

DIVE CLUB MALDIVES  
• A WATERFUL EXPERIENCE •

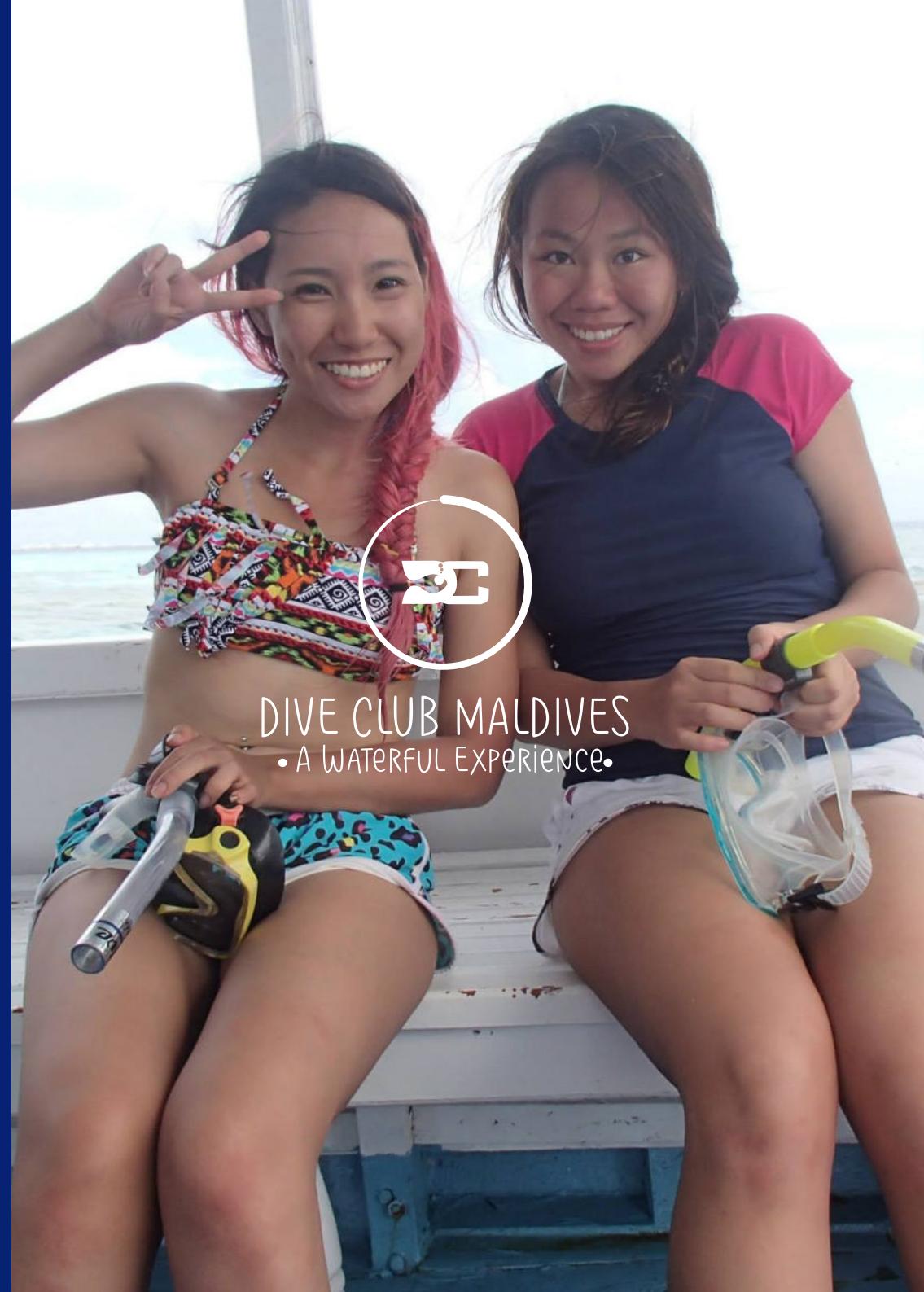
# BRAND BOOK

2022

[diveclubmaldives.com](http://diveclubmaldives.com)

These guidelines are just that, guides. Not rules in place to undermine or restrict creative ambition, but a guide to help create visual and tonal consistency across everything we do, and empower everyone that uses them.

These guides will be reviewed and will evolve over time to ensure that they are as easy to follow as possible for all stakeholders.



The world is taking notice of Dive Club Maldives. With the growth of tourist arrivals, diving is also increasing, we are seeing more visitors exploring diving with a greater awareness of the experiences we offer.

