



## 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

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



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, or as your only logo:



## II. EMAIL SIGNATURES

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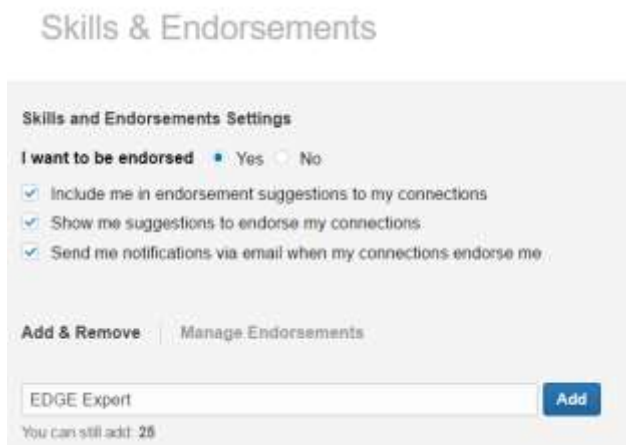
Email signatures can be treated in the same way, where you may include a reference to your new credential and the EDGE logo, which can link to the EDGE website at [www.edgebuildings.com](http://www.edgebuildings.com):



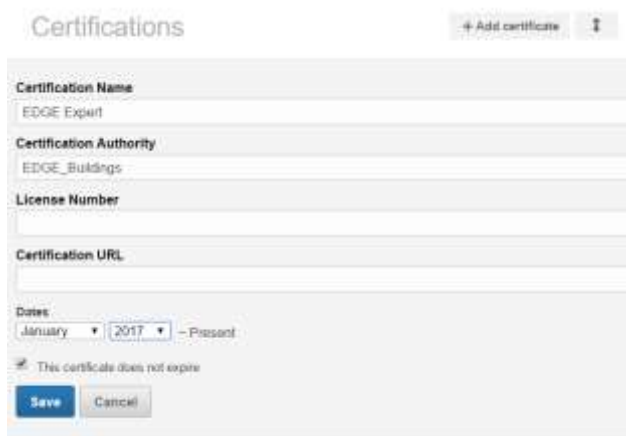
## III. LINKEDIN PROFILE

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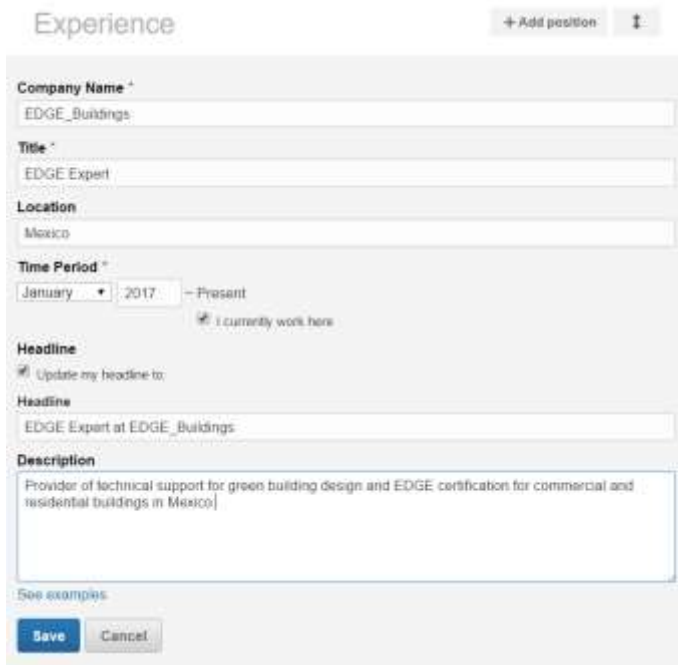
In addition to including your accreditation in your title on your LinkedIn profile, you may wish to add “EDGE Expert” as a skill under Skills & Endorsements:



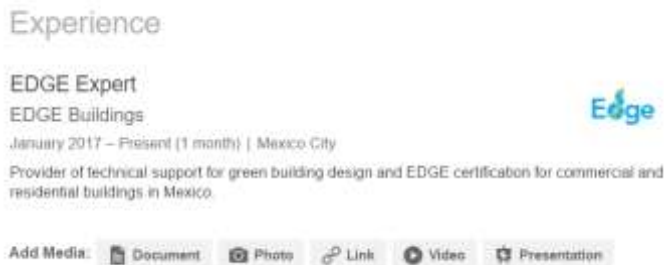
You can also “add a section to your profile” and choose Certifications, completing the form as follows (be sure to indicate the Company Name as EDGE\_Buildings in order for the EDGE logo to appear when saved):



You can even add your new credential as a position under the Experience section. Indicate the Company Name as EDGE\_Buildings in order for the EDGE logo to appear when saved:



Following is how your new experience will appear when saved:



#### IV. WEBSITE

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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 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](http://www.edgebuildings.com) is an innovation of IFC, a member of the World Bank Group.

#### V. CONTACT

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