



Brand Book & Style Guide

www.edgebuildings.com

EDGE Brand Book & Style Guide

The EDGE Brand Book & Style Guide provides comprehensive guidance on visuals and messaging that support EDGE, an innovation of IFC. The following guidelines must be followed to protect and to leverage the EDGE brand.

The guidelines provide directions on how to display the EDGE logo, colors, gradient, and design features that are essential to the visual foundation of EDGE. Examples are provided for a variety of mediums, such as promotional materials, certificates, conference displays, and social media “sharegraphics.”

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I. About EDGE

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Introduction

EDGE (“Excellence in Design for Greater Efficiencies”) is a green building standard, a cloud-based platform, and a global certification system. An innovation of IFC, a member of the World Bank Group, EDGE provides market leaders with the opportunity to gain a competitive advantage by differentiating their products and adding value to the lives of their customers.

IFC created EDGE to respond to the need for a measurable and credible solution to prove the business case for building green and to unlock financial investment.

Vision Statement

EDGE, an innovation of IFC, seeks to steer the construction and real estate sectors in rapidly urbanizing economies onto a more low-carbon path.

Brand Pillars:

Smart: The EDGE App has a sophisticated set of city-based climate and cost data, consumption patterns, and algorithms for predicting the most accurate performance results.

Fast: EDGE helps you identify the best resource efficiency measures for your climate and their investment return in minutes.

Easy: EDGE makes it easy to determine which green solutions work best for a particular climate and how much they cost.

Affordable: The free EDGE software is available to everyone to determine the most cost-effective ways to build green.

Inclusive: EDGE is available for a variety of building types around the world.

World Bank Group: EDGE is an innovation of IFC, a member of the World Bank Group, that focuses on the private sector in emerging markets.

Partners

Partners to the EDGE program should be acknowledged whenever possible, including in brochures, presentations, invitations, programs, banners, press releases, videos, and on the EDGE website.

A tiered approach should be taken to acknowledgment, where the logo of the country partner is listed first (when applicable), followed by the global partner acknowledgment.

Global Partner Acknowledgment

EDGE is funded by the UK Government.



Additional support has been provided by Austria, Canada, Denmark, ESMAP, EU, Finland, GEF, Hungary, Japan, and Switzerland's State Secretariat for Economic Affairs (SECO).

Country Partner Acknowledgment

EDGE in India is funded by the EU.



EDGE is funded by the UK Government.



Additional support has been provided by Austria, Canada, Denmark, ESMAP, Finland, GEF, Hungary, Japan and Switzerland's State Secretariat for Economic Affairs (SECO).

II. Corporate Communications

08. EDGE Standard Description

09. EDGE Boiler Plate

10. IFC Boiler Plate

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EDGE Standard Description

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

EDGE (“Excellence in Design for Greater Efficiencies”), an innovation of IFC, makes it easy to design and certify resource-efficient and Zero Carbon buildings around the world. IFC created EDGE to respond to the need for a measurable and credible solution to prove the business case for building green and to unlock financial investment. EDGE operates through a cloud-based platform that has a sophisticated set of city-based climate and cost data, consumption patterns, and algorithms for predicting the most accurate performance results. It is a measurable way for builders to optimize their designs to improve their building’s resource efficiency and to estimate the added cost of building green and the predicted utility savings. EDGE is available for new and existing buildings, including offices, homes, hotels, schools, light industry, warehouses, and data centers. To qualify for certification, a building must achieve at least a 20 percent reduction in energy, water, and embodied energy in materials compared to a conventional building.

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 offers up solutions to reduce energy, water, and the energy embodied in building materials by at least 20 percent. EDGE certification is recognized by the major green finance standards and streamlines green debt reporting requirements. The simplicity and low cost of EDGE, plus its focus on quantifying emission reductions makes it invaluable to map and track a path to zero carbon. 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 in more than 100 countries, using our capital, expertise, and influence to create markets and opportunities in developing countries. In fiscal year 2020, we invested more than \$22 billion in private companies and financial institutions in developing countries, leveraging the power of the private sector to end extreme poverty and boost shared prosperity. For more information, visit www.ifc.org.

Messaging

A Green Building Standard

EDGE focuses purely on resource efficiency. To reach the EDGE Standard, a building must achieve at least a 20 percent reduction in energy, water, and embodied energy in materials compared to a conventional building.

The EDGE App

The first of its kind in the world, the EDGE App is a cloud-based platform that calculates the cost of going green, utility savings, and environmental impacts for your project. The state-of-the-art engine has a sophisticated set of city-based climate and cost data, consumption patterns, and algorithms for predicting performance results. EDGE uses international best practice standards including ISO, ASHRAE, and CIBSE.

The EDGE Certification System

EDGE is an internationally recognized certification system that recognizes resource-efficient building design. Certification is available around the world for new and existing buildings, including offices, homes, hotels, schools, light industry, warehouses, and data centers. Certification is supported through the EDGE App.

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. This is particularly important given the prominence of the World Bank Group name.

Rules for Referencing EDGE

The 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 parenthesis, as in EDGE (Excellence in Design for Greater Efficiencies). Care must be taken that “in” and “for” are not capitalized. Also, “Efficiencies” must appear in plural.
 - When EDGE is referenced in communications, “an innovation of IFC” should be included whenever possible.
 - 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 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” or “the EDGE App.”
 - 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.”

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EDGE Logo

- The EDGE logo consists of a sans serif typeface, and a stylized “d.”
- The EDGE logo must not be redesigned in any way. It must not be distorted or modified, and must be shown whole and never reproduced partially.
- The following pages detail the use of the EDGE logo, color, specifications, spacing, and size requirements.

