

# *Master Scuba Diver*

TOOLKIT



**PADI**





## TIPS TO DESIGN IN ALIGNMENT WITH THE PADI BRAND

### SIMPLICITY

Less is more – let the image do the talking. If an element doesn't add value, don't use it (borders, graphics and clip art are rarely needed). White space is good space. If you feel overwhelmed by the design, your audience will too.



### SIZE MATTERS



Don't make things oversized. Keep graphic elements (including logos and CTAs) at a minimal size to not overpower the emotion of the image.

### PLACEMENT

When putting a logo in your creative, try to keep it in the middle left, right or center, based on the picture. Corners aren't ideal.



### FOR THE LOVE OF LOGOS



Be sure to use the current PADI® logo and tagline. Do not use old tagline lines (looking at you, The Way The World Learns To Dive®).

DO NOT USE

### CRAZY FONTS

Use PADI brand fonts ([Click here to download Noto Sans](#)). Try not to use bold type treatments. Copy should be black or white.



### OVER THE RAINBOW

Only use approved brand colors in design elements. White should be the primary color, with blue secondary.



PADI Blue	HEX #0070D3	RGB 0, 112, 211
PADI Red	HEX #F23D4E	RGB 242, 61, 78
White	HEX #FFFFFF	RGB 255, 255, 255
Black	HEX #000000	RGB 0, 0, 0

### ESTABLISH BRAND

Lead with the PADI brand. The first thing someone should read or see is the PADI's identity clearly established.



# Master Scuba Diver Marketing Tips

- Create a Master Scuba Diver Program that is unique and works for you. PADI specialties cover a huge variety of diving so offer the specialties you are passionate about and that showcase your local diving.
- Recognition is important! The PADI Master Scuba Diver certification is the highest non-professional level certification in the PADI system. Be sure to recognize your divers that achieve this rating in store and on social media.
- Sell it as the black belt of scuba diving. In your training and in your marketing, position the master scuba diving certification as something aspirational that every new diver should want to achieve, much like how black belts are treated in martial arts.

This marketing toolkit contains assets created in Canva that you and your business can use however you like. Canva allows you to easily edit these assets and do things like add your logo or update the copy.

For additional assistance, contact the PADI Americas marketing department at [marketing1@padi.com](mailto:marketing1@padi.com).





# Social Media Assets



- [Instagram Post 1](#)
- [Instagram Story 1](#)
- [Facebook Post 1](#)
- [Facebook Cover 1](#)

- [Instagram Post 2](#)
- [Instagram Story 2](#)
- [Facebook Post 2](#)
- [Facebook Cover 2](#)





# Punch Cards

BECOME A  
**MAS**

**MASTER SCUBA DIVER**

Deep Diver	Underwater Navigator	Search and Recovery	Sidemount Diver	AWARE Dive Against Debris	Digital Underwater Photographer	Night Diver
Ice Diver						Enriched Air Diver
Diver Propulsion Vehicle Diver						Altitude Diver
Equipment Specialist						Cavern Diver
Delayed Surface Marker Buoy						Adaptive Support Diver
Wreck Diver						Self-Reliant Diver
Boat Diver	Full Face Mask Diver	Peak Performance Buoyancy	Underwater Naturalist	Fish Identification	Rebreather Diver	Drift Diver

- Punch Card 1

- Punch Card 2





# Additional Assets



- [Email Header 1](#)
- [Poster 1](#)
- [Email Header 2](#)
- [Poster 2](#)

For additional assistance, contact the PADI Americas marketing department at [marketing1@padi.com](mailto:marketing1@padi.com).

