

PADI AWARE Foundation logos

What is in this folder, and which file to use.

For anyone fundraising for PADI AWARE Foundation. You are welcome to use our logo on your materials. Please do not alter the colours, stretch it, or build new names out of it. If you are unsure, send it to community@padiaware.org first.

Which lockup

Horizontal is the default. Use it wherever there is room across. **Vertical** is for square and portrait spaces, like an Instagram post.

Version	Use it on
Full	White and light backgrounds. The default.
Full Rev	Dark backgrounds and photographs. Blue globe, white text.
Blue	One colour. Where full colour is not available or would clash.
Mono	One colour black. Print, and anything single ink.

Which format

Folder	Use it for
PNG	Screen, social, documents, presentations. Transparent, so it sits on any background.
SVG	Web, and anywhere it needs to scale without going soft.
EPS	Print. Give this one to a printer or a merchandise supplier.

The EPS files are CMYK. If a printer asks for Pantone or spot colour, email community@padiaware.org and we will send those instead.

Programme marks

Three marks, PNG only. Use one only if your event actually did that programme.

- **Dive Against Debris.** Debris removed and logged to the Conservation Action Portal. Underwater only.

- **Adopt the Blue.** A registered Adopt the Blue site.
- **Global Shark & Ray Census.** Sightings submitted to the Census.

Keep the symbols. Dive Against Debris carries the registered mark and Adopt the Blue carries the trademark symbol on first use, in text as well as in artwork. These three sit on white, so place them on white or a light panel rather than over a photograph.

One thing to avoid. Never lock a programme mark to your own logo as though it were a joint brand. Place them separately, with clear space between.

Size and placement

Minimum 80px high on screen. Bottom right by convention. Never stretched, rotated or recoloured, and never straight onto a busy photograph without a dark gradient or a clear panel behind it.

Fonts

Montserrat for headings, Lato for body. Both are free from Google Fonts.

Questions about using these, email community@padiaware.org · padiaware.org