

Branding Guidelines for EDGE Experts

EDGE Experts who have taken training, passed the exam, and become accredited professionals are encouraged to promote their new status on their resumes, business cards, websites, and throughout their LinkedIn profiles.

I. Business Cards

Following is an example of how a business card might appear with the title indicated:



 **Alvarez & Sons
Consulting**

Carlos Hernández Alvarez
Structural Engineer and EDGE Expert

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

2149 Av. Aztecas, Suite 140 Ajusco, Mexico City, Mexico
carlos@alvarezconsulting.com.mx 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 Expert

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

2149 Av. Aztecas, Suite 140 Ajusco, Mexico City, Mexico
carlos@alvarezconsulting.com.mx www.alvarezconsulting.com.mx

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



 **Alvarez & Sons
Consulting**

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EDGE Expert

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M +52 55 1234 1234
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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:

Carlos Hernández Alvarez

Structural Engineer and EDGE Expert



Alvarez & Sons Consulting

T +52 55 1212 1212

M +52 55 1234 1234

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 Expert” 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):

The screenshot shows the 'Add skill' form in LinkedIn. It includes a search bar with 'EDGE Expert' entered. Below the search bar is a 'Suggested based on your profile' section with several skill tags: 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.

The screenshot shows the 'Add license or certification' form in LinkedIn. It includes a search bar with 'EDGE Expert' entered. Below the search bar is a section for 'Issuing organization' with a dropdown menu showing 'EDGE Buildings'. There are also dropdown menus for 'Issue date' (set to June) and 'Expiration date' (set to Year). A 'Save' button is located at the bottom right.

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:

Add experience

*Indicates required

Title*
EDGE Expert

Employment type
Self-employed

Learn more about [employment types](#).

Company name
EDGE Buildings

Location
Ex: London, United Kingdom

Save

Following is how your new experience will appear when saved:

Experience

EDGE Expert
EDGE Buildings

January 2023 – Present (1 month) | Mexico

Provider of independent third-party auditing services for EDGE certification at the design and construction stages, including site audits.

Add Media: Document Photo Link Video Presentation

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:



EDGE Experts Available for Green Building Design

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

V. Contact

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