EDGE Logo



EDGE Logo Colors

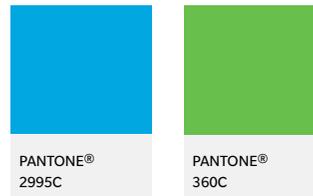
The EDGE logo consists of a specific set of colors, blue and green, specified at right. Included are color specifications for two and four-color printing, web and digital display. The noted colors should be used for the logo at all times.

The EDGE logo is typically used over a white background and may be used reversed out over a solid blue, green, or black background. The reversed out logo may also be used over photography, but must be clearly legible.

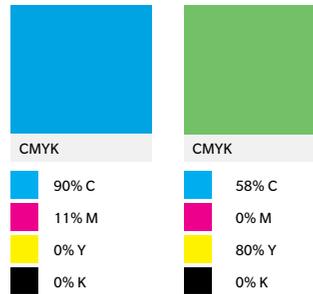
Additional standards for acceptable use are detailed in the following pages.

EDGE Logo Colors

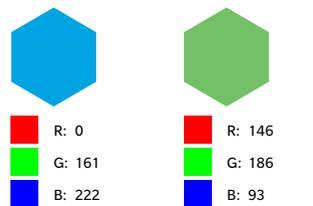
Two-Color PANTONE®



4-Color CMYK



RGB and HEX



HEX: 00A1DE

HEX: 61C250

Primary Logo Usage



On white background

Secondary Logo Usage



On blue background

EDGE 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 Spacing and Area of Isolation



Spacing and isolation on white background



Spacing and isolation on blue background

EDGE Logo Sizing

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

Minimum Size in Print



To maintain legibility in print, the EDGE logo should never appear smaller than 30mm wide.

Minimum Web/Digital Resolution



To maintain legibility in digital media, the EDGE logo should never be used smaller than 105 pixels wide. This includes website usage, email signatures, and online and mobile apps. Care should be taken with master images and formats (JPEG, PNG, GIF) to ensure they are sized properly and do not appear blurry or pixelated when in use.

Typical Sizes in Print



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.

Acceptable EDGE Logo Use

The following are examples of acceptable EDGE logo usage in conjunction with color fields.

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

EDGE Logo on Color Field



01. Corporate colors on white



02. Reversed white on corporate blue



03. Reversed white on corporate green



04. Corporate colors on 10% or less screen of black



05. Solid black on white can be used only in one-color print applications such as newspapers



06. Reversed white on black or very dark background can be used only in one-color print applications such as newspapers



07. Reversed out logo over photograph

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.
- 03.** The EDGE logo must never be recolored or screened back in an illegible manner that infringes on its clear space.

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

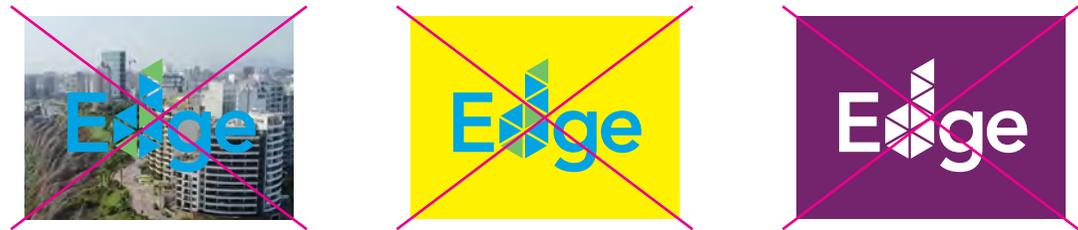
Following are unacceptable uses of the EDGE logo:

- 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 trade mark. This includes digital channels such as Twitter and Facebook feeds.

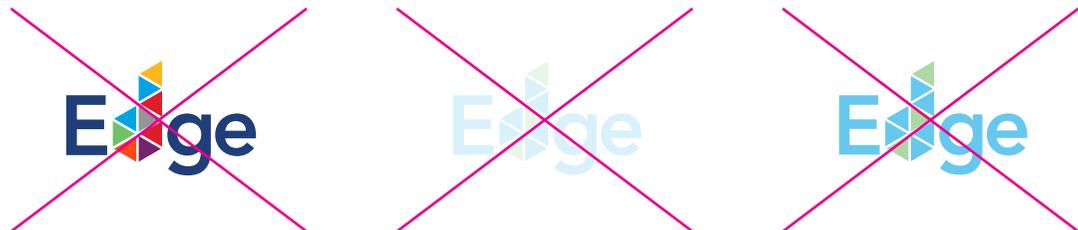
Examples of Unacceptable Changes to the EDGE Logo



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



02. Do not use the EDGE logo on any 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.

EDGE & 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 logo lockup must not be redesigned in any way. It must not be distorted or modified, and it must be shown whole and never partially reproduced.
- The EDGE logo should not be locked with the World Bank logo or feature the World Bank Group logo on communications without the IFC logo embedded within it.
- The following pages detail the use of the EDGE and IFC logo lockup color specifications, spacing, and size requirements.

EDGE & IFC Logo Lockup



EDGE & IFC Logo Colors

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 & IFC Logo Colors



Spacing and isolation on white background



Spacing and isolation on blue background

EDGE Logo Colors

Please refer to page 16 for the EDGE logo color specifications.