Our outstanding underwater beauty, world-class attractions, friendly communities, and outdoor waterful experiences, that lie just all around us are attracting visitors in ever higher numbers.

To continue spreading the word and raising awareness we need our storytelling to be authentic, compelling and consistent.

The following are the building blocks of our brand, created in the reflection of the years of experiences, this is what sets us apart, what we stand for, and how we show up in the wider horizon.



THAT FEELING.

THAT REALIZATION.

THAT NEED TO ESCAPE,  
EVEN JUST FOR A WHILE.

IT COMES TO US ALL.

WHICH IS WHY YOU  
SHOULD ALL COME TO US



A photograph of three scuba divers in the ocean. A woman on the left wears a clear diving mask and points towards the camera. A woman in the center smiles broadly. A man on the right has his mouth wide open, possibly shouting or laughing. They are all wearing black wetsuits and scuba gear, including tanks and regulators. The water is slightly choppy, and the horizon is visible in the background.

WE'RE NOT FAR AWAY, BUT FAR ENOUGH.

FAR ENOUGH TO FORGET. FAR ENOUGH TO REMEMBER.

TO LET YOUR SPIRIT RUN FREE.

TO FEEL ALIVE AND REJUVENATED, BUT MOST OF ALL,  
TO FEEL THAT YOU BELONG.



A photograph of a person in scuba gear standing on the deck of a boat. They are wearing a blue t-shirt, black shorts with 'mares' printed on the leg, and fins. They are looking through a pair of binoculars. The boat has a blue hull and a wooden superstructure. The water is clear and turquoise.

THIS PLACE IS THE PAST AND THE FUTURE,  
BOTH AT THE SAME TIME.

PURE PLEASURES FOR THE EXPLORER.

WHERE YOU LOSE YOUR ON/OFF SWITCHES.





OUR WATERS ARE COLD AND  
OUR WELCOMES ARE WARM.

THIS IS LIFE LIVED  
UNSTRUCTURED,  
UNHURRIED AND  
UNSURPASSED.

NOWHERE CLOSE-BY COMES  
NEAR TO WHAT WE HAVE.  
N O W H E R E SO Q U I C K L Y  
ADJUSTS ITS RHYTHM TO YOUR  
BEAT.



An aerial photograph capturing three boats in a vibrant turquoise sea. On the left, a white boat with a small sail is positioned near a rocky or coral reef. In the center, a larger boat with blue and white markings, including the text "DIVE CLUB MALDIVES" and a large stylized "D", is angled towards the bottom right. To the right, a smaller white boat is partially submerged, its hull and rudder visible above the water's surface.

THIS IS DIVE CLUB MALDIVES.

THE ONLY PLACE FOR WATERFUL EXPERIENCES.



## THE WATERFUL EXPERIENCE

Waterful experiences are a part of our survival, it's a necessity. We make waterful experiences an essential part of our lives and we are committed to being an integral part of every explorer's journey.

We believe the waterful experience is enhanced through genuine connections, the sharing of knowledge, and the development of personal skills. Our role is to be a constant waterful experience companion, to inspire fellow water lovers to explore their boundaries, dive informed and do it as part of a connected global community.

Our mission is to inspire, create, share and lead timeless memories through waterful experiences.

Valuing environment, people and dreams, delivering memorable waterful experiences, while maintaining professionalism, safety and security in a highly inspiring and sustainable style.

The Dive Club Maldives brand is unique. It's an attitude, an ideal that puts our waterful explorers at the center of everything we create because, like our explorers, we are explorers too.

## THIS IS OUR STORY

We're building a world class brand for the future, built on the strength and momentum we've created in the past.

This book explains what our brand stands for. A way of describing waterful experiences that's true to who we are, that's exciting, genuine and real. These are not really boring 'guidelines' at all. Just useful pointers to help you.

By using our brand consistently, we're creating a stronger identity and building a better business.



For underwater adventure seekers having problems in overcoming the fear of water & inexperience, we deliver professional trainings, priceless knowledge as waterful experiences that boost confidence, esteem & unique individualities that is worth sharing

unique selling proposition



INSPIRING  
EMPATHY IN THE  
FACE OF FEAR



## WHY?

Waterful experiences are a part of our survival. As a large oceanic nation, we use waterful experiences as a catalyst for peace and joy of everyday life. We explore boundaries through waterful experiences.

Our explorers can believe in us because we experience the same journey, see the same waterful experiences and share the same values.



