When citing specific locations or projects, or capturing expert commentary, proper on-screen identification is required. This is handled through the use of standardized, formatted captions which call for a semi-transparent white field with text in Frutiger Bold, set in IFC Blue, and Frutiger Roman set in EDGE Blue (as shown).

For a video that is translated into a local language, it is best to include a voiceover in the local language rather than captions.

**Video Content**
A wide array of subject matters and video stylings are acceptable, with a single guiding principal — that every scenario should capture a positive message (e.g. growth, change, progress, improvement, teamwork, etc.) about green buildings.

**Audio Tracks**
Voice overs are required to speak clearly and proficiently regardless of language. Tone should be authoritative without being off-putting. The speaker’s demeanor should be that of a trusted guide.

Music needs to be set at a volume as not to compete with any voiceovers or interviews.

---

**Caption Style:** Location example  
**Video Style:** Fly over/aerial view  
**Sample Video:** Emerging market/time lapse

**Caption Style:** Client example  
**Video Style:** Shot with a shallow depth of field  
**Sample Video:** Diversity/collaborative teams

**Caption Style:** Use of EDGE software  
**Sample Video:** Active progress

---

**Caption Style:** Waterfall Park aerial view  
**Video Style:** Fly over/aerial view  
**Sample Video:** Emerging market/time lapse

**Caption Style:** Hendri Swart  
**Video Style:** Shot with a shallow depth of field  
**Sample Video:** Diversity/collaborative teams

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**Sample Video:** Diversity/collaborative teams
Videography

No Opening Sequence
EDGE videos must immediately start without introduction slides of any kind, such as the EDGE Logo, a title, or credits.

Required Closing Sequence
The end of EDGE videos require proper branding and recognition. This is handled through a series of predetermined slides.

The following slides are required:
- EDGE Logo.
- IFC Logo.
- Donor Acknowledgment.
- EDGE website URL.

If there are primary and secondary donors they should be listed on separate slides with the headers included as indicated.

Closing Sequence:
#1 EDGE Logo

Closing Sequence:
#2 IFC Logo

Closing Sequence:
#3 Primary Donors

Closing Sequence:
#4 Secondary Donors

Closing Sequence:
#5 EDGE website URL
Demonstration Videos

Software demonstration videos should follow the same rules set forth for videography. This includes formatting, audio, opening and closing sequences, etc.

**Full Screen**
Full screen views should be used often to retain a clear understanding of where, on the user interface, the demonstration is taking place.

**Zoomed Views**
The use of frequent pan and zoomed views aids in making it easier for the viewer to focus on highlighted sections of the user interface.

**Tracking & Highlighting**
The ability to track the presenter’s mouse movements and highlighting on-screen choices is a necessity. The addition of supplemental on-screen call-outs, such as elements drawn in during the video editing, can reinforce what is being said in the voiceover audio track.
Digital & Social Media

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Media Kit

The EDGE Media Kit includes resources which are critical to have on hand for when staff, certifiers and clients communicate with the media about EDGE. The kit includes the following documents, all of which are continually refreshed and available from the EDGE Global Marketing Team:

- About EDGE
- Facts About Green Buildings
- Prashant Kapoor’s Bio
- Sample Media Story (“A Call to Action for Green Buildings”)
- Sample Pitch Letter
- Sample Press Release
- Timeline of EDGE Milestones

The best source for information about IFC’s broader green buildings program can be found within the About section, under EDGE.

Media training on EDGE is also available and can be arranged with advanced notice through the EDGE Global Marketing Team. With advanced notice, talking points can be provided for key market segments such as property developers and financial institutions. For more information, email the EDGE Global Marketing Lead at rmenes@ifc.org.
Social Media

EDGE actively participates on five social media channels

There is one EDGE feed at the global level for each channel. No country-level or special interest feeds are permitted that either outright carry the EDGE brand or hint at it through name or visual association, whether by IFC staff or external parties.

When EDGE Team members with marketing and communications responsibilities are granted permission to post and tweet on EDGE channels, conventions for each channel must be rigorously followed to protect the EDGE brand. For more detailed information on participating on EDGE social media channels, email the EDGE Global Marketing Lead at rmenes@ifc.org.
Website

The EDGE website provides a seamless customer experience for clients wishing to certify their projects, architects and engineers wanting to become EDGE Experts, and other visitors who simply want to learn more about the product and program. An extensive description of IFC’s green building market transformation program can be found in the built-out About EDGE section. The website also serves as the main portal through which visitors pass to use the free EDGE App. The site has been translated from English into Spanish, Portuguese and Vietnamese, with the EDGE App also available in Bahasa and Mandarin.