IFC Logo Color Specifications



The IFC 4-color process specifications are as follows:

CMYK

| CMYK | | CMYK | |
|------|--------|------|-------|
| | 100% C | | 96% C |
| | 0% M | | 39% M |
| | 0% Y | | 0% Y |
| | 0% K | | 73% K |

EDGE & 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 & IFC Logo Spacing

| | | | | | |
|---|---|---|---|--|---|
| x | |  | |  International Finance Corporation WORLD BANK GROUP | x |
| x | x | | x | <i>Creating Markets, Creating Opportunities</i> | x |

Spacing and isolation on white background

| | | | | | |
|---|---|---|---|--|---|
| x | |  | |  International Finance Corporation WORLD BANK GROUP | x |
| x | x | | x | <i>Creating Markets, Creating Opportunities</i> | x |

Spacing and isolation on blue background

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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 gradient and light blue should be used as secondary colors. The gradient can be introduced to highlight titles or significant information.
- The EDGE logo must not be recolored using the secondary color palette.
- The EDGE Red can be used as an accent to show contrast.

Primary Color Palette

EDGE Blue EDGE Green

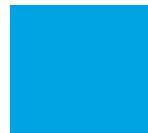


PANTONE®
2995C



PANTONE®
360C

4-Color CMYK



CMYK



90% C

11% M

0% Y

0% K



CMYK



58% C

0% M

80% Y

0% K

RGB and HEX



R: 0
G: 161
B: 222

HEX: 00A1DE



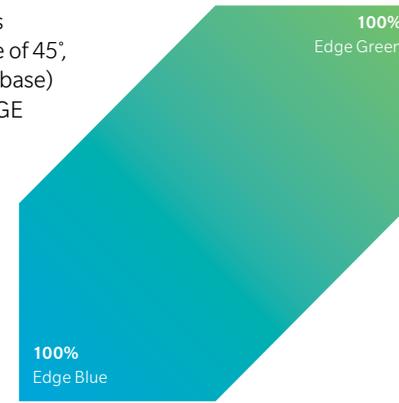
R: 146
G: 186
B: 93

HEX: 61C250

Primary Color Palette

The EDGE gradient is visualized at an angle of 45°, with the EDGE Blue (base) merging into the EDGE Green (top).

The EDGE gradient is used as a translucent layer over the Gradient Graphic. (see pages 29 & 30)



The light blue can be used as a background color.

4-Color CMYK



CMYK



15% C

0% M

0% Y

0% K

RGB and HEX



R: 229

G: 242

B: 252

HEX: E4F2FB

Accent Color

EDGE Red



PANTONE®
172C

4-Color CMYK



CMYK



0% C

80% M

90% Y

0% K

RGB and HEX



R: 249
G: 70
B: 28

HEX: F9461C

EDGE Typography

Primary Typeface

In keeping with the ‘Font-first Approach’, the EDGE Primary Typeface which includes the typefaces for Headings and Body Text, is meant to function as a graphic tool to communicate the brand message while also serving to build a strong visual and emotive connect. Clan Pro and Slate Pro enhance legibility and lend a crisp and contemporary feel to the overall brand identity. To maintain a clean and 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.

Typeface for Headings & Callouts

Clan Pro: this primary typeface in book and medium weights, is recommended for headings and callouts.

Typeface for Body Text & Captions

Slate Pro: this primary typeface in light, regular, and medium weights, is recommended for body texts and captions. For every weight, an italic version may also be used, as per the design requirement.

Primary Typeface for Headings & Callouts

Clan Pro Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$\$%^&*()

Aa

Clan Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$\$%^&*()

Aa

Primary Typeface for Body Text & Captions

Slate Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$\$%^&*()

Aa

Slate Pro Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$\$%^&*()

Aa

Slate Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$\$%^&*()

Aa

Slate Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$\$%^&*()

Aa

Slate Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$\$%^&*()

Aa

Slate Pro Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$\$%^&*()

Aa

EDGE Typography

Secondary Typeface

The Primary Typefaces (see page 26) are the preferred typefaces on all EDGE materials. When unavailable, the secondary typeface chosen to communicate the EDGE identity is Calibri.

Calibri is available in 3 different weights: light, regular and bold. All the weights are also 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.

Secondary Typeface

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa

Calibri Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()*

Aa

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Aa

Calibri Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()*

Aa

Calibri Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

Aa

Calibri Medium Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()***

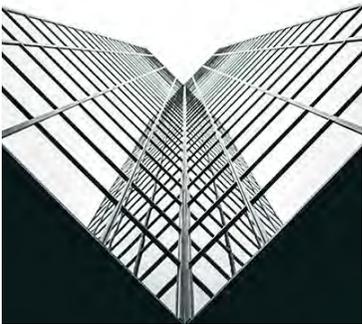
Aa

EDGE Graphics

EDGE graphics are an essential part of the EDGE identity design and are based on the context of 'buildings' and 'green attributes.'

EDGE graphics are developed through the manipulation of the EDGE Graphic Source Image. The source image can be manipulated in two ways:

- Gradient Graphic
(more information on pages 29 & 30)
- Momentum Graphic
(more information on page 31)



Graphic Source Image

Additional Graphic Source Images of building façades may be approved for use by contacting edge@ifc.org.

Gradient Graphic



Momentum Graphic



Gradient Graphic

The Gradient Graphic is developed by rendering the source in an 'abstract' form, recoloring the image, and superimposing it with a translucent diamond of the EDGE gradient.

The Gradient Graphic should be used to bring attention to headlines, titles, etc. It can be used in both a vertical and a horizontal format.

Gradient Graphic - Vertical Orientation



Note: The EDGE gradient is visualized at an angle of 45°, with the EDGE Blue (base) merging into the EDGE Green (top).

The EDGE gradient is used as a translucent layer over the Gradient Graphic.

EDGE Brochure Cover



Gradient Graphic

The Gradient Graphic is developed by rendering the source in an 'abstract' form, recoloring the image, and superimposing it with a translucent diamond of the EDGE gradient.

The Gradient Graphic should be used to bring attention to headlines, titles, etc. It can be used in both a vertical and a horizontal format.

