PADI Mission Hubs

MARKETING TOOLKIT

PADI® | SEEK ADVENTURE. SAVE THE OCEAN.℠

PADI AWARE FOUNDATION™
Local Action. Global Impact.℠

Contents

- How to Use the Toolkit
- Using PADI Trademarks
- Brand Guidelines
- PADI AWARE, Who We Are
- Mission Hub Campaign Overview
- Mission Hub Assets
  - Social Media Posts
  - Social Media Stories
  - Video Resources
  - Email Headers & Templates
  - Web Banners
  - PADI Seek Adventure Toolkit
- Important Conservation Videos
- Download Assets
- Resources
- Toolkit Survey

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.

The PADI Mission Hub Overview

1 The PADI Blueprint for Ocean Action is designed to help achieve balance between humanity and ocean but it **needs your influence and leadership** to mobilize a global community of Torchbearers critical to creating a healthier planet, above and below the surface.

2 PADI and PADI AWARE stand united to achieve conservation impact. If every PADI Member adopts AWARE conservation programs at their business, it strengthens our ability to achieve critical conservation goals tied to the 2030 Sustainable Development Goals established by the United Nations.

3 As PADI Mission Hubs, your local sites are tangible conservation touchpoints for divers. Collectively, you have the power to inspire hope and action in the diving community, enabling direct conservation action. It's our shared responsibility to rise to the challenge and collectively seek adventure, and save the ocean.

4 Becoming a **PADI Torchbearer**, and utilizing the digital assets in this PADI Mission Hub toolkit will ensure your local conservation actions will have a global impact.

Stronger Together.

WE ARE PADI MISSION HUBS

What Are PADI Mission Hubs?

PADI Mission Hubs are dive businesses who Seek Adventure, and Save The Ocean, encouraging and leading divers to participate in 'Fins On' and 'Fins Off' conservation actions that directly support PADI's Decade For Ocean Action.

Every dive operator can be a PADI Mission Hub.

Use this toolkit to promote conservation at your business that aligns with PADI's conservation goals designed to create impact at the local and global level.

Over the next 10 years, the PADI Decade of Ocean Action will work to:

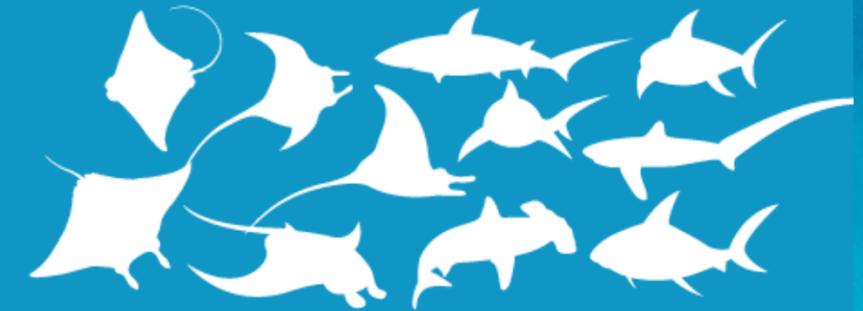## Rid The Ocean Of Marine Debris

50%

Reduce marine debris by 50% in targeted countries through partnerships and the PADI AWARE Community Grant Program

Multiply Marine Protected Areas (MPAS)

30 x 30

Protect 30% of the ocean through partner collaborations and expansion of the Adopt A Dive Site program

Protect Endangered And Vulnerable Marine Species

Protect 20 vulnerable shark and ray species by deploying in-country conservation campaigns

Accelerate Coral Reef Recovery And Restoration

5%

Restore 5% of coral reef habitats through citizen science programs and project funding for key coral reef habitats

