



Adaptive Techniques

Marketing Toolkit



PADI

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 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 Assets 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 a brand fonts called Noto Sans. 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

PADI history is replete with people whose lives have been transformed by diving, their lives made better because they were able to experience and explore the underwater world through PADI programs and certifications. PADI's approach to diver education has always been inclusive; everyone who meets prerequisites is welcome.

PADI created two courses that focus on increasing awareness of varying diver abilities and explore adaptive teaching techniques to apply when training and diving with physically and mentally challenged divers. These courses further expand Instructors and Divemasters' abilities to be student-centered and prescriptive in approach when adapting techniques to meet diver needs.

The Adaptive Techniques Marketing Toolkit is for our global PADI Members who offer Adaptive Services or are recognized as a PADI Adaptive Services Facility to use to promote this key offering.

Members can use this toolkit to:

- promote adaptive techniques courses at their dive center or resort
- promote their facility as a PADI Adaptive Services Facility (select stores)



PADI Pillars of Change

PILLAR THREE PEOPLE + HUMANITY

PADI's third Pillar of Change is borne from the core belief that aquatic environments should be accessible to all.

[Learn more](#)

PADI PILLARS OF CHANGE

A photograph showing a man in a wheelchair and another man walking away from the camera on a paved path next to a swimming pool. The man in the wheelchair is wearing a blue and orange striped tank top. The man walking beside him is wearing a black t-shirt with 'DIVE TEAM' on the back and red shorts, and he is carrying two large silver scuba tanks. In the background, there are trees and a mountain range under a clear sky.

PILLAR 3 | PEOPLE + HUMANITY

As a global organization, we continually strive to foster an environment of openness across the dive industry with a shared understanding that 'underwater we all speak the same language.'

We believe in celebrating and honoring the diversity of the PADI family, while constantly seeking to cultivate new pathways to diving and the underwater world. PADI is committed to working with PADI Members to facilitate and increase access for new, diverse audiences across our global dive communities to discover and connect with the marine environment.

Connect with More Divers

Dive Shop Locator: Adaptive Services Category Filter

The Dive Shop Locator is now search engine optimized to attract more consumer traffic to your business listing and includes a filter for facility amenities such as Adaptive Services. The modern search interface and filters makes it easier for consumers to find a dive shop or resort that best fits their needs, making it a one-stop-shop for divers. Gain more visibility by listing your dive center today!

PADI Adaptive Services Facility Landing Page

PADI centers who have invested in comprehensive operational services and infrastructure that meet the needs of divers with physical or psychological challenges to promote inclusivity in its diver training programs and activities can be recognized on a [dedicated landing page](#). Please contact fraser.bathgate@padi.com to learn more .



Social Media Posts



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 the PADI campaign image library or use inspirational images and/or videos from your collection.

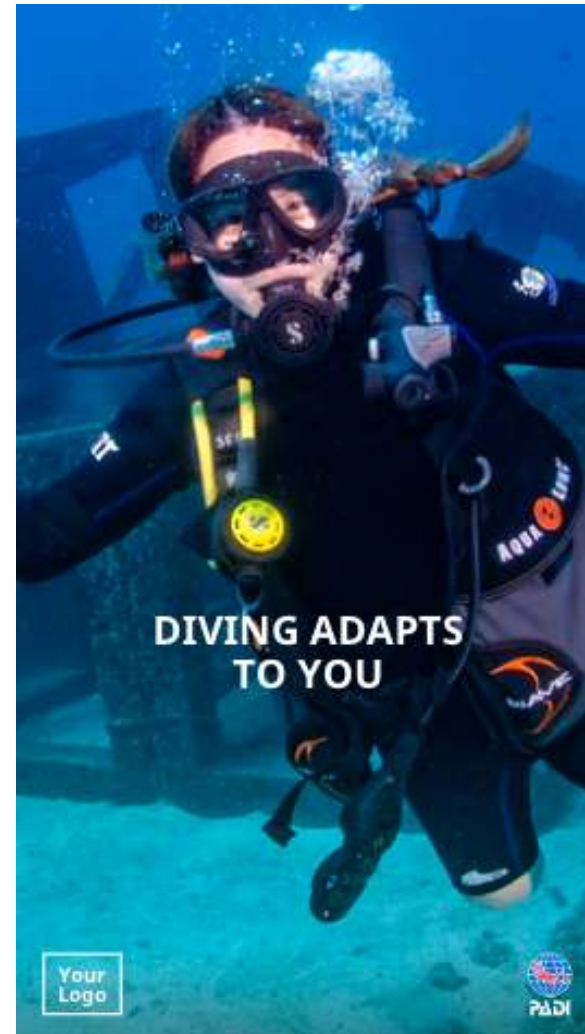
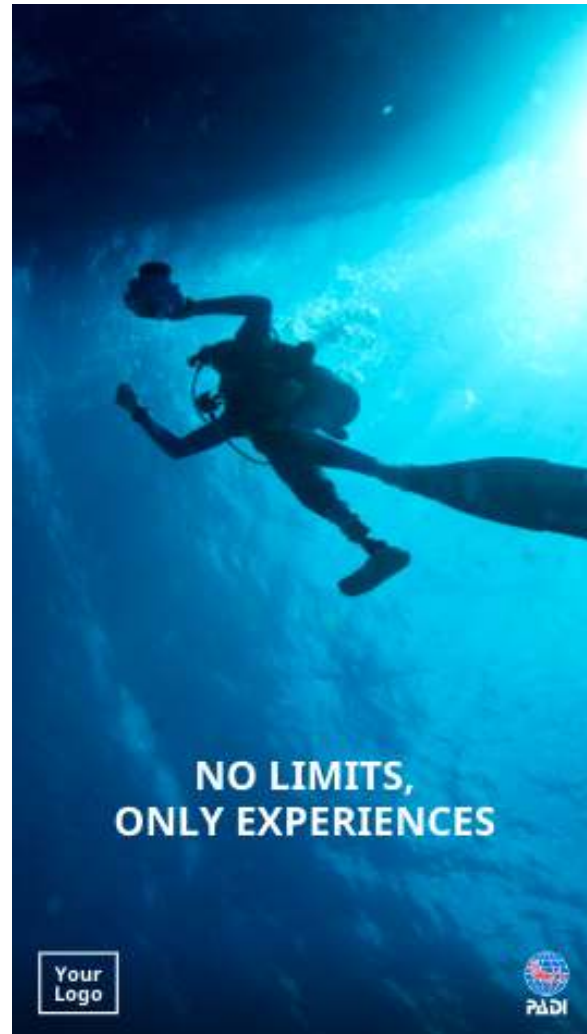
Copy

