



# PADI Women's Dive Day 2021

Marketing Toolkit



SEEK ADVENTURE.  
SAVE THE OCEAN.™

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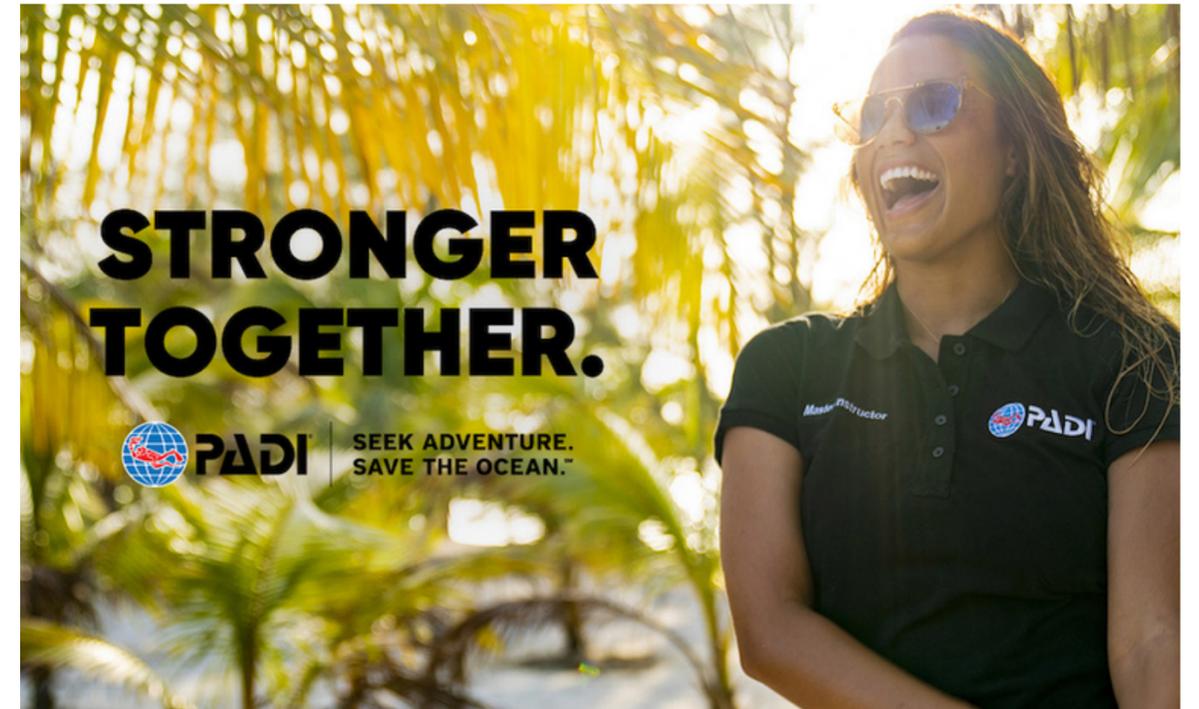


# Using PADI Trademarks

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 authorised 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](mailto:membersvcs@padi.com)

**PADI Asia Pacific:** [memdep@padi.com.au](mailto:memdep@padi.com.au)

**PADI Europe, Middle East and Africa:**

[pros.emea@padi.com](mailto:pros.emea@padi.com)

# How to Use this Toolkit

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

The links to all the assets shown in the Toolkit can be found on the Download 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](#)

# 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.

# Event Overview

With the overwhelming support of the dive community over the last six years, PADI Women's Dive Day has unquestionably grown into a worldwide celebration that brings everyone together to foster a global community that encourages divers of all genders, ages, races, backgrounds and experience levels to safely and confidently seek adventure and save the ocean. What began in 2015 to encourage more female participation in the sport has evolved over the years, gaining traction across this industry with both males and females alike. Since it began, tens of thousands of new and experienced divers have taken part in more than 4,000 PADI Women's Dive Day events in over 100 countries around the world.

**This year, we invite divers to join the global celebration on 17 July 2021 to help create balance between humanity and the ocean. PADI Members are encouraged to host an event – in person or virtually – that celebrates the diversity of the dive community and nurtures the connection between our communities and the waters where we dive.**

The assets in this toolkit are designed to help you market your PADI Women's Dive Day event locally. Invite your divers, potential customers and women in your local community to celebrate with you.

