



Brand positioning and design direction

Hire Shumi once. Ask for him again.

Scuba Butler: a private diving concierge in Fuvahmulah,
built on Shumi and on trust.

Prepared for Scuba Butler · October 2026



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Five parts, about
twenty minutes.

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01

Who you are

What you told us

Positioning

Shumi

The personal touch

How you grow

What you told us

A small business that runs on trust.



Who

Mostly returning guests and the friends they send. Anyone who wants the trip made personally for them.



Why they stay

80% come back. Hire Shumi once and you ask for him again, wherever you go.



Where

Fuvahmulah, with Addu and Huvadhoo close by.



How they choose

Three simple journeys, or one built to order. Few choices, all clear.

Positioning

A personal diving concierge, **for people who can buy anything except time and trust.**

What it is	One guide who knows the water, the sharks and you. Everything else is handled.
Why believe it	Shumi: 28+ years in diving, and private dive guide on some of the world's best-known yachts.
What it feels like	Quiet, light and unhurried. Nothing to decide that someone else could decide for you.



What makes you different

Shumi is the brand.

Anyone can sell a tiger shark. Only you can offer the person the yachts trusted.

28+

years of experience

20,000+

logged dives [to confirm]

8

private yachts and liveaboards, including
M/Y Flying Fox and M/Y Octopus

Years with Aggressor Fleet, Maldives and Sri Lanka · PADI
MSDT · SSI Advanced DCS Instructor · founded Scuba Butler
in 2021

The personal touch

One person, from the first message to the next trip.

Our proposed way to tell it. Each step to confirm with Shumi.



1 You send a plan

From the trip builder, or a WhatsApp message.



2 Shumi calls you

Experience, pace and who is coming. He replies himself.



3 Meet wherever

Flown south, met on arrival, bags handled.



4 Your hours

Your own boat. Dives timed to the sharks and the current.



5 Remembered

Kit sizes and favourite sites, ready wherever you go next.

How you grow

80%

of guests come back. Most new guests arrive because someone told them about you.

So the site's first job is to reassure the person who was told about you.

Show who they will dive with.

Show how it runs, door to door.

Make the next step a conversation with Shumi.

02

What you offer

Three journeys, or one made for you

What the site shows

The offer · working names

Three journeys. Or one made for you.

Tiger Days

Fuvahmulah · [5 nights]

Tiger sharks at first light,
slow afternoons.

Two Atolls

Fuvahmulah + Addu · [8 nights]

The sharks, then Addu's
mantas and calm reefs.

The Deep South

All three atolls · [12 nights]

Ending in the wide channels
of Huvadhoo.

Your own

Built in the trip builder

Atolls, nights, guests, where
you stay, private dives.

[To confirm] Every journey includes your own boat, Shumi
as your guide, your stay and every transfer from Malé.

Malé to Fuvahmulah is [≈1 h 20 m] by domestic flight. Each
journey shows its travel time up front.

What the site shows

Six things, one per screen.



Journeys and trip builder

Three set trips, or build your own.



Getting there

Time from Malé to each atoll, on a map.



How it runs

Five steps, from first message to boat.



Fleet and vehicles

Each boat and car, with photos and details.



The team

Shumi first, then every guide and captain, with a bio.



Reviews

Real guests, with name, country and date.

03

How it looks

Light, calm, and Shumi

The logo: two routes

Lettering

Two palettes

Design direction

Light, calm, and Shumi.

Light	White and pale, cool blues. Easy on the eyes.
Uncluttered	Big photos, short lines, lots of air.
Few choices	Every screen has one obvious next step.
Modernised	A cleaner logo and cleaner fonts.

Most dive sites open on a dark photo with white text.

A light one stands out on the first screen, before a word is read. In our study of 15 sites, a truly light hero was rare. It also feels more like a private yacht than a dive shop.

The logo

Two routes. Both start from the mark you have.



Today

An s tucked inside a b, with bubbles rising. Friendly, but it could be any dive shop.



A · The Butler

A bow tie and shirt buttons on the b of butler. It says concierge before anyone reads a word. We have not found it on any other dive brand.



B · The Legacy, modernised

Your bubble b, redrawn with steadier curves and cleaner type. Everyone who knows you still recognises you.

Route A · The Butler

Service, standing to attention.

The stem of the b becomes a shirt front: a bow tie at the collar, two buttons below. The name says butler, and now the mark does too.