Gradient Graphic - Horizontal Orientation

Note: The EDGE gradient is visualized at an angle of 45°, with the EDGE Blue (base) merging into the EDGE Green (top).

The EDGE gradient is used as a translucent layer over the Gradient Graphic.



EDGE Conference Backdrop

The Momentum Graphic

The Momentum Graphic adds a sense of movement and dynamism to the EDGE brand. The abstracted form of the source image is treated using a monochromatic scheme of the EDGE blue.

The subtle color treatment allows for its selective usage as a background while the angle of the 'built' form lends a sharp graphic quality and an overarching sense of momentum to the design.

Depending on the design requirement, the EDGE Momentum Background may be enlarged or positioned on the left or the right side of a page.

The Momentum Graphic



Examples of the EDGE Momentum Background used in the EDGE Presentation.

Callouts

The EDGE Callout Boxes have been conceptualized to communicate the salient points that set EDGE apart in an engaging and emotive manner.

There are two versions of the Callout Boxes:

- The Dialog Box is to be used to highlight ‘action’ statements or for text that appears on ‘break pages’ in the EDGE Presentation design.
- The Cutout Box is to be used to highlight key information related to EDGE.

While the Dialog Box is generally proposed to be EDGE Green in color and the Cutout Box is to be EDGE Blue in color, there is some scope for interchangeability, based on specific requirements of the design.

EDGE Callout Boxes



The **Dialog Box** is used to highlight action statements or for text that appears on ‘break pages’ in the EDGE Presentations.



The **Cutout Box** is used to highlight information related to EDGE.



Examples from the EDGE Brochure and the EDGE Presentation.



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. For this reason, images of buildings are most relevant.
- Images of buildings must be either hi-res models or actual photographs, but should not 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.
- When using photos of people, images should showcase the global nature of EDGE, placing an emphasis on diversity. When possible, images of our clients, certifiers, or EDGE Experts should be used.
- Cityscapes can also be used when referencing city or country-led initiatives. When possible the cityscapes should include green space.

EDGE Imagery



V. Marketing Resources

35. Advertisements

36. Large Banner

37. Standing Banner

38. Booth Display

39. EDGE Brochure

40. Case Study

41. Presentations

42. Stationery

43. Email Marketing

44. Email Signature (EDGE Employees)

45. Email Signature (EDGE Experts & Auditors)

46. Virtual Backgrounds

47. Videography - Video Content

48. Videography - Closing Sequence

49. EDGE Plaque

Advertisements

A template for advertisements has been developed (see example). The template can be adjusted to any proportion to suit each use case.

Primary visual elements consist of:

- EDGE & IFC Logo Lockup
- Tagline
- Website link
- Informative bullets
- Partner Acknowledgment
- Gradient Graphic (Vertical)
- The content of the advertisement, including the tagline and bullets, may be adjusted as needed.

Advertisement

The advertisement features the EDGE and IFC logos at the top left. The IFC logo includes the text 'International Finance Corporation' and 'WORLD BANK GROUP'. Below the logos is the tagline 'Creating Markets, Creating Opportunities'. The main headline is 'Certify Green and Change Your World.' with the website 'www.edgebuildings.com' below it. A section titled 'EDGE is a certification solution for India.' lists five bullet points: 'Corporate positioning as a first-mover', 'Rich data from more than 60 cities in the EDGE App', 'Completely online certification process', 'Integrity and technical rigor of the certifier', and 'Association with the IFC brand'. The bottom section, 'PARTNER SUPPORT', mentions funding from the European Union and lists international partners: UKaid, Swiss Confederation, and the Federal Department of Economic Affairs, State Secretariat for Economic Affairs (SECO). It also notes additional support from Austria, Canada, Denmark, ESMAP, Finland, GEF, Hungary, and Japan.

Example of the EDGE Program Ad

Large Banner

A template for large banners (sized 16x9) has been developed to bring strong attention to the EDGE brand at in-person events and presentations (see example). The template can be adjusted to any proportion to suit each use case.

Primary visual elements consist of:

- EDGE & IFC Logo Lockup
- Tagline
- Website link
- Certification Partners*
- Partner Acknowledgment
- Gradient Graphic (Horizontal)

The tagline of the advertisement may be adjusted as needed.

**Certification Partners are optional.*

Large Banner



Example of the Large Banner

Standing Banner

A template for standing banners (sized 3x6) has been developed to bring attention to the EDGE brand at in-person events and presentations(see example). The template can be adjusted to any proportion to suit each use case.

Primary visual elements consist of:

- EDGE & IFC Logo Lockup
- Tagline
- Website link
- Partner Acknowledgment
- Gradient Graphic (Vertical)

The tagline of the advertisement may be adjusted as needed.

