

ASSET PACK

Everything you need to make it look right.

Templates, logos, fonts, and the wording to use.

For anyone fundraising for PADI AWARE Foundation.



Asset pack, 2026 edition · padiaware.org

What is in here.

Every line is clickable.

Everything you need to make your fundraiser look like it belongs to something bigger.

Templates

Five ready-made designs and what you can change in each.

03

Logos

The lockups, the programme marks, and when to use each one.

04

Fonts and QR codes

Making your own materials, and a code that actually scans.

05

Words and numbers

Getting our names right, and the current figures.

06

Contact

One address, wherever you are.

08

Five ready-made designs.

Open one, change a few words, print it.

Each one opens as your own copy, so the original stays as it is. Change the parts listed under each design and leave the rest, so your material stays recognisable as ours.

All five live at donate.padiaware.org/fundraiser-assets. Pick a design and it copies into your own Canva account. A free account is enough. If you do not have one, you will be asked to sign up, which takes a minute.

Counter poster, A4

For the shop wall, the classroom or the boat. **You change:** the headline, your dive centre name, and the QR code so it points at your own page. [Open it](#)

Counter card, A5

For the front desk, where people are already waiting with a phone in their hand. Sits flat on the front desk in a stand. **You change:** the headline, your page name, the QR code, and you can add your own logo in the space provided. [Open it](#)

Story: save the date

To announce an event on Instagram or Facebook. **You change:** event name, date and time, three lines of description, and your dive centre name. [Open it](#)

Story: the result

To show what the event achieved afterwards. **You change:** the big number and what it counts. The unit is kilograms, dives or divers. Not dollars. [Open it](#)

Square post: thank you

Posted at the end, once the fundraiser has finished. It stays on your profile, so people find it later. **You change:** the total raised, the thank you line, and one line of context. [Open it](#)

The one thing that stays

Every template carries a small line reading **Fundraising for PADI AWARE Foundation**. Please leave it there. It is what tells people you are raising money for us rather than speaking on our behalf.

The logos, and when to use each one.

Click any of them to open the folder.

You are welcome to use our logo on your materials. Please do not alter the colours, stretch it, or build new names out of ours. If you are unsure, send it to us first.

The Foundation lockup



Full colour

White and light backgrounds. The default.



Reversed

Dark backgrounds and photography.



Vertical

For square spaces. Every version also comes stacked.

Mono, one-colour and print versions are in the folder, in PNG, SVG and EPS.

Programme marks

These say something specific about what happened at your event. Use one only if you actually did that programme.



Dive Against Debris®

Debris removed and logged to the Portal.



Shark & Ray Census

Sightings submitted to the Census.



Adopt the Blue™

A registered Adopt the Blue site.

- Keep the symbols. Dive Against Debris carries ® and Adopt the Blue carries ™ on first use, in text as well as artwork.
- Never lock a programme mark to your own logo as though it were a joint brand. Place them separately, with clear space between.
- If a mark is not shown here, it is not in current use.

Fonts, and how to make a QR code that works.

Fonts

Two typefaces, and you will not go wrong. **Montserrat Bold** for headlines and **Lato** for everything else. Both are free from Google Fonts and both are already in Canva.

- Two typefaces per design is plenty. Three is the absolute limit.
- If neither is available to you, pick one clean sans serif and stay with it. Consistency matters more than the exact font.
- Headline colours: Deep Navy on light, white on dark. Keep body copy dark on light for readability.

QR codes

A printed QR code on the counter, on a poster, or on the boat is the single cheapest way to turn a conversation into a donation. It takes five minutes to make one.

- **Use your fundraising page address as the destination.** Copy it straight from your page. Not our homepage, not a shortened link.
- **Pick a generator that encodes the address directly.** Some free services route the scan through their own domain and stop working when the trial ends, which kills every code you already printed.
- **Download SVG for print, PNG for screen.** A blurry code will not scan.
- **Print it at least 3cm square**, and much bigger for anything read from more than an arm's length away.
- **Leave clear white space around it** and keep it dark on a light background. Not on top of a photograph.
- **Write a line underneath saying what happens when they scan.** "Donate to our reef clean-up" gets scanned. A bare code does not.
- **Test it on two different phones before you print anything.** Then test the printed copy as well.

Where to put it

On the counter where people wait to check in. On the classroom wall. On the boat briefing board. At the door of the quiz night. Anywhere someone is standing still with a phone in their hand.

Getting the facts right protects you and us.

Two things make it easy.

Getting our names right

- **PADI AWARE Foundation** on first mention, PADI AWARE after that. Not "AWARE" on its own, not "PADI Aware", not "the PADI AWARE".
- **Dive Against Debris®** carries the registered mark on first use. **Adopt the Blue™** carries the trademark on first use.
- **Global Shark & Ray Census** in full on first use, then the Census.
- **Ocean Torchbearer belongs to PADI.** You are welcome to use it. Please do not build new names, programmes or titles out of it.
- **The ocean, singular.** And "below the surface" rather than "beneath the waves", which every other organisation already uses.

Using the right numbers.

Older versions online overstate what happened.

You are speaking for your own fundraiser, not for PADI AWARE. If you are quoting what the community has achieved, please use this wording. Some of it is legally and scientifically precise.

USE THIS	NOT THIS
100+ shark and ray species with increased protection measures	104 species protected, or secured protection for sharks and rays
2.7 million+ pieces of marine debris logged by 100,000 divers across 120 countries	Millions of pieces of rubbish removed
\$800,000+ awarded to 80+ community-led projects in 28 countries	Nearly \$1 million in grants
3,700+ registered Adopt the Blue dive sites	3,700+ marine protected areas
44,000+ marine animals freed from entanglement	35,000+ animals freed
An accredited seat at IUCN, CITES and the UN Global Plastics Treaty negotiations	A seat at the High Seas Treaty, or any claim of designated protected areas

ONE ADDRESS, WHEREVER YOU ARE

community@padiaware.org

It reaches the whole team. Ask us anything: the consent wording, logo files, whether an idea will work, or what to do with a tin of cash after the event.

Thank you for asking on our behalf.

Asking is the hardest part, and not everyone does.