Reduce And Offset The Dive Industry's Carbon Footprint

CO_2
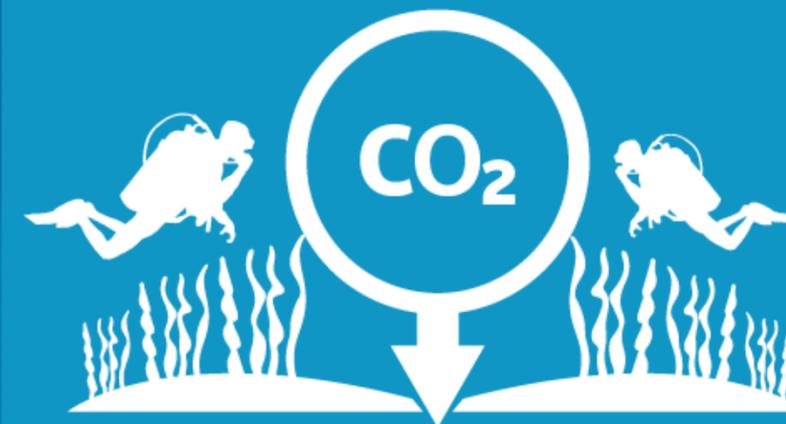
Achieve carbon neutrality across the PADI organization and mobile PADI Torchbearers to restore seagrass habitats

Download Blueprint Assets For PADI's Decade Of Ocean Action Here

We choose to be part of the solution.

PADI and AWARE join the United Nations' universal call for a Decade of Action to achieve the Sustainable Development Goals.

Our conservation strategy and outcomes contribute to and support the 2030 global agenda for people and planet, specifically SDG 14 - Life below Water.

Learn More About The UN Decade Of Ocean Action Here

Mission Hub Messaging

This campaign focuses on PADI's Decade For Ocean Action with supporting calls to action to become a PADI Torchbearer and Mission Hub. As a dive operator, your leadership is needed to promote the following conservation goals across your channels to cast a wider net and inspire more divers to join the movement to save the ocean.

1   ***RID THE OCEAN OF MARINE DEBRIS***

Reduce marine debris by 50% in targeted countries through partnerships and the PADI AWARE Community Grant Program.

2   ***MULTIPLY MARINE PROTECTED AREAS***

Protect 30% of the ocean through partner collaborations and expansion of the Adopt A Dive Site program.

3   ***PROTECT ENDANGERED AND VULNERABLE MARINE SPECIES***

Protect 20 vulnerable shark and ray species by deploying in-country conservation campaigns.

4   ***ACCELERATE CORAL REEF RECOVERY AND RESTORATION***

Restore 5% of coral reef habitats through citizen science programs and project funding for key coral reef habitats.

5   ***REDUCE AND OFFSET THE CARBON FOOTPRINT OF THE DIVING INDUSTRY***

Achieve carbon neutrality across the PADI organization and mobilize PADI Torchbearers to restore seagrass habitats.

Key Messages

Local Action. Global Impact.
PADI AWARE FOUNDATION
Seek Adventure. Save the Ocean. PADI

We Can Fight Climate Change
Add Dive Center Logo Here

We Can Protect Vulnerable Species
PADI AWARE FOUNDATION
Local Action. Global Impact.
Add Dive Center Logo Here

PADI
Seek Adventure. Save The Ocean.

With Influence Comes The Responsibility To Protect.

Learn more about the actions you can take as a PADI Mission Hub:

https://www.padi.com/missionhubs

PADI AWARE and Mission Hubs

PADI AWARE programs are the foundation of the PADI Blueprint for Ocean Action. By engaging with conservation at the local level, dive centers serve as a global force that directly impacts global conservaton efforts.

Mission Hub - Key Actions at the Local Level

1 Sign up every diver as a PADI Torchbearer

2 Integrate this toolkit and promote the PADI Blueprint at your dive center

3 Make every dive a survey dive. Actively engage in Dive Against Debris surveys

4 Adopt a Dive Site

5 Teach AWARE & conservation specialty courses

6 Fundraise to support ocean protection

7 Register your conservation actions on the PADI Conservation Activity Locator

PADI AWARE
FOUNDATION
Local Action. Global Impact.™

@smkeenaphotography

Local Action. For Global Impact.
PADI AWARE Foundation is a publicly funded non-profit. Our mission is to drive local action for global ocean conservation. We advance our mission through citizen science, public policy and community grants. With PADI - the world's leading scuba diver training organization - we drive towards our collective vision to achieve balance between humanity and the ocean.