Inspire and empower all to illuminate and preserve the underwater beauties

## WHAT?

Dive Club Maldives is the quintessential waterful experience brand.

As a constant waterful companion, our website, applications, shops and every presence give our explorers the tools they need to stay safe, be informed, share their stories, learn new skills, connect with others and give back to other explores and those less fortunate.

## HOW?

We utilise good equipments, trained staff and digital technologies to make it easier for explorers to get the most from their waterful experience at all stage of the journey. As explorers ourselves, we constantly look to deliver services that we would find useful when planning, training or sharing our knowlege.





PROVIDING  
MEMORABLE  
EXPERIENCES  
WHILE THINKING  
SUSTAINABILITY FIRST

A brand essence is a single thought that captures the spirit of our brand. It's what make us unique. It's about how we do everything we do.

We have learned that waterful experience is about pushing limits; challenging the status quo and your own perceptions. So our brand essence is "Legendary stories with limitless future". It's what we offer our explorers and each other, every day at work.

Our values, Innovation, Sustainability, Progress, Creativity, Integrity, Empathy, Hard work and Environment Preservation all spring from our essence.





## OUR SHARED VALUES

We explore smarter

We seek excitingly new experiences

We share our stories

We connect with each other

We learn new skills

We give back



### WE EXPLORE SMARTER

Our professional guides give you useful and up-to-date information to help you stay informed about your site, and are there when things go wrong.

### WE SEEK EXCITINGLY NEW EXPERIENCES

With our connections, we will help you find extraordinary, life changing watertful experiences.

### WE SHARE OUR STORIES

The stories we share create a watertful blueprint for others. Our community of members share personal and exciting stories to inspire others to overcome their fear of the water.



### WE CONNECT WITH EACH OTHER

We believe watertful experience is enhanced through connecting with each other. Our programs and services will provide the platform to make these connections.

### WE LEARN NEW SKILLS

We provide the opportunities to learn new skills, both as a explorer, observer and even the chance to turn a passion into a profession.

### WE GIVE BACK

We believe in the power of watertful exleriences to change lives; to give back to those in need, protect the environment and make a difference.





WE ARE  
Adventurous  
Charismatic  
Confident  
Challenging  
Professional  
Authentic

LANGUAGE & STORY TELLING ARE VITAL ELEMENTS TO THE DIVE CLUB MALDIVES BRAND.

OUR BRAND LANGUAGE DEFINES WHO WE ARE, NOT JUST AS A COMPANY, BUT AS PEOPLE WHO WORK WITHIN IT.

#### ADVENTUROUS

We are inspiring. We use vibrant language that resonates. It feels confidently conversational rather than guidebook formal.

#### CHARISMATIC

We love story telling, being a waterful explorer, holding court and tales that amaze and move. Explorers leave having been enlightened, inspired but ultimately wanting more.

#### CONFIDENT

We know our stuff, but we don't talk down. We are experienced, not arrogant.

#### CHALLENGING

We seek to understand, we question, we challenge, but we don't judge without experience.

#### PROFESSIONAL

We seek differences in the world as opportunities to learn, to enrich our minds and bring us closer to others by mastering each and every step of the waterful experiences.

#### AUTHENTIC

We speak through our own voices and seek counsel from experts to provide an authentic viewpoint, one born of experience, one that can be trusted and relied upon.



“ Every Dive is  
A NEW  
ADVENTURE!



Good communication,  
very professional staff.  
I've done 6x dives with  
them and counting.  
Equipment is of good  
quality and I've always  
had a great experience.  
Highly recommended.

DELAILLE ”

“ CUSTOMER'S SATISFACTION  
IS THEIR BUSINESS.

Wonderful service. This was my 2nd experience with dive Club Maldives and it was truly unbelievable. We, team of 4 ppl had a snorkeling with DC and they facilitated us nicely. DC always make sure to arrange a comfortable dive or snorkeling, and always focusing on guests.

I really recommend Dive Club Maldives even for guests, who is having no previous experience with diving or snorkeling.

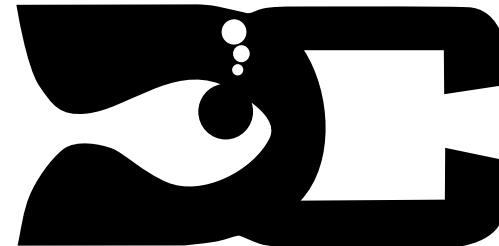
CHAMINDA PUSHPAKUMARA ”



# SYMBOL

Dive Club Maldives, DC logo is our symbol. A symbol of our brand. It's universal across everywhere.

black



The DC logo can be used on its own, but we prefer you to use with it's partner, the logotype.

blue



Please do not recreate, distort or change the shape of the symbol. Master artworks are available in digital format from the Dive Club Maldives marketing department.



