



Family & Kids Diving Programs

Marketing Toolkit



SEEK ADVENTURE.
SAVE THE OCEAN.™

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How to Use this Toolkit

The marketing assets in this toolkit are templates for PADI Dive Stores and Resorts to edit with your business information and local language within Canva and Mailchimp. To use this toolkit effectively, you'll need a Canva and a Mailchimp account.

1. Create or login to your Canva account
2. Click on any asset links within this toolkit
3. Assets will automatically import into your Canva account
4. Customize the assets to fit your Dive Center or Resort needs
5. Download your final creative assets and integrate into your marketing

The links to all the assets shown in the Toolkit can be found on the final summary page.



Canva is a free graphic design platform that allows users to create social media graphics, posters and other visual content.

[Set up a Canva account now](#)

Using PADI Trademarks

As a PADI Member, you are among the most sought-after and respected dive professionals worldwide. Your membership also helps support the PADI organization's efforts to accelerate industry recovery and save our ocean.

As per the PADI Member Trademark Usage Guidelines, the use of PADI branded marketing assets are only authorized to be used by renewed PADI Members. Therefore, we respectfully ask that non-renewed PADI Members refrain from using PADI trademarks to promote their business.

If you are currently a non-renewed PADI Member and wish to take advantage of PADI branded marketing assets, please visit your [PADI Pro Portal](#) and follow the membership renewal process or contact PADI Customer Service directly.



Customer Service

PADI Americas: membersvcs@padi.com

PADI Asia Pacific: memdep@padi.com.au

PADI Europe, Middle East and Africa:
pros.emea@padi.com

PADI Brand Guidelines

Everything we do shapes the image people have of our company, culture, products and services. Each touchpoint conveys a message that stems from our identity. This is who we are.

Logo

Be sure to use the current PADI® logo and tagline. Access PADI® logo options [here](#)

Color

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

Typography

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

Imagery

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.

Style

All content should support PADI's brand mission and vision, and inspire audiences to Seek Adventure. Save the Ocean. Our style is authentic, inspired, hopeful, inclusive and environmentally driven.

Campaign Overview



Discover new adventures together

Learning to dive as a family strengthens family bonds and can lead to a lifetime of adventure together.



Inspire the environmental leaders of the future

Scuba diving can teach environmental responsibility from a very young age, instilling awareness for ocean health, sustainability and an overall sense of caring.



Empower through adventure

Raise resilient and confident kids through the experience of scuba diving.



Key Messages

- Scuba diving is fun for the entire family
- Enjoy quality family time
- Seek adventure together

- Introduce a love for the ocean and planet at an early age
- Instill environmental responsibility

- Learning to dive fosters self-confidence, problem solving abilities and social skills
- Scuba diving is a life-changing experience

Social Media - Facebook Cover



Guide

These social media posts can be used for organic posts or paid media ads on Facebook and Instagram. Simply customize with relevant images for your region and your Dive Center or Resort.

Images

Select an image from our campaign image library or use an inspirational image from your Dive Center or Resort's collection.

Copy

Support the creative with personalized post copy to make it relevant to your Dive Center or Resort and your audience. Be sure to use hashtags and location tags.

Link

Link your social media posts to your website or Social Media Page. Be sure to include your PADI eLearning affiliate links.

Social Media Posts - Instagram



Guide

These social media posts can be used for organic posts or paid media ads on Facebook and Instagram. Simply customize with relevant images for your region and your Dive Center or Resort.

Images

Select an image from our campaign image library or use inspirational images and video from your Dive Center or Resort's collection.

