



EDGE CERTIFICATION SEAL

USER PROTOCOLS



THE GLOBAL BUSINESS CERTIFICATION STANDARD
FOR GENDER EQUALITY

EDGE CERTIFICATION

The EDGE Certification Seal recognizes and rewards an organization's commitment to, progress on, or success in workplace gender equality.

Display of the EDGE Certification Seal demonstrates your organization's commitment to workplace gender equality to customers, current and future employees, investors and other stakeholders.

The EDGE Certified Foundation is guardian of the EDGE Certification System and owns and controls the use of the EDGE Certification Seal. Only organizations that have fulfilled the requirements of the EDGE Certification process including verification and certification by an approved Certification Body shall have the right to use or display the registered seal at one of the three levels of certification: EDGE Assess, EDGE Move and EDGE Lead.

These User Protocols set out the rules governing and authorizing the use and display of the EDGE Certification Seal. It is in the interest of all users to follow this guide so that the Seal retains its integrity and value. Permission to display the EDGE Certification Seal does not transfer or license any intellectual property rights to others. Unauthorized display is prohibited and will be treated as a trademark infringement.

Please ensure that all design agencies and other service providers who work on your organization's behalf with the EDGE Certification Seal have a copy of these protocols.

WHAT IS CONTAINED IN THE EDGE SEAL PACKAGE?

- ✓ The EDGE Certification Seal in your language(s) of choice in:
- ✓ JPEG format in three resolutions (sizes) suitable for different usage: 72dpi, 150dpi, 300dpi

WHICH SIZE TO USE

For your website choose the version 72dpi. For office communications, e.g. word document, e-mail footer or PDFs, choose the 150dpi version. For high print quality use the 300dpi version: this is the highest resolution and guarantees a clean and correct print result.

THE DISPLAY OF THE SEAL: BASIC SUGGESTIONS

To maximise the visibility of your achievement, you may choose to display the Seal in:

- ✓ Company Website
- ✓ Company Annual Report / Stock Exchange Reports
- ✓ Social Media (e.g. LinkedIn/ Twitter/ Facebook)
- ✓ Job Advertisements and other Communication/Publications related to Recruitment and Talent Management
- ✓ Email Signature of HR Director/Chief Diversity Officer
- ✓ Officer/Talent Management Professional
- ✓ Sustainability and/or CSR Reports

EDGE SEAL SIZE AND CLEAR SPACE

CLEAR SPACE:

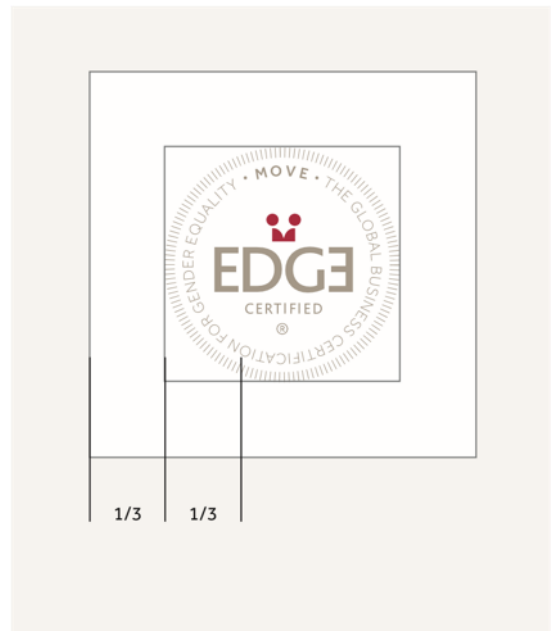
When the EDGE Certification Seal is displayed at its minimum size on promotion material the clear space must be at least 5 mm for general design elements, or 10% of the Seal height and width.

As a rule of thumb, try to leave as much clear space as possible to showcase the Seal.

MINIMUM SIZE:

The minimum size for applications of the EDGE Certification Seal is 28mm in width. Always make sure to scale the EDGE Certification Seal up or down proportionately.

There is no maximum size restriction for display of the EDGE Certification Seal.