Standing Banner



Example of the Standing Banner

Booth Display

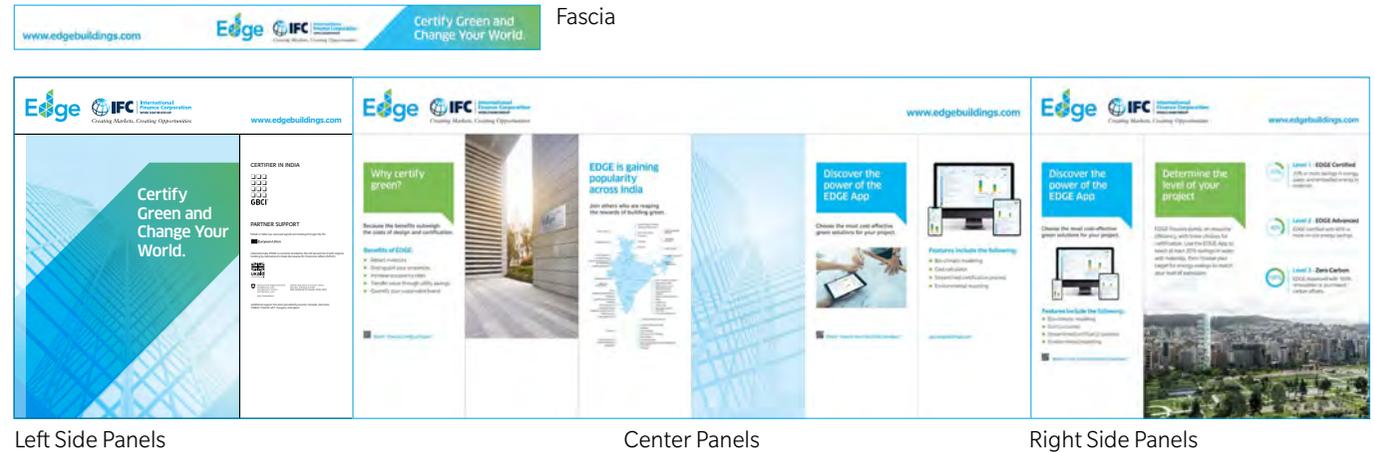
Templates have been created for booths sized 6m x 3m x 3m and 3m x 3m x 3m (see examples). The templates can be adjusted to any proportion to suit each use case.

The templates include designs for incorporating a tagline, the EDGE certifiers, the Partner Acknowledgment, and information on the EDGE app, the benefits of EDGE, where EDGE projects are certified, and the EDGE Standard.

While the content may be adjusted as needed, required elements include:

- EDGE & IFC Logo Lockup
- Tagline
- Website link
- Partner Acknowledgment
- Gradient Graphic (Vertical)

Booth Display (6m x 3m x 3m)



Booth Display (3m x 3m x 3m)



EDGE Brochure

The EDGE brochure is a 16-page document that can be presented to those interested in EDGE in both a printed or digital format. The content found within the brochure can be customized to the country in which it is used.

Print Specifications:

- Closed size: 6.5”(w) x 11”(h)
- Open size: 13”(w) x 11”(h)
- Pages: 16 pages (8 spreads)
- Printing: 4 color offset or digital printing (based on print numbers)
- Paper: 180-200 gsm matte
- Binding: center pinning

EDGE Brochure

The collage displays 16 pages from the EDGE brochure, organized into four columns and four rows. The pages include:

- Page 1 (Top Left):** "Certify Green and Change Your World." with logos for Edge, IFC, and International Brotherhood of Building Trades.
- Page 2 (Top Left):** "Outshine the competition with EDGE" and "All the solutions are right there, it's only a question of adoption."
- Page 3 (Top Left):** "Advantages of certification" listing benefits like "Home Builders" and "Commercial Owners".
- Page 4 (Top Left):** "EDGE is a solution for India" and "Case Study: IndoSpace Adopts EDGE".
- Page 5 (Middle Left):** "Discover the Power of the EDGE App" and "EDGE is a live model and a brilliant tool."
- Page 6 (Middle Left):** "EDGE is gaining popularity across India" with a tree diagram showing various building types.
- Page 7 (Middle Left):** "Determine which level of EDGE is right for your project" and "EDGE Experts provide valuable support."
- Page 8 (Bottom Left):** "Start certifying your projects with EDGE" and "Projects can be promoted with an EDGE plaque".
- Page 9 (Bottom Left):** "GBCI is your go-to source for EDGE certification in India" and "EDGE Auditors play a key role in the certification process."
- Page 10 (Bottom Left):** "Partners Support" section with logos for IFC, IBC, and others.

Case Study

Case studies are created to highlight projects from specific EDGE clients and can be used for marketing and business development purposes to showcase the success stories of EDGE certification. Case studies may be in print or digital format.

Case Study

CASE STUDY: INDOSPACE

A pioneer of modern industrial and logistics parks, IndoSpace is certifying its properties with EDGE, cutting utility bills for its tenants significantly. By committing to EDGE, IndoSpace was able to refinance its portfolio with a Rs 1,000 crores green loan from HSBC – the largest such loan in India's history. In 2019 they earned Best Warehouse Developer in India from both Euromoney and Frost & Sullivan, Firm of the Year by FORTUNE in 2019, as well as others. Their company mission is to be the partner of choice for all our stakeholders by constantly innovating, providing best in class solutions & operating with the highest governance.

LOCATION: PUNE, INDIA

CUMULATIVE SAVINGS:

- Energy: 41%
- Water: 61%
- Less Embodied Energy in Materials: 63%
- Floor Space: 400
- Carbon: 1,842.3

"Sustainability is key to our client base as 38% are from Fortune 500 companies. As India's leading warehouse developer, we also have a strong commitment to positively impact the environment by taking up the EDGE rating system a key part of our ESG strategy. Furthermore, is also a very strong selling point for our tenants, as they know that they will be in a sustainable building in addition to saving money on their energy and water bills, and we include it in our marketing material"

Taruna Mahajan, Assistant Vice President, Marketing, IndoSpace Development Management Pvt. Ltd.

Registered and Certified Projects with EDGE:

- Tenants focused in 5 major areas: Logistics, Ecommerce, Engineering, Automotive and Retail. Their clients include Amazon, DHL, IKEA, Schneider, Ericsson, Vodafone, Steelcase, Eicher, Rolls Royce, Nissan among many others.
- 957,500 square meters of EDGE floor space
- Of their constructed buildings, they have saved an average of 41% energy, 61% water, and 63% of embodied energy in their materials
- Approximately 400 buildings in Chennai, Delhi, Pune and other locations throughout India
- 60% of their built projects have achieved EDGE Advanced

Buildings have reduced window-to-wall ratio, skylights, black water treatment and recycling systems, solar panels, and steel sheets on steel rafters for roof construction, among other green solutions.

