

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:



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

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

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:

Skills & Endorsements

Skills and Endorsements Settings

I want to be endorsed Yes No

Include me in endorsement suggestions to my connections

Show me suggestions to endorse my connections

Send me notifications via email when my connections endorse me

Add & Remove | **Manage Endorsements**

EDGE Expert

You can still add: 25

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):

Certifications

Certification Name
EDGE Expert

Certification Authority
EDGE_Buildings

License Number

Certification URL

Dates
January 2017 – Present

This certificate does not expire

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:

Experience + Add position ↑ ↓

Company Name *
EDGE_Buildings

Title *
EDGE Expert

Location
Mexico

Time Period *
January 2017 – Present
 I currently work here

Headline
 Update my headline to:

Headline
EDGE Expert at EDGE_Buildings

Description
Provider of technical support for green building design and EDGE certification for commercial and residential buildings in Mexico.

See examples

Following is how your new experience will appear when saved:

Experience

EDGE Expert

EDGE Buildings

January 2017 – Present (1 month) | Mexico City

Provider of technical support for green building design and EDGE certification for commercial and residential buildings in Mexico.



Add Media:

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.