Our visual identity goes underwater encompassing both emotion and logic, defining our waterful experience. Dynamic and memorable, modern and bold, but with a sense of structure and professionalism to give it trust.

## LOGO WITH TYPEFACE

This is our logo, it comprises of the symbol in a circle and alongside our logotype and tagline. Use reversed color logo on dark backgrounds and photographs.

Our logo should always be in one color. For color specifications see the color page.

Symbol has a transparent center. This means we have to control the backgrounds that it sits on carefully to ensure clarity and standout. If the logo sits against a complex part of an image either:

- re-crop the image
- retouch the background to make our logo clear.

dark background



DIVE CLUB MALDIVES  
• A WATERFUL EXPERIENCE •



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DIVE CLUB MALDIVES  
• A WATERFUL EXPERIENCE •

square

horizontal

# LOGO PROTECTION

To protect the clarity and visual integrity of the logo, it has an exclusive zone. It must always appear legibly on a clear background.

The logo is most powerful and effective when positioned away from distracting elements. Intruding graphics will tend to clutter and crowd the logo, making it harder to see and remember. Illustrated here is the minimum control space. However, the more space we give our logo, the greater the visibility.



Sub-brands must be an extension of the logo replacing the tagline with the sub-brand title using 'Kisah Ceritra' font.



DIVE CLUB MALDIVES  
• FURAVERI RESORT •



DIVE CLUB MALDIVES  
• PADI ACADEMY •



DIVE CLUB MALDIVES  
• GOLD MEMBER •

# MINIMUM SIZE

The DCM logo has been designed to reproduce at a minimum of .75" wide. On the web the minimum size of the logo is 54 pixels wide.

For the symbol alone should be used at or bigger than .50" or on web, greater than or equal to 37 pixel wide.

The typeface if included should be resized in proportion to the logo



.75" or 54 pixel wide



.50" or 37 pixel wide



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• A WATERFUL EXPERIENCE •

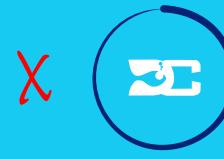
.75" or 54 pixel wide

# MISUSE OF LOGO

It is important that the appearance of the logo remains consistent. The logo should not be modified or added to. The logo must never be redrawn or modified in any way. It should only be reproduced from the artwork provided. Never place the logo over a busy image. When using the logo over image areas, select a wide swathe of very dark or light color. The symbol version will work best in conjunction with photos.



**Unacceptable:**  
Do not stretch,  
condense or skew.



**Unacceptable:**  
Incorrect colors. The  
logo must be in single  
color, of blue, black  
or white.



**Unacceptable:**  
Logo within another  
space giving the  
impression it is part of  
the logo.



**Unacceptable:**  
Altered size or  
arrangement of the  
elements.



**Unacceptable:**  
No lines, shapes or  
text should exist in the  
protected area.



**Unacceptable:**  
Do not place in  
backgrounds that will  
obstruct visibility.

# CORRECT USE OF LOGO

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dark background



DIVE CLUB MALDIVES  
• A WATERFUL EXPERIENCE.

Light background  
black logo



DIVE CLUB MALDIVES  
• A WATERFUL EXPERIENCE.

Light background  
blue logo



DIVE CLUB MALDIVES  
• A WATERFUL EXPERIENCE.



DIVE CLUB MALDIVES  
•A WATERFUL EXPERIENCE•





A WATERFUL EXPERIENCE



A close-up, underwater photograph of a person snorkeling. The person's face is partially submerged, wearing a bright green and yellow snorkel mask. A clear plastic bottle with a yellow cap is attached to their snorkel. They are wearing a red and white striped swimsuit. The background is a clear blue ocean water.