Front

IndoSpace Rohan Industrial Park Khed is a 125,000 park in the Chakan industrial area of Pune, a prime industrial area where the manufacturing facilities of many large corporations are based. The park achieved EDGE Advanced certification from GBCI in March 2021.

A reduced window-to-wall ratio, energy-saving lighting, skylights, water-efficient plumbing fixtures, and a great water treatment and recycling system contribute to the buildings' energy and water savings, resulting in estimated utility savings of XXXX per year for tenants.

The park's buildings were also built using in-situ reinforced concrete slab for the floor, steel sheets on steel rafters for the roof construction, and steel profile cladding to reduce the buildings' embodied energy.

Benefits of EDGE:

- By committing to EDGE, IndoSpace was able to refinance its portfolio with a Rs 1,000 crores green loan from HSBC – the largest such loan in India's history.
- The resource efficiency of the industrial parks attracts international tenants, such as Amazon, DHL, IKEA, and Nissan.

Committed Projects:

- 960,000 square meters of EDGE Advanced floor space to be constructed
- Pledge to achieve further EDGE Advanced on most future developments

41% Energy Savings

61% Water Savings

63% Less Embodied Energy in Materials

400 Buildings

957,500 m² Floor Space

1,842.3 tCO₂/year Carbon Savings

Back

Presentations

Templates have been created for EDGE Marketing Presentations. While the content found within the presentations can be customized as needed, the standardized opening and closing slides are required.

Opening Slide

The opening slide is required to include the EDGE & IFC Logo Lockup, a title, the EDGE website, and the Gradient Graphic (Horizontal).

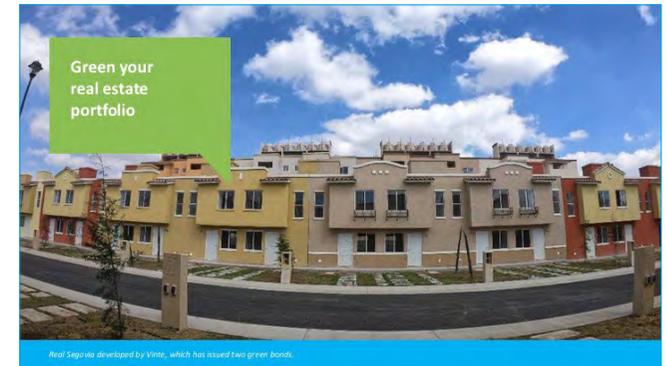
Closing Slides

Two closing slides are required. The first includes the Partner Acknowledgment and the Momentum Graphic. The second includes the EDGE & IFC Logo Lockup, the EDGE website, and the Momentum Graphic.

Presentation



Opening Slide



Example of Break Slide



Closing Slide (Partner Acknowledgment)



Closing Slide (EDGE & IFC Logo Lockup + EDGE URL)

Stationery

US Letter & International A4

Templates for the EDGE stationery can be found on OneDrive.

The EDGE Logo appears in the upper left-hand corner of page one. It is not necessary to repeat the logo on subsequent pages of a correspondence.

Typographic rules are as follows:

- Titles: 18 pt., set in Black.
- Headers: 14 pt., set in Black, all upper case, and accompanied by an underline set in Light Gray.
- Footer: 9 pt., including IFC copyright information on the left, with the name of the document and pagination on the right, and capped by a rule set in EDGE Blue.

Stationery



Marketing & Communications Plan for EDGE Experts

I. 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 Experts](#) page with:
 - A narrative about EDGE Experts.
 - Button technology for watching a one-minute video about 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:

- Continuously promote the EDGE Experts role on a rotator at the top of the [Discover](#) homepage.
- Rewrite the close for the [Architects](#), [Auditors](#) and [Engineers](#) market player pages to pique their interest and encourage them to become EDGE Experts.

Create the following branding guidelines for EDGE Experts and EDGE Auditors:

- Divide the [Brand Assets](#) webpage into [Guidelines for Real Estate Developers](#) and [Guidelines for EDGE Experts and EDGE Auditors](#). Work with our legal counsel to create the [EDGE Experts License and Participating Agreement](#).
- Create [Branding Guidelines for EDGE Experts](#) with recommendations for how they can promote their new accreditation, including on their business cards, email signatures, throughout their LinkedIn profiles, and on their websites. Link to the EDGE Experts' branding guidelines from the EDGE Experts FAQs and within [Guidelines for EDGE Experts and EDGE Auditors](#) within [Brand Assets](#).
- Create separate [Branding Guidelines for EDGE Auditors](#). Link to the EDGE Auditors' branding guidelines from the [Auditors' Corner](#) and within the [Branding Guidelines for EDGE Auditors](#) within [Brand Assets](#).

- [EDGE Experts One-Minute Video](#): Create a one-minute video, nesting it within the EDGE Experts web page, sending it in email communications, and broadcasting it through social media, as well as providing it as a tool for local/global partners to encourage participation through their networks. Translate the video into [Spanish](#) and [Portuguese](#).
- [Certificate](#): Design an EDGE Experts certificate for those who have been trained and passed the EDGE Exam.

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- Technical Support: Ensure adequate coverage for responses to email queries through [csm@ifc.org](#).