## ***Host an event for your community.***

PADI Women's Dive Day provides a unique opportunity to connect with your local dive community – whether its welcoming them back into the water with you or rallying your divers for a virtual event. [Click here](#) for tips, ideas and resources to make the most of your event.



## **Key Messages**

**PADI Women's Dive Day  
is 17 July 2021.**

**Take part in the global  
celebration to help create  
balance between  
humanity and ocean.**

**Register your event at  
[padi.com/women/hostanevent](https://padi.com/women/hostanevent)**

# Social Media Posts

#padiwomen



## Guide

These social media posts can be used for organic posts or paid media ads on Facebook and Instagram. Select the post you want from the Asset Download page, then customize it with relevant images from your region and business.

## Images

Select an image from our campaign image library or use inspirational images and/or videos from your collection.

## Copy

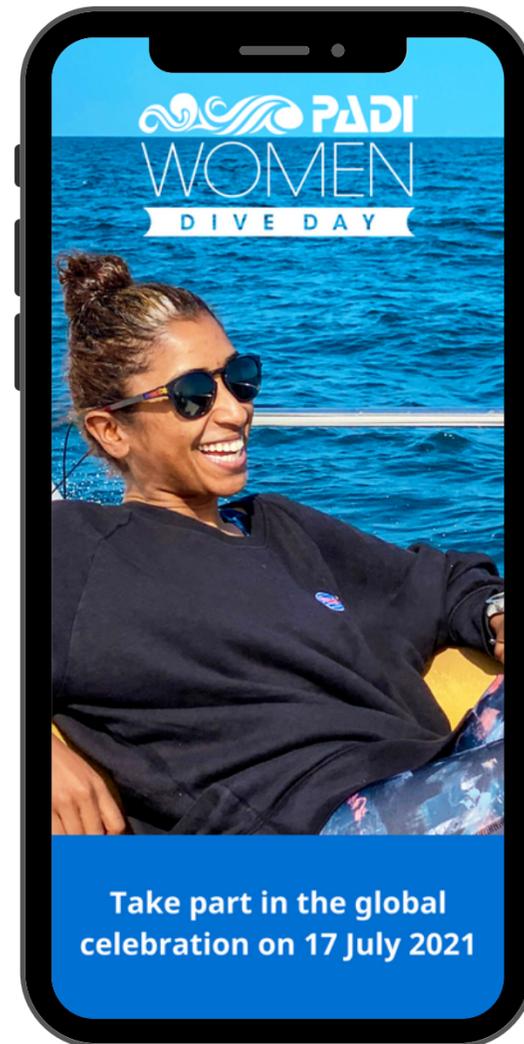
Add personalized copy to your post to make it relevant to your Dive Store or Resort and your audience. Be sure to use the **#padiwomen** hashtag and location tags.

## Link

Link your social media posts to your website or social media page. Be sure to include links to your event information page on your website, when applicable, or to your event page on the PADI Conservation Activity Locator.

# Social Media Stories

#padiwomen



## Guide

These social media stories can be used for organic posts or paid media ads on Facebook and Instagram. Select the post you want from the Asset Download page, then customize it with relevant images from your region and business.

## Images

Select an image from our campaign image library or use inspirational images and/or videos from your collection.

## Copy

Support the creative with personalized post copy to make it relevant to your Dive Store or Resort and your audience. Be sure to use stickers, location tags where relevant, the #padiwomen hashtag, and be clear about how viewers should contact you.

## Link

Link your social media stories to your website or social media page. Be sure to include links to your event information page on your website, when applicable, or to your event page on the PADI Conservation Activity Locator.

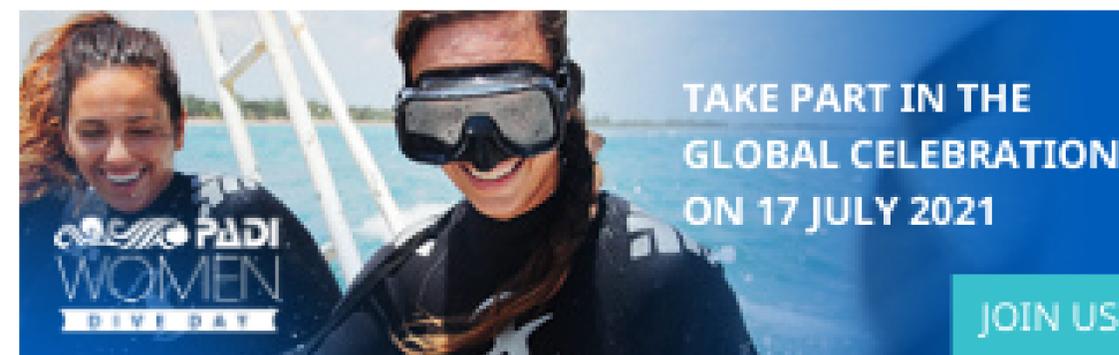
# Email Headers



## Email Headers Guide

Use these email headers to invite your customers to celebrate PADI Women's Dive Day with you. Include all of your event details in your email: what, when, where, why and how.

