



# EDGE Partnership Guidelines for Branding & Media

*as of August 26, 2015*

## I. Introduction

IFC has developed working protocols to support and govern all of its activities associated with EDGE. The Partnership Guidelines for Branding & Media is intended to provide clarity on how partners can leverage the EDGE brand and assets, gain approval for marketing materials and public relations announcements, and engage with the media in matters related to EDGE.

By promoting a strong visual identity and clear communications for EDGE, partners can help create awareness and build a loyal following for the product and program while maintaining the integrity of the brand.

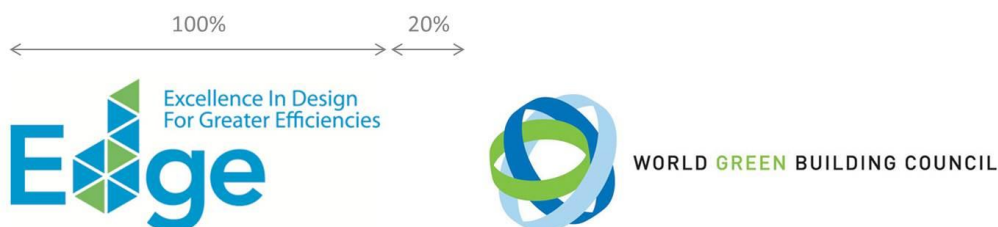
## II. Branding

A partner can publish the EDGE logo for marketing purposes wherever necessary to help highlight the partnership. The EDGE logo is comprised of four letters and the words “Excellence In Design For Greater Efficiencies:”



The following brand guidelines should be followed:

- a) The logo should be used in color against a white background.
- b) The logo should not be enclosed in an outlined box, but should be allowed to float.
- c) The logo should not be translated or altered in any way.
- d) The IFC logo does not need to be used in conjunction with the IFC logo unless there are specific reasons to do so (such as when addressing financing opportunities). Otherwise the EDGE logo should appear as a stand-alone, without the IFC logo. The words “Excellence in Design for Greater Efficiencies” must not be removed from the mark.
- e) Partners should reference that EDGE is an “innovation of IFC” whenever possible, by including the mention within the body of text. “IFC’s EDGE” is also possible.
- f) Textual mention of the World Bank Group is encouraged, but cannot appear without IFC first being mentioned, or instead of IFC. The World Bank Group logo should not be used.
- g) When the EDGE logo appears within the same environment as the partner’s logo to indicate a relationship between the two entities, the EDGE logo should be equal in size to the partner’s logo. When the partner’s logo and the EDGE logo appear side by side, a clear space equal to one-fifth of the length of the entire EDGE logo should appear between the two logos:



- h) Partners agree not to use or register any trademark, domain name, or other name that is confusingly similar to the EDGE logo or that is an alteration or translation thereof.

The EDGE color palette can serve as a graphic resource as appropriate in the design of promotional materials. In addition to the solid blue and green colors, shaded colors can be used at various percentages:



### III. References to EDGE

The following rules pertain to the use of the name “EDGE”:

- When EDGE appears as a word and not a graphic, it should not be written as upper and lowercase, but should appear entirely in capital letters.
- EDGE should not be preceded with “the,” as in “the EDGE.”
- In general, it is preferable not to refer to EDGE as a program, a tool, or an app, but simply as “EDGE.”
- For clarification purposes when referring to the EDGE software, it can be stated as such (“the EDGE software” or “the EDGE software application”). It is also appropriate to refer to the “EDGE standard” (which comprises the 20% efficiency targets) and the “EDGE certification system.”
- It is preferable not to spell out “Excellence in Design for Greater Efficiencies,” and these words should never precede “EDGE,” but can follow in brackets: EDGE (Excellence in Design for Greater Efficiencies). If the words are spelled out, care should be taken that “Efficiencies” appear in the plural, as the word refers to energy, water, and embodied energy in materials. When appearing in written materials, “in” and “for” should not be capitalized (as they are in the logo).
- For online references on the partner’s own site, the partner should use web-optimized file formats such as JPEG or GIF, ensuring the logo is not reduced to less than 50 pixels in height, or enlarged to greater than 200 pixels in height. The EDGE logo and/or name should link to [www.ifc.org/edge](http://www.ifc.org/edge).

#### IV. References to IFC

If space is available, IFC should be described as “IFC, a member of the World Bank Group focused on private sector development.” It is not necessary to spell out the words for IFC as “International Finance Corporation.” IFC should not be preceded by the word “the.”