The EDGE website serves as a reference hub for translated brochures, user guides, technical updates, and other technical documentation. Major news stories are also archived here. Project studies for certified projects each have their own webpage, and Certify pages also serve as landing pages to point digital advertising towards and to share with clients directly, providing a country-specific lens to EDGE within the context of the global brand. EDGE Champions are acknowledged on the homepage, and EDGE Leaders are acknowledged on their respective country pages. The EDGE Brand Book and Style Guide lives within the EDGE website.
05 Corporate Communications

50 Brand Pillars
51 EDGE Standard Description
52 EDGE Boiler Plate
53 IFC Boiler Plate
54 Rules for Referencing EDGE
55 Tone
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Brand Pillars

Following are the brand attributes of EDGE:

**Fast**
Discover the ideal bundle of measures for the best investment return within minutes.

**Easy**
Now it’s easy to figure out which green solutions work the best for a particular climate, and how much they cost.

**Free/Affordable**
The EDGE software is free to everyone with certification available at a modest cost.

**Smart**
Beneath an intuitive interface is a powerful engine that understands local climatic conditions and how the building will be used by occupants.

**Inclusive**
With EDGE, green buildings are suddenly available to all.

**World Bank Group**
EDGE is an innovation of IFC, a member of the World Bank Group that focuses on the private sector.
EDGE Standard Description

The following paragraph should be used outside of formal press releases to describe EDGE:

An innovation of IFC, a member of the World Bank Group, EDGE ("Excellence in Design for Greater Efficiencies") provides market leaders with the opportunity to gain a competitive advantage by differentiating their products and adding value to the lives of their customers. EDGE brings speed, market intelligence and an investment focus to the next generation of green building certification in more than 150 countries. IFC created EDGE to respond to the need for a measurable and credible solution to prove the business case for building green and unlock financial investment. EDGE includes a cloud-based platform to calculate the cost of going green and utility savings. The state-of-the-art engine has a sophisticated set of city-based climate and cost data, consumption patterns and algorithms for predicting the most accurate performance results.
EDGE Boiler Plate

The following paragraph should be used in press releases to describe EDGE:

An innovation of IFC, EDGE helps property developers to build and brand green in a fast, easy and affordable way. EDGE is supported by free software that encourages solutions to reduce energy, water and the energy used to make building materials by at least 20 percent, which is the standard for EDGE certification. The program has been generously supported by the following donors: Austria, Canada, Denmark, ESMAP, EU, Finland, GEF, Hungary, Japan and Switzerland. For more information, visit www.edgebuildings.com.
IFC Boiler Plate

The following paragraph should be used in press releases to describe IFC:

IFC – a sister organization of the World Bank and member of the World Bank Group – is the largest global development institution focused on the private sector in emerging markets. We work with more than 2,000 businesses worldwide, using our capital, expertise and influence to create markets and opportunities in the toughest areas of the world. In fiscal year 2018, we delivered more than $23 billion in long-term financing for developing countries, leveraging the power of the private sector to end extreme poverty and boost shared prosperity. For more information, visit www.ifc.org.
Rules for Referencing EDGE

Following are rules for referencing EDGE in communications:

- The words “Excellence in Design for Greater Efficiencies” must never precede EDGE, but can follow in quotes within parentheses, as in: EDGE (“Excellence in Design for Greater Efficiencies”). Care must be taken that “in” and “for” are not capitalized, even though they are capitalized in the EDGE Logo. Also, “Efficiencies” must appear in the plural, as the word refers to energy, water and embodied energy in materials.

- When EDGE is referenced in communications, “an innovation of IFC” should be included whenever possible. At a minimum, “IFC’s EDGE” must be mentioned.

- It is not necessary to spell out the words of IFC as “International Finance Corporation.” IFC must not be preceded by the word “the.”

- Inclusion of the World Bank Group should be made only in reference to IFC, such as “EDGE is an innovation of IFC, a member of the World Bank Group.” It is not allowed to mention the World Bank Group without IFC first being mentioned, or instead of IFC.

- When EDGE appears as a word and not a graphic, it must not be written as upper and lowercase, but must appear entirely in capital letters.

- EDGE must not be preceded with “the,” as in “the EDGE” or “the EDGE certification.”

- The EDGE software can be referred to in the following ways: “the EDGE software,” “the EDGE software platform,” “the EDGE software application,” “the EDGE online application,” or “the EDGE App.”

- The EDGE software must never be referred to as a “tool,” which is too casual.

- As an entirety, EDGE can be referred to simply as “EDGE.” It is also appropriate to refer to the “EDGE standard” and the “EDGE certification system” or “EDGE certification program.”

- Whenever possible, the word “EDGE” should hyperlink to www.edgebuildings.com in all digital communications. Do not hyperlink the word EDGE to any other platform, including that of certifiers.

Other important communications points to remember are as follows:

- EDGE is available to anyone who is building projects in more than 150 countries. We do not refer to the countries as “emerging markets,” as EDGE is now available to industrialized countries as well. Never use the words “developing countries” in conjunction with EDGE.

