

# Branding Guidelines for EDGE Auditors

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

## I. Business Cards

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



 **Alvarez & Sons Consulting**

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

T +52 55 1212 1212  
M +52 55 1234 1234

2149 Av. Aztecas, Suite 140 Ajusco, Mexico City, Mexico  
[carlos@alvarezconsulting.com.mx](mailto:carlos@alvarezconsulting.com.mx) [www.alvarezconsulting.com.mx](http://www.alvarezconsulting.com.mx)

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



 **Alvarez & Sons Consulting**

**Carlos Hernández Alvarez**  
Structural Engineer, LEED AP BD+C and EDGE Auditor

T +52 55 1212 1212  
M +52 55 1234 1234

2149 Av. Aztecas, Suite 140 Ajusco, Mexico City, Mexico  
[carlos@alvarezconsulting.com.mx](mailto:carlos@alvarezconsulting.com.mx) [www.alvarezconsulting.com.mx](http://www.alvarezconsulting.com.mx)

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



 **Alvarez & Sons Consulting**

**Carlos Hernández Alvarez**  
EDGE Auditor

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Mexico City, Mexico  
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[www.alvarezconsulting.com.mx](http://www.alvarezconsulting.com.mx)



## II. Email Signatures

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

**Carlos Hernández Alvarez**

Structural Engineer and EDGE Auditor



**Alvarez & Sons Consulting**

T +52 55 1212 1212

M +52 55 1234 1234

W [www.alvarezconsulting.com.mx](http://www.alvarezconsulting.com.mx)



## III. LinkedIn Profile

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

The screenshot shows the 'Add skill' form in LinkedIn. It includes a search bar with 'EDGE Auditor' entered. Below the search bar is a 'Suggested based on your profile' section with buttons for Communication, Teamwork, Client Relations, Project Management, Analytical Skills, Customer Experience, Business Development, International Sales, Interpersonal Skills, and Budgeting. At the bottom, there is a section titled 'Tell us where you put this skill to use' with a dropdown menu and a 'Save' button.

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

The screenshot shows the 'Add license or certification' form in LinkedIn. It includes a search bar with 'EDGE Auditor' entered. Below the search bar is a section titled 'Issuing organization' with a dropdown menu showing 'EDGE Buildings'. At the bottom, there is a section titled 'Tell us where you put this skill to use' with dropdown menus for 'Issue date' (June) and 'Expiration date' (Month), and a 'Save' button.

### III. LinkedIn Profile

You can even add your new credential as a position under the Experience section. Enter and select the Company Name “EDGE Buildings” in order for the EDGE logo to appear when saved:

The screenshot shows the 'Add experience' form on LinkedIn. It includes fields for Title (filled with 'EDGE Auditor'), Employment type (dropdown menu set to 'Self-employed'), Company name (filled with 'EDGE Buildings'), and Location (filled with 'Ex: London, United Kingdom'). A 'Save' button is visible at the bottom right.

Following is how your new experience will appear when saved:

The screenshot shows the final LinkedIn Experience profile. It displays 'EDGE Expert' at 'EDGE Buildings' from 'January 2023 — Present (1 month) | Mexico'. The description reads: 'Provider of independent third-party auditing services for EDGE certification at the design and construction stages, including site audits.' Below the text are buttons for 'Add Media' with options: Document, Photo, Link, Video, and Presentation. The EDGE logo is visible on the right side.

### IV. Website

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



#### EDGE Auditing Services Now Offered

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

### V. Contact

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