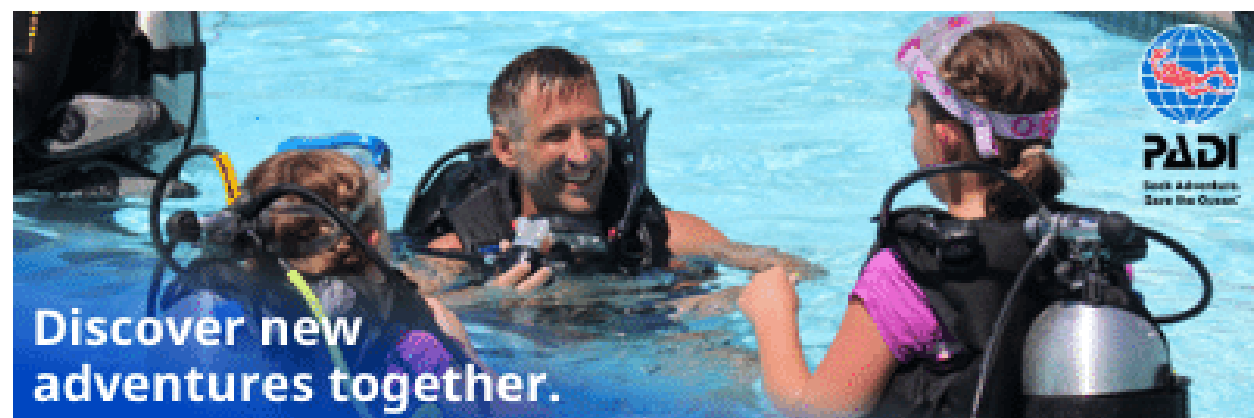
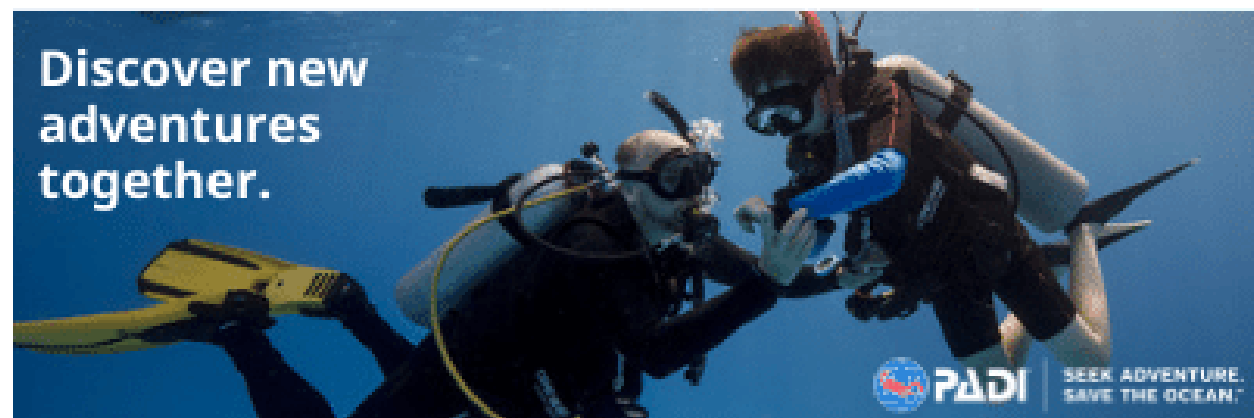
Copy

Support the creative with personalized post copy to make it relevant to your Dive Center or Resort and your audience. Be sure to use hashtags and location tags.

Link

Link your social media posts to your website or Social Media Page. Be sure to include your PADI eLearning affiliate links.

Email Headers



Take advantage of these email headers and include them in your email communications to inspire your next generation of PADI divers.

Follow these steps to create an engaging email for your customers:

Use email software of your choice and create the copy you want based upon one of the three messages:

- Discover new adventures together
- Empower through adventure
- Shaping the environmental leaders of the future

Create engaging copy and customize the content to your local area and business.

Select the target audience from your database and hit send!

Email headers can be downloaded from the Asset Download page.

Web Banners



Guide

Customize these web banners and then integrate them into your Dive Center or Resort website. Great places to include these banners are on your home page, on your family/kids programs landing page, and on any other pages that you want to inspire your future divers.

Link

Be sure to include your PADI eLearning affiliate links. Be sure to link banners in your website to your family/kids programs landing page or your eCommerce shopping cart where applicable.

Posters



Guide

Customize these posters and then print to use in-store or at events. Be sure to include your Dive Center or Resort website, social handles and contact details.

Asset Download

Image Library

- [Family/kids Images \(Web use\)](#)
- [Family/kids Images \(Print use\)](#)
- [General Scuba Images](#)

Posters

- [Posters 24 x 36](#)

Video Library

- [Youth Video Download](#)
- [Youth Video YouTube Link](#)
- [General PADI Videos](#)

Social Posts

- [Facebook Covers](#)
- [Instagram Posts](#)

Brand Assets

- [PADI Logos](#)
- [PADI Font](#)

Web Banners

- [Website banner 300 x 250](#)
- [Website banner 310 x 100](#)

Email Assets

- [Email banners](#)



PADI Resource Hubs:

PADI Americas - [View here](#)

PADI Americas Business Hub [Click Here](#)

PADI Asia Pacific - [View here](#)

PADI Europe, Middle East and Africa - [View here](#)

Useful PADI Resources

Blog Posts:

- [Family Travel is Good Business](#)
- [The Family Travel Factor](#)
- [How To Grow Your Dive Business by Marketing to Families](#)
- [Summer is Here!](#)
- [Engaging Youth to Make A Difference](#)
- [How to Stay Busy During the Slow Season](#)

External Resources

- Canva: A step-by-step guide to designing from scratch - [Learn more](#)
- Mailchimp: Know more, do more - [Learn more](#)
- Google: Google for small business - [Learn more](#)
- Facebook: Learn new marketing skills with Facebook Blueprint - [Learn more](#)



This marketing toolkit is provided as a benefit of your PADI Membership. For further business and marketing support please contact your regional team.

**Thank you for being a
PADI Member.**



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