II. MARKETING

- Research: Perform research to identify major architectural and engineering firms as well as relevant industry associations in each of the target markets (see the Metrics chart below) and build a contact database. Reach out through a multi-pronged marketing approach that includes email, webinar offerings, and social media.
- Email Campaigns: Send targeted MatchChips to key separate lists, including any who have passed the EDGE Exam as well as our entire EDGE software user database.
- Webinar: Hold webinars to promote the new role of EDGE Experts, differentiating their role from auditors, and asking how they can position their new service offerings to clients.
- Social Media Campaigns: Tweet and post the animated PowerPoint on all social media channels, to be shared by local and global partners. Consider a paid-for promoted campaign on LinkedIn, Facebook, and Google AdWords.

III. TRAINING MATERIALS*

- Develop training materials for face-to-face and online environments, with technical and ED modules.
- Share all training materials with global and local partners, encouraging their active participation.

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

IV. METRICS FOR FY17

| COUNTRIES | US CAMPAIGNS | GLOBAL & LOCAL PARTNER CAMPAIGNS | TOTAL | % ALLOCATION |
|--------------|--------------|----------------------------------|-------|--------------|
| Brazil | 188 | 188 | 375 | 5% |
| Colombia | 188 | 188 | 375 | 5% |
| Costa Rica | 188 | 188 | 375 | 5% |
| India | 750 | 1,125 | 1,875 | 25% |
| Indonesia | 300 | 450 | 750 | 10% |
| Mexico | 188 | 188 | 375 | 5% |
| Other | 562 | 562 | 1,125 | 15% |
| Peru | 188 | 188 | 375 | 5% |
| Philippines | 400 | 400 | 750 | 10% |
| South Africa | 375 | 375 | 750 | 10% |
| Unlabeled | 188 | 188 | 375 | 5% |
| TOTAL | 3,063 | 3,063 | 6,125 | 100% |

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V. TIMELINE FOR FY17



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Email Signatures

EDGE Employees

Email signatures are an important digital asset of the EDGE brand. Your title in your email signature should indicate your role on the EDGE/Green Buildings team.

The website, Twitter handle, and LinkedIn profile for the brand should also appear, along with the EDGE and IFC logos.

Specifications:

- Calibri Light font is used for all text.
- Name: Bold 11pt, IFC Navy Blue
- Title: 9pt, 100% Black
- Contact Information: 8pt, 100% Black

Email Signature (EDGE Employees)

First Last

Title

EDGE Green Building Market Transformation Program, Climate Business Department, IFC

O +# ### ## #####

M +# ### ## #####

E email@ifc.org

W www.edgebuildings.com

🐦 www.twitter.com/edgebuildings

🌐 www.linkedin.com/company/edgebuildings



Creating Markets, Creating Opportunities

Email Signatures

EDGE Experts & Auditors

EDGE Experts and Auditors may also include reference to their accreditation within their titles and can add the EDGE logo below their email signatures as shown to the right. EDGE Experts and Auditors are not permitted to reference IFC in their signatures.

Email Signature (EDGE Experts & Auditors)

Carlos Hernández Alvarez

Structural Engineer and EDGE Expert



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Carlos Hernández Alvarez

Structural Engineer and EDGE Auditor



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W www.alvarezconsulting.com.mx



Virtual Backgrounds

The EDGE Virtual Background is to be used by team members during events and conferences, calling attention to the brand.

The virtual background includes the momentum graphic and the EDGE & IFC logo lockup.

Virtual Backgrounds



EDGE & IFC



EDGE only



EDGE & IFC (Version2)

Videography

Video Content

Video content for EDGE should fall into one of three categories:

- 04. Country Videos:** Country videos follow a “character” as they travel through a city or country. As the character travels around the city, footage is shown that highlights the city, EDGE projects, influential developers, EDGE Experts, and green building influencers in the community.
- 05. Testimonial Videos:** Testimonial videos include interviews with clients, certifiers, and EDGE Experts. Videos can focus on one project or feature multiple perspectives.
- 06. Demo Videos:** Demo videos demonstrate how users can design, register, and certify their resource-efficient buildings with EDGE.

Lower Thirds

When citing specific locations, projects, or speaker names, proper on-screen identification is required. This is handled through the use of standardized, formatted lower thirds, which call for a semi-transparent white field with text in Calibri.

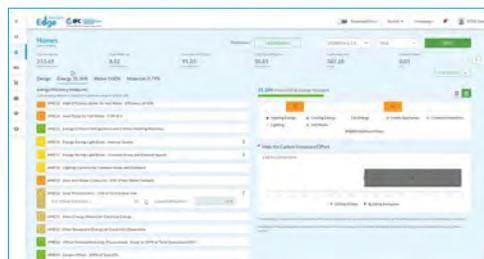
Video Content



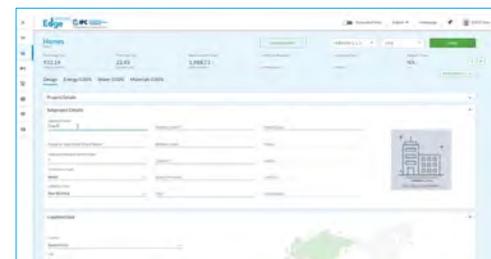
Example of Country Videos



Example of Testimonial Videos



Example of Demo Videos



Videography

Opening Sequence

EDGE videos must immediately start without introduction slides of any kind, including the EDGE logo, a title, or credits.

Closing Sequence

The end of EDGE videos requires proper branding and recognition. This is handled through a series of predetermined slides.

The following slides are required:

- EDGE Logo
- IFC Logo
- Primary Partner Acknowledgment (Country Partner and the UK Government)
- Secondary Partner Acknowledgment
- EDGE Website URL

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

Closing Sequence



1. EDGE Logo



2. IFC Logo



3. Primary Partners



4. Secondary Partners



5. EDGE website URL

EDGE Plaque

EDGE Plaques are available for projects that have achieved final EDGE certification. Plaques can be ordered through a manufacturer of a clients choosing but must comply with the quality standards defined in the EDGE Plaque Guidelines.

