



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:



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:



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:



Carlos Hernández Alvarez EDGE Expert

T +52 55 1212 1212 M +52 55 1234 1234 Mexico City, Mexico

carlos@alvarezconsulting.com.mx 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:

Carlos Hernández Alvarez

Structural Engineer and EDGE Expert



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

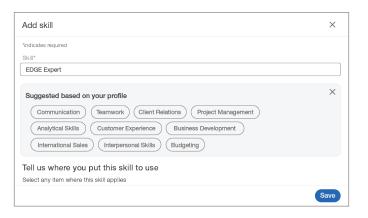
W www.alvarezconsulting.com.mx

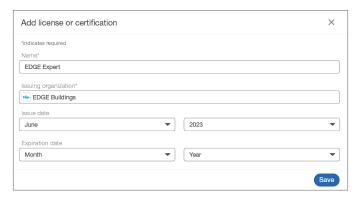


III. LinkedIn Profile

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):



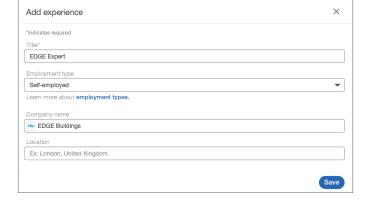




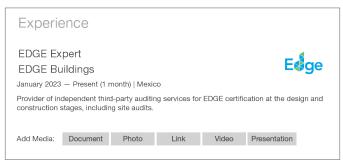


III. LinkedIn Profile

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:



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