# Web Banners



## Web Banners Guide

Customize these web banners and then integrate them into your Dive Store or Resort website. Great places to include these banners are on your home page, on your news and events page, and on any other pages that you want to inspire your divers to take part in your PADI Women's Dive Day event.

## Link

Be sure to include links to your event information page on your website, when applicable, or to your event page on the PADI Conservation Activity Locator.

# Media Alert Template

**NOTE:** Update the areas in green with information specific to you and your event.



YOUR LOGO HERE

**\*\*MEDIA ALERT\*\***

FOR IMMEDIATE RELEASE                      **CONTACT:** **Dive Center Name**  
Contact Name  
Phone Number  
Email Address

**Divers in **Location** Celebrate Annual PADI Women's Dive Day with **Unique Event Attribute****

*Dive Center Name Announces Plans for Global PADI Women's Dive Day on 17 July 2021*

**WHAT:**                      Thousands of divers around the world will join together in celebration of the seventh annual PADI Women's Dive Day. Presented by **PADI** (Professional Association of Diving Instructors®), the days aims to help create balance between humanity and the ocean. **Add a short synopsis about what your PADI Women's Dive Day event will include.**

**WHO:**                      PADI® Dive Centers, Resorts, Professionals and divers all across the world – male and female alike – will participate in local activities and online events that celebrate the global dive community and encourage people to become torchbearers for our ocean. **Dive Center Name** is planning a **(local activity or online event)** for divers, and those interested in learning to dive, in **Location**.

**WHY:**                      This **global initiative** encourages women everywhere to seek adventure and save the ocean with PADI through one common day of shared passion. Since the inception of PADI Women's Dive Day seven years ago, events around the globe have addressed ties between diversity, inclusion and environmentalism—with this year's event scaled accordingly to the state of the COVID-19 pandemic. **Specify any safety measures that will be implemented (if in-person event). Add any charitable/ conservation focus your event may have or how your dive shop is focused on supporting the local community, if applicable (if not, remove previous line).** For those who aren't already PADI-certified divers, PADI Women's Dive Day provides unique opportunities to learn to dive and meet new dive buddies. **Specify any courses or specials that will be offered during (or in advance of) your event.**

**WHEN:**                      **Saturday, 17 July 2021 (update date here and in sub-headline as needed)**  
Time

**WHERE:**                      **Event location name (eg. Dive Center Name or other location to meet)**  
Event address  
Web link for more information

## Guide

Consider spreading the word about your event by localizing a press release or media alert, and sharing with local press contacts or other media outlets to earn media exposure for your dive center or resort.

## Copy

To help you get started spreading the word about your PADI Women's Dive Day event with new audiences, PADI has created a media alert template that you can easily localize with specifics about your initiatives and contact information. Or use the template to craft your own unique announcement.

Download the PADI Women's Dive Day media alert template [here](#).

# Asset Download

## Image Library

- [High and Low Resolution](#)
- [Women's Dive Day Logos](#)

## Social Posts

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

## Web Banners

- [Women's Dive Day 300 x 250](#)
- [Women's Dive Day 320 x 100](#)
- [Women's Dive Day 728 x 90](#)

## Brand Assets

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

## Social Stories

- [Instagram Stories](#)

## Email Assets

- [Email Headers](#)

## Public Relations

- [Media Alert Template](#)



### Useful Links:

- Register an event - [Click here](#)
- PADI Women landing page - [padi.com/women](https://padi.com/women)

### Helpful Blogs & Guides:

- PADI Women's Dive Day 2021 - [Read more](#)
- Registering events on the PADI Conservation Activities Locator - *ENGLISH ONLY* - [Read more](#)

### PADI Resource Hubs:

PADI Americas - [View here](#)

PADI Asia Pacific - [View here](#)

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



# Thank You!

For further business and marketing support,  
please contact your regional team.



**PADI**

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