Please contact edge@ifc.org for a copy of the guidelines.

Materials

- Aluminum (Engraved with matte black fill)
- Steel with a Satin Finish (Engraved with matte black fill)
- Glass (Etched)

When available, recycled materials should be used.

Dimensions

- X-Small 125 x 75 mm
- Small 300 x 180 mm
- Medium 480 x 288 mm
- Large 600 x 360 mm

The X-Small plaques should only be used for residential units.

EDGE Plaque Certification Levels



Certified Green



EDGE Advanced



Zero Carbon

Materials



Aluminum



Steel



Glass

Dimensions



VI. Social Media

51. Channels

52. Profile and Header Images

53. Event Sharegraphics

54. Other Sharegraphics

Channels

EDGE actively participates on four social media channels:

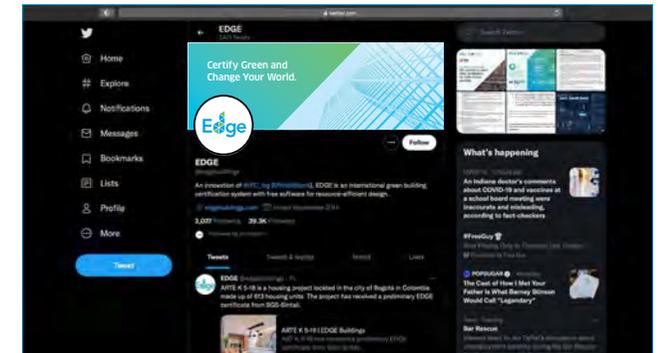
- Facebook
- Twitter
- LinkedIn
- YouTube

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 association, whether by IFC staff or external parties.

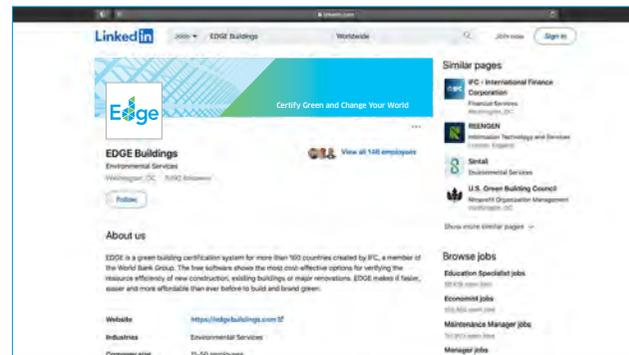
Channels



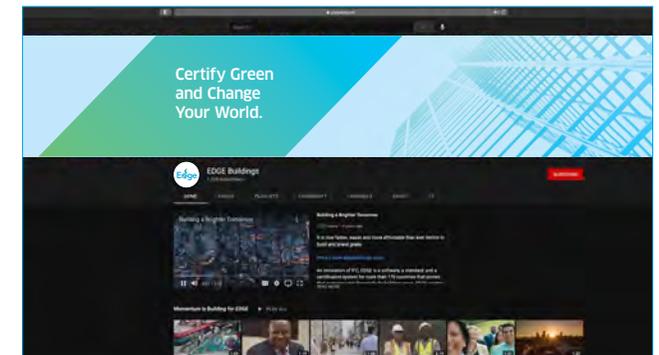
Facebook



Twitter



LinkedIn



YouTube

Profile & Header Images

Profile Image

Profile images but contain the primary EDGE logo on white background.

Header Images

TBD

Profile Images



Round



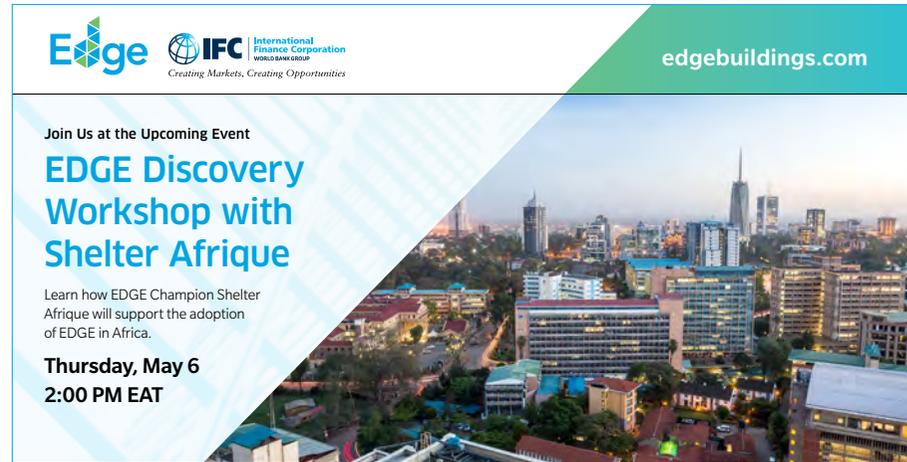
Square

Header Images

Event Sharegraphics

Event share graphics for social media must include the EDGE/IFC logos, along with the edgebuildings.com URL and logos of any relevant partner organizations, and a “Register Now” button.

Event Sharegraphics



Example of Event Sharegraphic

Other Sharegraphics

Other share graphics promoting stories, project studies, or other EDGE content should include the EDGE and IFC logos, along with the edgebuildings.com URL and logos of any relevant client companies, when necessary.

Graphics will also include copy describing the shared content with a headline, as well as relevant photography/imagery as needed.

Other Sharegraphics



Example of Sharegraphic



Example of EDGE Champion Sharegraphic