Social Media Posts

Seek Adventure. Save The Ocean™

PADI
Seek Adventure.
Save the Ocean.™

We Can Protect Vulnerable Species

PADI
AWARE
FOUNDATION™
Local Action.
Global Impact.™

We Can Rid The Ocean Of Marine Debris

PADI
AWARE
FOUNDATION™
Local Action.
Global Impact.™

Local Action. Global Impact.™

PADI
AWARE
FOUNDATION™
Local Action.
Global Impact.™

We Can Fight Climate Change

PADI
AWARE
FOUNDATION™
Local Action.
Global Impact.™

We Can Accelerate Coral Reef Recovery And Restoration

PADI
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Local Action.
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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 a personalized copy of your post to make it relevant to your Dive Store 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 links to your website or upcoming conservation activities, when applicable.

Social Media Stories

We Are Committed To A Decade Of Ocean Action

PADI
Seek Adventure.
Save the Ocean.™

We Can Fight Climate Change

PADI
Seek Adventure.
Save the Ocean.™

@oceanraysphotography

We Can Rid The Oceans Of Marine Debris

PADI AWARE FOUNDATION™
Local Action.
Global Impact.™

Local Action. Global Impact.™

PADI AWARE FOUNDATION™
Local Action.
Global Impact.™

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 a personalized copy of 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 or social media page. Be sure to include links to your website or upcoming conservation activities, when applicable.
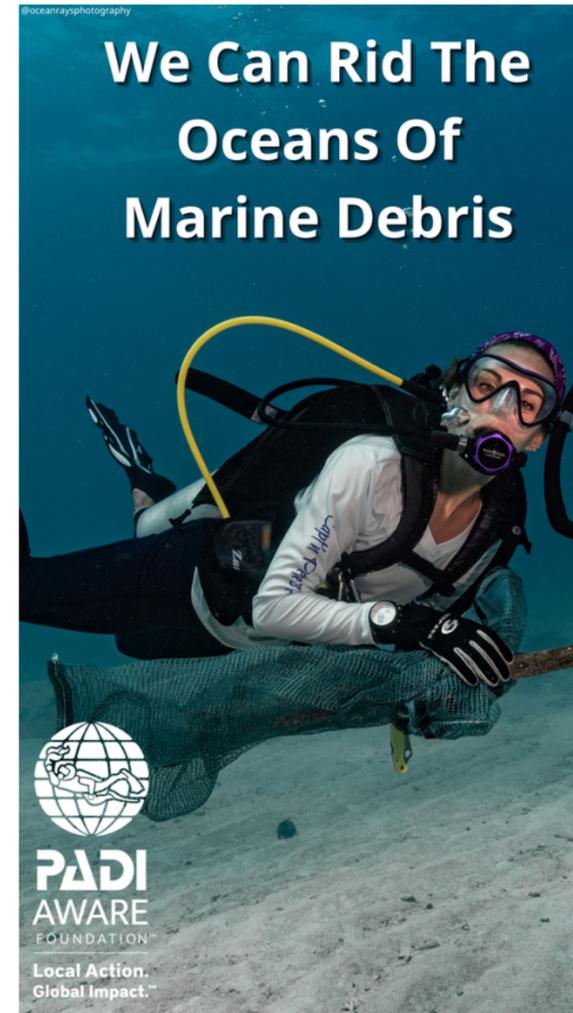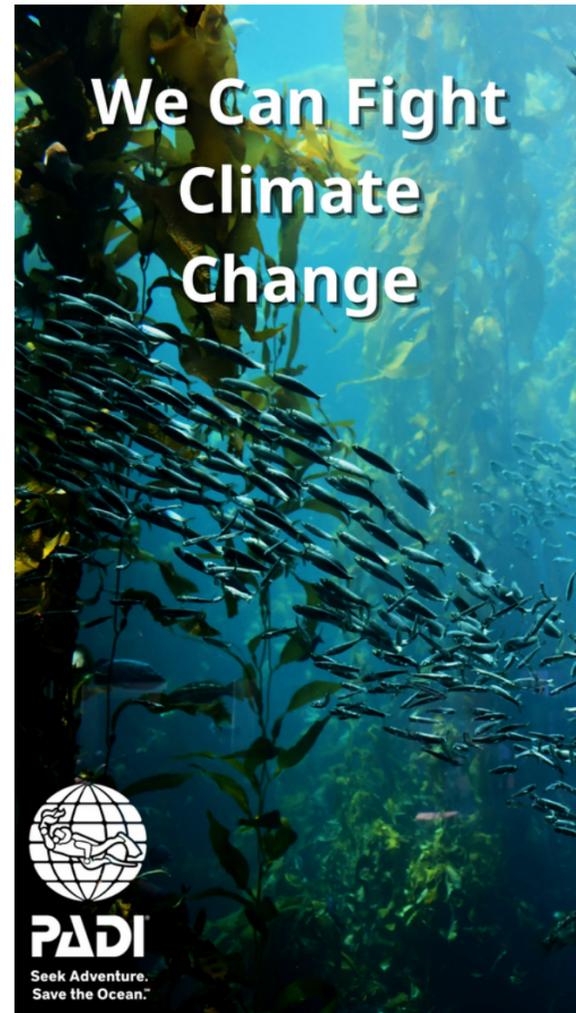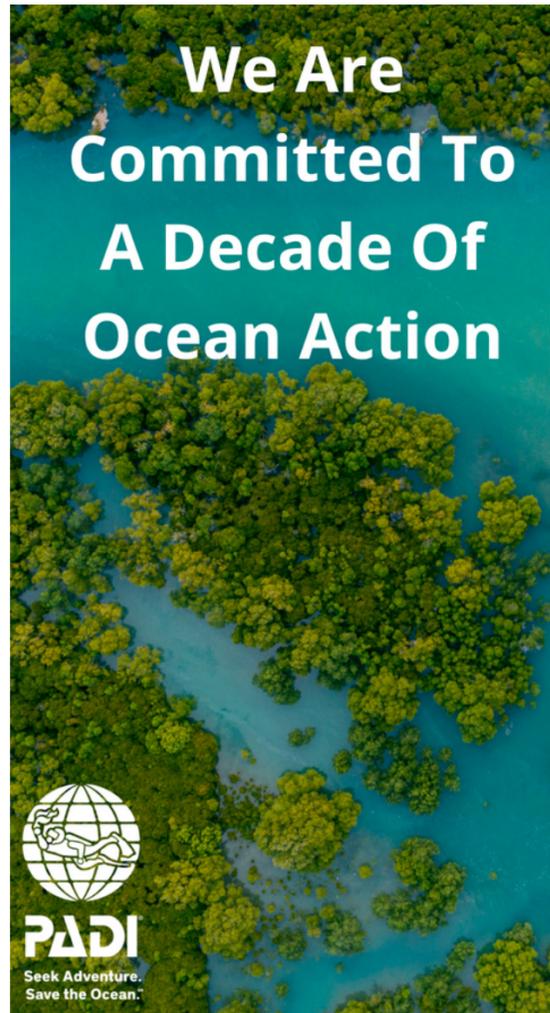
Email Templates & Signatures

Take advantage of these email Signatures 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 or signature that corresponds with your message choice.

- Select the target audience from your database and hit send!

Check Out The PADI Mission Hub Email Copy Templates Here

Web Banners

Customize these web banners and then integrate them into your dive center or resort website.