A WATERFUL EXPERIENCE

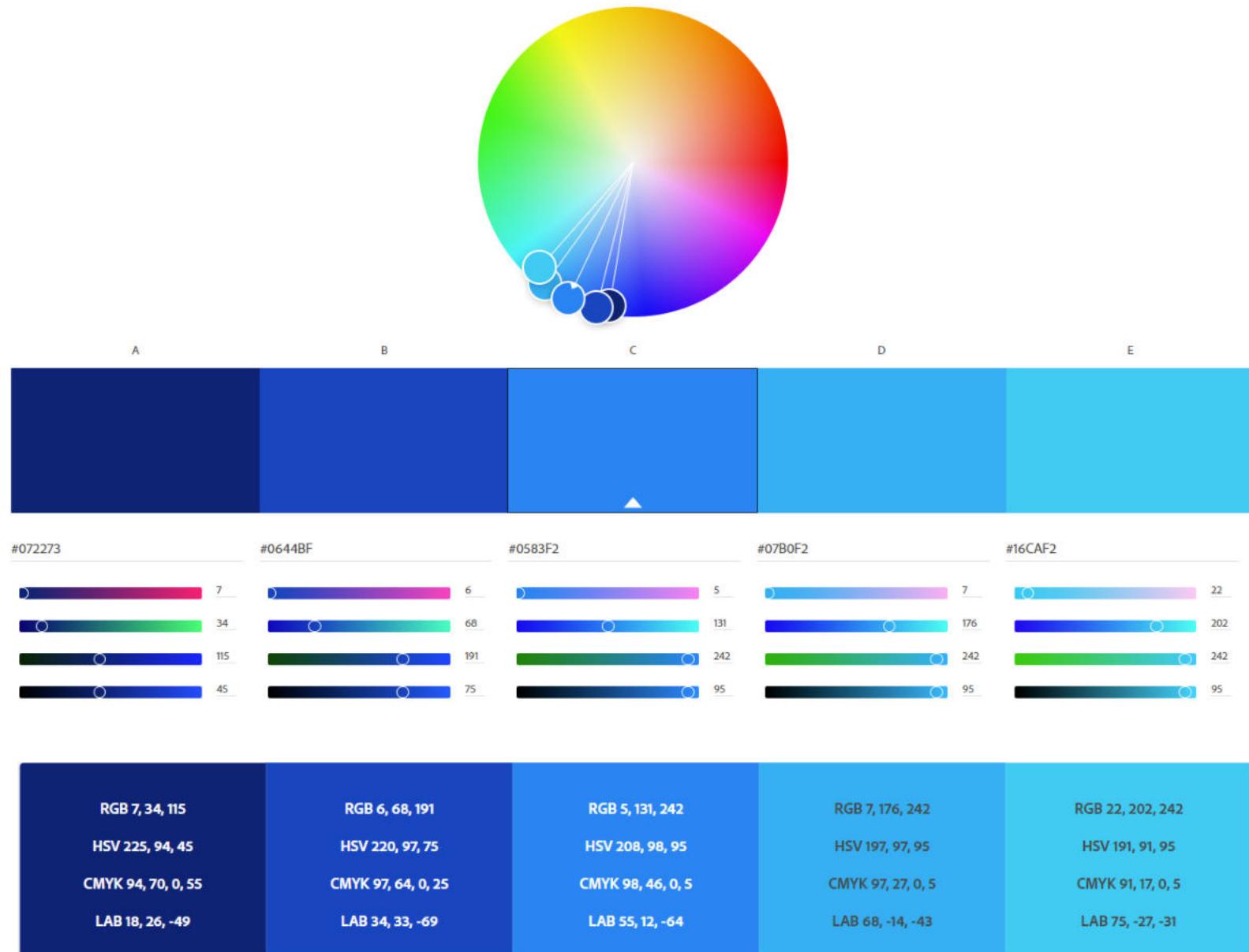


OUR COLOUR PALETTE IS FRESH AND ENGAGING.

OUR COLOURS ARE INSPIRED BY THE  
UNDERWATER WORLD.

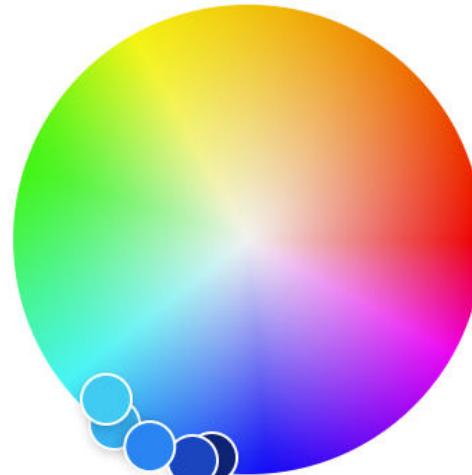


THE TWO PRIMARY COLOURS (A & B) SHOULD BE USED PROMINENTLY, WHILE THE SECONDARY COLOURS ARE HIGHLIGHT COLOURS.