COLOURS:

GREY
0C 9M 16Y 43K
PANTONE WARM GREY 8C & 8U
161R 149G 136B

EDGE RED
0C 100M 63Y 29K
PANTONE 202C & 201U
165R 43G 57B

EDGE SEAL LANGUAGE VERSIONS

Translations of the EDGE Certification Seal are available in the major languages spoken worldwide.

You may use the EDGE Certification Seal in any language.

Please contact your Client Adviser who will liaise with the EDGE Certified Foundation on your behalf to obtain a different language version of the EDGE Certification Seal.

ENGLISH



SPANISH



FRENCH



GERMAN





EDGE SEAL

APPROVED DESCRIPTIONS

TAGLINES

To explain and substantiate the EDGE Move Seal you may wish to add one of the following approved taglines when you display the Seal:

Showcasing commitment & progress in Workplace Gender Equality.

www.edge-cert.org

Showcasing commitment & progress in fostering equal career opportunities for women and men.

www.edge-cert.org

Showcasing commitment & progress in valuing the different perspectives women and men bring to the workplace.

www.edge-cert.org

For taglines and the web-link use the font Helvetica regular.



Showcasing commitment & progress In Workplace Gender Equality.

www.edge-cert.org

EDGE SEAL INCORRECT USAGE



Always ensure that you use the official EDGE Certification Seal that is provided to you by the EDGE Certified Foundation.

Do not attempt to change or create the EDGE Certification Seal yourself.



There are strict rules governing the use and display of the EDGE Certification Seal given its registered trademark status and the fact that it is an awarded Certification Mark.

Never use the EDGE Certification Seal in such a way that:

- Display confuses or is ambiguous as to which country level entities are EDGE Certified.
- Suggests or implies that other countries are EDGE Certified, or are under the scope of a certificate, when they are not.
- That implies a country level entity is certified to a higher level of EDGE Certification than is the case.





RULES GOVERNING THE SEAL FOR GLOBAL CERTIFICATION

IF YOUR ORGANIZATION IS PART OF A CERTIFIED GLOBAL GROUP

The scope of EDGE Certification, meaning the entity that is certified, is usually an organization at country-level. Your organization may be part of a global group that has also been certified at the global level.

RULES FOR COUNTRY-LEVEL ENTITIES

A country-level entity that has been audited and certified as part of a global group may display its individual certification level, even if it achieved a higher level than the group's global level of certification. All descriptions and use of the relevant EDGE Certification Seal shall be in accordance with these User Protocols.

RULES FOR DISPLAY AND DESCRIPTION FOR ENTITIES WITHIN A GLOBAL GROUP

Any country-level entity in a global group that is certified, regardless of whether that entity is individually certified, may display the level of certification that is shared by all certified country-level entities, i.e., the minimum level achieved by all certified entities in the global group.

Any digital display of the Seal or public descriptions about global certification by a country-level entity must also display or link to this statement:

"[Company name]: committed to gender equality in the workplace and proudly part of a group that is certified EDGE [Level] at the global level. www.edge-cert.org"

A global HQ may display the appropriate EDGE Certification Seal (Assess, Move or Lead), i.e., the minimum level achieved by all certified entities in the global group and shall display or link to this statement:

"[Company Name] is certified EDGE [Level] at the global level. www.edge-cert.org"

Any digital or printed display of the seal or public claims made about global certification must also identify the location of additional information about the global certification (e.g., website), where the following information shall be provided:

"To achieve global certification at [EDGE level], over 80% of our global workforce has been assessed and certified under the EDGE Certification System. The following country-level certificates have been granted:

- [Company name] [Country] - EDGE [Level]
- [Company name] [Country] - EDGE [Level]
- [Company name] [Country] - EDGE [Level]"



ABOUT EDGE CERTIFICATION

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EDGE is the leading global assessment methodology and business certification standard for gender equality. It measures where organizations stand in terms of gender balance across their pipeline, pay equity, effectiveness of policies and practices to ensure equitable career flows, as well as inclusiveness of their culture.

EDGE Certification has been designed to help companies not only create an optimal workplace for women and men, but also benefit from it. EDGE stands for Economic Dividends for Gender Equality and is distinguished by its rigour and focus on business impact.



FOR MORE INFORMATION CONTACT

EDGE Certified Foundation

www.edge-cert.org

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