



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):

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

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



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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:

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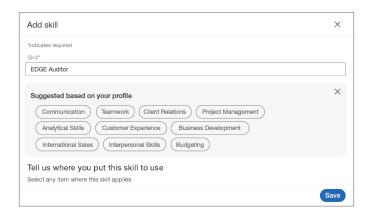
W www.alvarezconsulting.com.mx

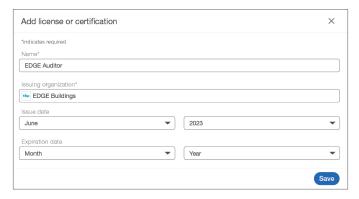


III. LinkedIn Profile

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:

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):



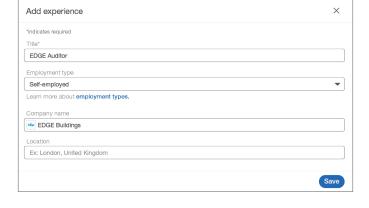




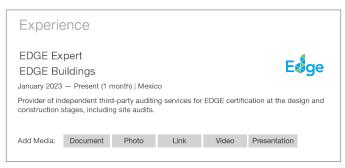


III. LinkedIn Profile

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:

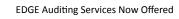


Following is how your new experience will appear when saved:



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. Here is an example of how you might articulate auditing services:





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

V. Contact

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