Add personalized copy to your post to make it relevant to your dive center or resort and your audience. Be sure to use hashtags and location tags.

Link

Link your social media stories to your website. Be sure to include your PADI eLearning affiliate links if linking to padi.com/courses

Social Media Stories



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 the PADI 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 center or resort and your audience. Be sure to use hashtags and location tags.

Link

Link your social media stories to your website. Be sure to include your PADI eLearning affiliate links if linking to padi.com/courses

Video Resources

Adaptive Support Diver



[Watch Now](#)

Bryan Anderson



[Watch Now](#)

Leo Morales



[Watch Now](#)

Mike Coots



[Watch Now](#)

Cody Unser



[Watch Now](#)

Claire Koch



[Watch Now](#)

Video Library

Interested in creating your own videos to use in social media posts, email marketing or around the shop?
View the Video Clip Library located on the asset download page.

Email Templates & Headers



Email Templates & Headers

Take advantage of these email headers along with the suggested email copy, which you can find on the Download Assets page, to help fill your entry-level courses.

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

- Use email software of your choice and select the copy you want based upon one of the campaign messages in this toolkit.
- Edit the copy to customize the content to your local area and business.
- Add an email header that corresponds with your message choice.
- Select the target audience from your database and hit send!

Email copy and 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.

All of these web banner designs are available in five key Google ad sizes: 160 x 600, 300 x 50, 728 x 90, 300 x 250, 336 x 280, and you can recreate them in any size using Canva's handy 'resize' tool (available with a Canva Pro account).

Alternate Copy

- THE UNDERWATER WORLD IS FOR EVERYONE
- FIND FREEDOM IN UNDERWATER IMMERSION

Affiliate Linking

Be sure to include your PADI affiliate links if you are promoting PADI eLearning courses and linking divers to padi.com/courses.

[View Affiliate Linking Guide here](#)

[View PADI eLearning Toolkit here](#)

Download Assets

Social Posts

- [Adaptive - 1080 x 1080](#)
- [Adaptive - 1000 x 1000](#)

Social Covers

- [Adaptive - 820 x 312](#)
- [Adaptive - 640 x 360](#)

Social Stories

- [Adaptive - 1080 x1920](#)

Web Banners

- [Adaptive - 160 x 600](#)
- [Adaptive - 728 x 90](#)
- [Adaptive - 300 x 50](#)
- [Adaptive - 300 x 250](#)
- [Adaptive - 336 x 280](#)

Image Library

- [Adaptive Images](#)

Brand Assets

- [PADI Logos](#)

Video Library

- [Adaptive Support Diver](#)
- [Bryan Anderson](#)
- [Leo Morales](#)
- [Mike Coots](#)
- [Cody Unser](#)
- [Claire Koch](#)
- [Video Clip Library](#)

Email Assets

- [Adaptive headers - 1200 x 500](#)



Key Resources

- 6 Ways to Instill Customer Confidence blog- [View now](#)
- Seek Adventure Diver Marketing Resources (2020 version)- [View here](#)
- New PADI® Introduction to Open Water Diver eLearning Product - [Access now](#)
- PADI Learning affiliate linking guide and marketing tools - [Access now](#)

PADI Resources

Watch PADI Marketing Webinars

- How to optimize your website for conversions - [View here](#)
- What is Paid Digital Marketing and when should I use it? - [View here](#)
- How to build a marketing strategy for dive shops - [View here](#)
- Organic Social Media Best Practice - [View here](#)
- Email Marketing Best Practice - [View here](#)
- Using Tripadvisor as a Marketing Tool to Promote Your Business - [Watch here](#)
- How to use Mailchimp for email - [Watch here](#)
- Introduction to Canva and Facebook studio - [Watch here](#)
- Creating and managing a Dive Store YouTube channel - [Watch here](#)

PADI Marketing Best Practices and Tips

- 10 Tips to Create an Engaging Email - [Learn more](#)
- 10 Marketing Tips for PADI Dive Shops during COVID-19 - [Learn more](#)
- How to Optimize Your Google My Business Account - [Learn more](#)
- 3 Free Digital Marketing Tools You Should Be Using - [Learn more](#)
- 5 Ways to Stay Connected to Your Audience with Instagram Stories - [Learn more](#)
- How a Blog Can Help Your Business - [Learn more](#)
- What Is Social Media Engagement and How Can You Improve Yours? - [Learn more](#)
- 32 Things to Post on Social Media - [Learn more](#)
- 6 Mistakes Bloggers Make and How to Avoid Them - [Learn more](#)
- 6 Easy Ways to Revamp Your Social Media Profiles - [Learn more](#)

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](#)



Thank You

We would appreciate your feedback on this marketing toolkit by completing a short survey:

[Complete Survey](#)

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



**SEEK ADVENTURE
SAVE THE OCEAN.**