# OUR COLOR PALATE IS TESTED AND COLOR BLIND SAFE.

 No conflicts found. Swatches are color blind safe.



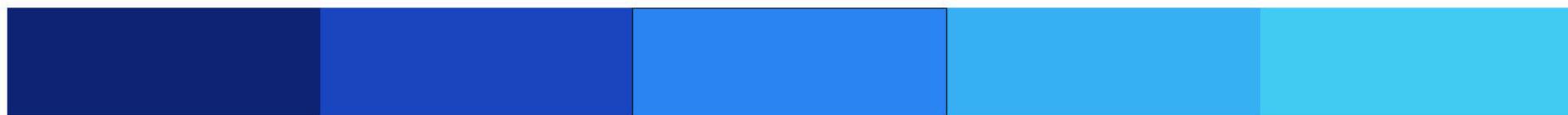
A

B

C

D

E



Color Blind Simulator

Deutanopia



Protanopia



Tritanopia



## OUR IMAGES TELL A STORY

Waterful experience is a sensory vehicle. What we see, feel, touch and even taste and smell, when we explore, affects us. It leaves an imprint on us as human beings, transforms the way we see the world and ourselves within it.

Our photography draws energy and passion from these senses. We see people enjoying every second of their waterful experiences, along with the calmer and poignant moments too. We capture the locations and moments that inspire us to explore — from natural underwater beauty to rich individual and unique experiences. Our images should help communicate a story. They should feel authentic and spontaneous. We aim to put the viewer as close as they can to waterful experiences, wanting to live the experiences and meet the people.

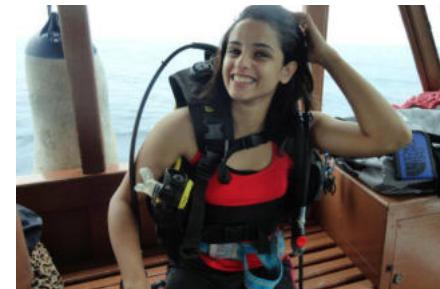
Our photography should create an emotional connection with our waterful experiences and inspire them to explore with Dive Club Maldives.



WE LOOK FOR THE AUTHENTIC,  
IN-THE-MOMENT IMAGES THAT  
TELL A STORY.



OUR IMAGES ARE...



in the moment



authentic



focused on explorer or action



feel candid



dynamic and vibrant



tell a story



Portray emotions



Use a single dominant tone

# TYPEFACE

Our typography takes inspiration from explorer's writings and notes, the freehand scripts, that we see on handwritten journals and notes.

We have three typefaces.

## KISAH CerITRA (USE FOR MAIN HEADINGS)

- REGULAR

## InkFree (Use for sub-headings and highlights)

- Regular

## Semplicità (Use for main body text)

Clear, distinctive and legible, it is available as a free for commercial use font:

- Ombrà
- Light
- Light Italic
- Medium
- Medium Italics
- Bold
- Bold Italic

### KISAH CerITRA - REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 # @ % € £ \$ ¥ ? ! %

### InkFree - Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 # @ % € £ \$ ¥ ? ! %

### Semplicità - Light

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 # @ % € £ \$ ¥ ? ! %

### Semplicità - Medium

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 # @ % € £ \$ ¥ ? ! %

### Semplicità - Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 # @ % € £ \$ ¥ ? ! %

### SEMPLICITÀ - OMBRA

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 # @ % € £ \$ ¥ ? ! %

WATERFUL EXPERIENCE IS A JOURNEY,

- SELF-DETERMINED
- SELF-MOTIVATED
- OFTEN RISKY

FORCES YOU TO HAVE FIRST HAND ENCOUNTERS  
WITH THE EXPLORER'S & UNDERWATER WORLD.

THIS BOOK IS OUR BRAND'S JOURNEY.

IT'S OUR EXPERIENCE IN CREATING COMPELLING  
COMMUNICATIONS. IT IS NEVER ENDING STORIES  
FULL OF BEAUTY, CONNECTIONS, EMOTIONS AND  
EXPLORATIONS.

ENJOY IT.



DIVE CLUB MALDIVES  
• A WATERFUL EXPERIENCE •





DIVE CLUB MALDIVES  
• A WATERFUL EXPERIENCE •



# BRAND BOOK

2022

[diveclubmaldives.com](http://diveclubmaldives.com)

This guidelines document & design of the Dive Club Maldives Brand & Brand Book  
was created by Maldicore Group Pvt Ltd | [maldicore.com](http://maldicore.com)