Following is a description of IFC to utilize whenever necessary:

IFC, a member of the World Bank Group, is the largest global development institution focused exclusively on the private sector. Working with private enterprises in about 100 countries, IFC uses its capital, expertise, and influence to help eliminate extreme poverty and promote shared prosperity. In FY14, IFC provided more than \$22 billion in financing to improve lives in developing countries and tackle the most urgent challenges of development. For more information, visit [www.ifc.org](http://www.ifc.org).

#### V. Points of Clarity

- a) EDGE is a standard, a software application, and a certification system. The word EDGE can mean any or all three.
- b) EDGE is available to anyone in the world who is building projects in one or more of 100 emerging market economies. Other ways to refer to the 100 EDGE-specific countries are “emerging markets,” “emerging economies,” or “industrializing countries.” The words “developing countries” should not be used.
- c) Regarding pricing, EDGE is free to any individual who registers. Only certification carries a modest cost.
- d) Pre-certification is awarded to projects before they are built if they achieve the EDGE standard. However, a project does not receive final certification until it is assessed at the post-construction phase. To avoid confusion, buildings that are pre-certified can still be referred to as “EDGE certified.” EDGE has no tiers of certification, but is a simple pass/no pass system.
- e) “EDGE certified” is a term that only pertains to a building project that has been granted official certification by one of IFC’s accredited partners through a formal auditing process led by a trained assessor. No building material, supplier, firm, or individual can be EDGE certified.

#### VI. Tone

EDGE is non-competitive in nature, as its intention is to help scale up green building eco-systems in emerging markets. EDGE is one of many certification systems, each having their own purpose and advantage within a given market. EDGE is respectful towards these other systems and approaches its new role in the marketplace with humility. This is particularly important given the prominence of the World Bank Group name.

## VII. Approval of Communications Materials

IFC is in the process of developing a suite of marketing materials. These materials should be used as a first resource whenever possible. The materials can be customized to include the partner's co-branding and contact information.

References to EDGE materials created by partners, whether newsletters, reports, powerpoints, speeches, brochures, banners, or web content, should ideally be submitted to IFC by email for approval. IFC understands that speed and accuracy are critical to the approval process; because of this, a 48-business hour turn-around for clearance is guaranteed. If IFC fails to respond within the 48-business hour period, then the partner may proceed without approval. Media announcements can be approved within a 24-business hour time frame, however media statements and quotes require a 48-business hour turn-around.

Approval is important to ensure the vision and purpose of EDGE remain intact, and that all technical aspects and other facts are correct. In this way, both IFC and the partner are protected.

## VIII. IFC Media Release Guidelines:

In tandem with media announcements that are made by the partner, IFC can also issue a media release, utilizing its own global database to help further the publicizing of information. It should be noted, however, that IFC media announcements are only 300 words in length as a rule. This word count must include the boiler plates for IFC as well as the respective partner and all quotations.

## IX. Escalate Interesting Stories:

If a partner is aware of an intriguing building project or human interest story that would resonate with either local and/or international media, then the partner can bring it to IFC's attention for placement support. IFC posts a "snapshot" of each certified project with a description, photographs, and technical details on the [www.ifc.org/edge](http://www.ifc.org/edge) website to bring attention to exemplary projects with strong visuals.

## X. Spokespersons for EDGE:

There are four approved IFC spokespersons for EDGE who are free to communicate directly with the media:

- a) Prashant Kapoor, Principal Industry Specialist, Green Buildings, IFC
- b) Marcene Broadwater, Global Head, Climate Strategy and Business Development, IFC
- c) Christian Grossman, Director, Climate Strategy and Business Development, IFC
- d) Rachel Kyte, Vice President and Special Envoy for Climate Change, World Bank Group

While only these individuals are allowed to be quoted in the media as representing EDGE, partners are encouraged to communicate their support of EDGE by representing their respective entities.

XI. Additional Resources

The EDGE software is located at [www.edgebuildings.com](http://www.edgebuildings.com), however traffic should be driven to [www.ifc.org/edge](http://www.ifc.org/edge), as content is being developed for the pages on this site over time.

XII. Helpful Contacts

To obtain hi-res logos, and for inquiries, approvals, or to provide insights as to how IFC can provide better branding and media support to our partners, reach out to:

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