All of these web banner designs are available in three key sizes: 1920 x 237, 1920 x 600, 1920 x 1600 and you can recreate them in any size using Canva's handy 'resize' tool (available with a Canva Pro account).
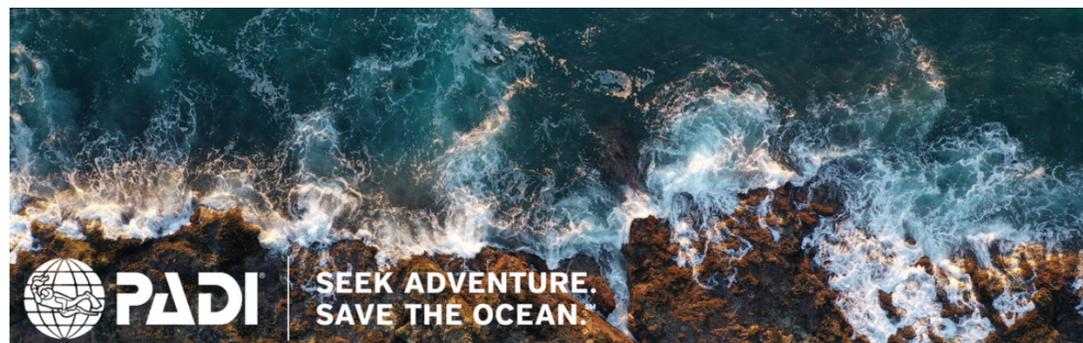
Video Resources

PADI AWARE: Local Action, Global Impact

https://youtu.be/tC_ufWhIMOk

How To Become A PADI Torchbearer

https://youtu.be/GJ0gX0Ed-8I

We Are PADI Torchbearers

https://youtu.be/HZvzSxZUvto

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.

PADI Seek Adventure Marketing Toolkit

Take advantage of the PADI Seek Adventure Marketing Toolkit to help support PADI Members' new diver acquisition efforts by providing customizable marketing assets that speak to a range of motivations to learn to dive:

Close to home but a world away.

Discover your destination below the surface.

More dive buddies. More fun!

Turn passion into purpose for the ocean. Learn to dive with the best.

__Download the PADI Seek Adventure marketing toolkit here, or from the Download Assets page.__

PADI Mission Hub Assets

Brand Assets
- PADI AWARE Logos
- PADI Logos
- Blueprint For Ocean Action Graphics

Video Library
- Conservation Videos
- Seek Adventure
- Learn to Dive (warm water)
- Learn to Dive (cold water)
- How to get Scuba Certified
- Youth Diving
- PADI Specialties
- Love, Your Local Dive Shop
- Love, The Ocean
- Love, Your Dive Resort
- Be a Torchbearer
- Video Clip Library

Social Posts
- PADI Mission Hub Instagram Posts
- Marine Debris Program Instagram Posts
- Marine Protected Area Program Instagram Posts
- Vulnerable Species Program Instagram Posts
- Coral Program Instagram Posts
- Climate Change Program Instagram Posts

Social Stories
- PADI Mission Hub Instagram Stories
- Marine Debris Program Instagram Stories
- Marine Protected Area Program Instagram Stories
- Vulnerable Species Program Instagram Stories
- Coral Program Instagram Stories
- Climate Change Program Instagram Stories

Facebook
- PADI Mission Hub Facebook Posts
- PADI Mission Hub Facebook Cover Photos
- PADI Martine Protected Areas Facebook Posts
- PADI Vulnerable Species Program Facebook Posts

Web Banners
- PADI Mission Hub Web Banners

Email Assets
- PADI Mission Hub Email Signature Assets
- PADI Mission Hub Email Headers
- PADI Mission Hub Email Copy Templates

PADI Resources

Key PADI AWARE Resources

- Learn about PADI AWARE - PADIAWARE.org
- Learn More About Local Action and Global Impact - View Our Work To Save The Ocean Here.
- Take, and Teach PADI AWARE Courses - PADI AWARE Courses and Training Tools
- Learn How To Get Involved With Dive Against Debris® - How To Participate In Dive Against Debris®
- Learn How to Fundraise to Support Ocean Action - Learn More

PADI Mission Hub Resources

- How Can You Become A PADI Mission Hub? - Learn More
- How Is PADI Saving The Ocean? - Learn More
- Become a Part of the PADI Torchbearer Community - Take Action Here
- List Your Conservation Actions and Events - List Your Events Here
- PADI Conservation Activity Locator Listing Service - Click Here To Easily Submit Your Conservation Activities

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.

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