- Do not confuse EDGE with IFC’s Green Building Market Transformation Program, which is more comprehensive than EDGE and includes investment, advisory services to financial institutions, and code work. For EDGE to retain its commercial appeal, it is essential not to intentionally mingle it with IFC’s broader work in the green building space.
**Tone**

The following describes the tone of voice to be used in all EDGE communications:

EDGE is non-competitive in nature, as its intention is to help scale up green building eco-systems. EDGE is one of many certification systems, each having their own purpose and advantage within a given market. EDGE is respectful towards these other systems and approaches its role in the marketplace with humility. This is particularly important given the prominence of the World Bank Group name.
Donor Acknowledgment

Donors to the EDGE program should be acknowledged whenever possible, including in brochures, invitations, programs, banners, press releases, videos and on the EDGE website. A tiered approach should be taken to acknowledgment where the logo of the primary donor is listed first (SECO) with secondary donors (country-level and global) listed in a smaller font below. Whenever possible, the donor acknowledgment should appear with the EDGE and IFC logo lockup to indicate a supporting relationship, such as in the following example:

```
EDGE in Ghana and Nigeria is supported by:

Swiss Confederation

Additional support is provided by Austria, Canada, Denmark, ESMAP, the EU, Finland, GEF, Hungary and Japan.
```
06 Certification

58 Certification Providers
59 Anatomy of a Certificate

Certification
Certification Providers

The following certification providers are authorized to provide EDGE certification services in countries where projects can be designed within the EDGE software, if a local certification provider is not operating in that country.

Note that the consortium of thinkstep-SGS must always be written in its hyphenated form, with thinkstep appearing in lower case and positioned first before SGS. The thinkstep-SGS logo should never be assembled by hand, but should be downloaded from its location on OneDrive.

The following local certification providers are exclusive providers of EDGE certification services in their respective countries:

Global Certifiers if no local provider available

Colombia  Costa Rica  Ghana, Nigeria  India  Indonesia  Philippines  South Africa  Vietnam
Anatomy of a Certificate

The front pages of the preliminary and final EDGE certificates are designed so that together the design completes itself. The callouts on this page indicate the anatomy of a certificate.

1. The unit number is the only distinguishing factor among multiple certificates for a residential project.
2. The certificate number is unique to the project. For example, each residential model typology, such as a one-bedroom unit type, will have a certificate number, but each unit does not.
3. Percentage numbers should not appear with decimal points.
4. Operational CO₂ Emissions and Operational CO₂ Savings have been recently added.
5. The logo of the certifier, along with the certifier’s name, title and the date of issue, appear on one side of the certificate, with the IFC and World Bank logo positioned as offering the product and program.
6. Measures are only included in each of the three sections if they positively impact resource efficiency results for that specific category, whether energy, water or materials.
7. The auditor’s name appears on the certificate to verify who performed the audit and indicate accountability.
8. The date of issue appears by itself on the final EDGE certificate, but includes the three-year date of expiry on the preliminary certificate.
9. The disclaimer indicates that predicted efficiencies are not a guarantee of future performance, and provides a reminder that virtual energy does not contribute savings to utility bills.
10. The bar code correlates to the certificate number for the project. In other words, each residential unit does not have a different bar code.
07 Sales & Promotions

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62 Promoting EDGE-Certified Projects

Sales & Promotions
Presentations

There is only one authorized EDGE Marketing Presentation, which is continuously refreshed and is available for downloading in English, Spanish and Turkish. This is the presentation that is provided in training to IFC staff and EDGE Experts. Any other presentation that is given on EDGE that does not conform must first be approved by the EDGE Global Marketing Lead at rmenes@ifc.org. Other presentations will be developed in the future for different target audiences.
Promoting EDGE-Certified Projects

EDGE has two stages: design and final construction. A project is awarded a “preliminary EDGE certificate” at the design stage, and “EDGE certification” at the post-construction stage. Note that the word “certification” should not be used at the preliminary stage, only at the post-construction stage.

As soon as a project has achieved a preliminary EDGE certificate, the client can promote the project as “EDGE-certified.” Before receiving the preliminary EDGE certificate, the client cannot refer to his project as “registered to achieve EDGE certification.”

Because EDGE has a complimentary software product for verification of resource-efficient design, the potential exists for false claims that a project has achieved EDGE certification when it has only met the EDGE standard. This is why we do not allow promotion at the registration stage. That said, because EDGE has design software – and because we want to encourage awareness of the EDGE brand and the proliferation of green buildings in challenging markets around the world – we encourage clients to promote their project as “EDGE-certified” once it has achieved a preliminary certificate.

Clients are encouraged to use the EDGE Logo for their EDGE-certified projects, such as in this example for Vivela’s Acalli.