We have not seen a rival use it. Most dive logos are fins, waves and sharks. Yours is a person who looks after you.

scuba**butler**



Icon, crisp



Icon, rounded



Bow tie on top



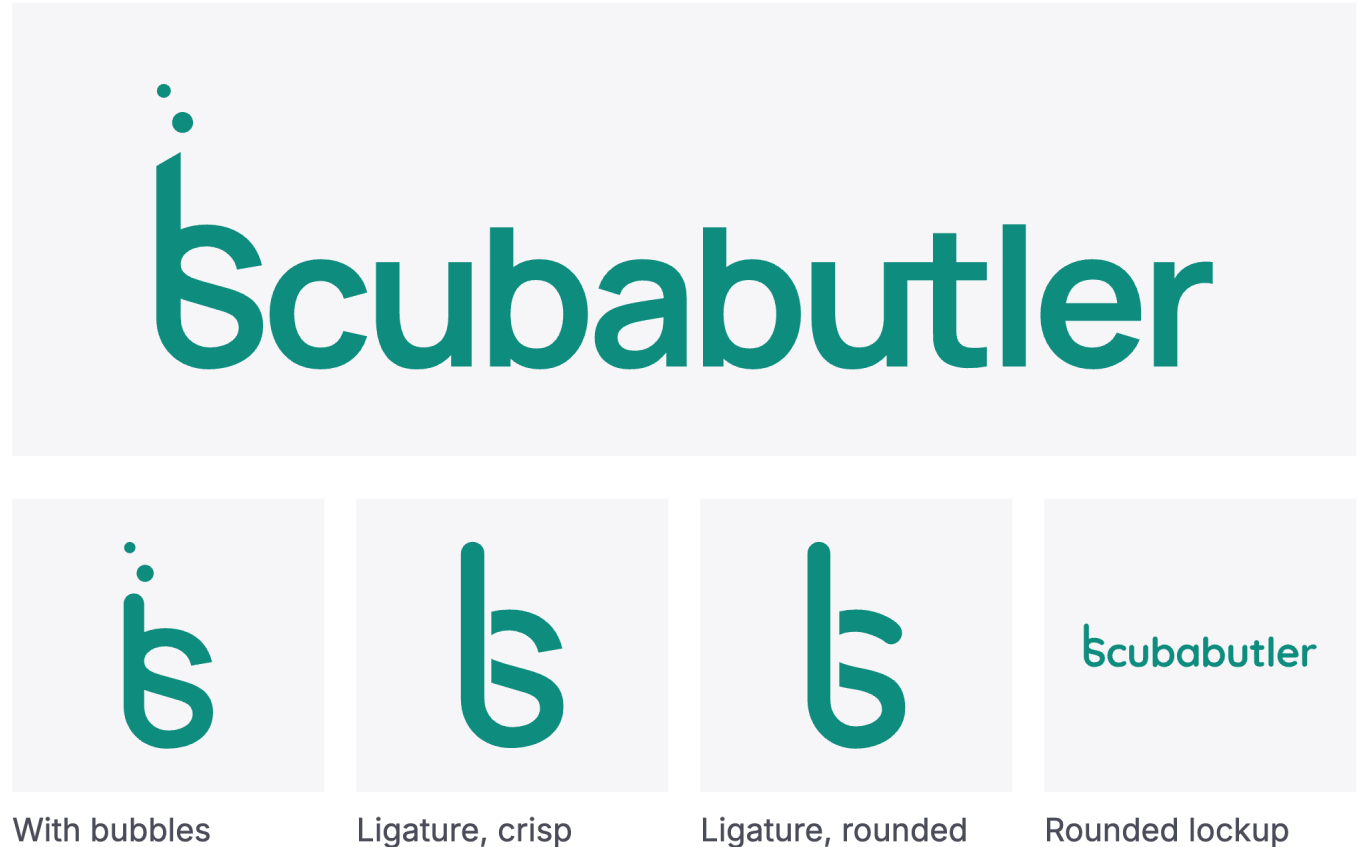
Bow tie at the collar

Route B · The Legacy, modernised

The mark you built, made sharper.

The s still sits inside the b, and the bubbles still rise. We redrew the curves so they hold up small, and set the name in cleaner type.

Guests who have dived with you since 2021 see the same friend, better dressed.



The lettering

Either route comes in two voices.

The logo 'scuba butler' is displayed in a teal, sans-serif font. The letters are crisp and modern. The 'b' in 'butler' features a small, dark, stylized graphic element above it, resembling a diver's fin or a small flag.

Manrope · crisp

Modern and confident. Reads cleanly at small sizes, on a phone or a boat flag.

The logo 'scuba butler' is displayed in a teal, sans-serif font. The letters are softer and more rounded than in the Manrope version. The 'b' in 'butler' features a small, dark, stylized graphic element above it, resembling a diver's fin or a small flag.

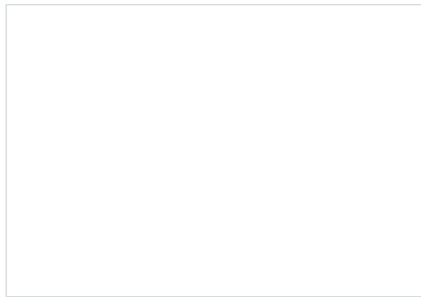
Quicksand · rounded

Softer and warmer, closest to today's lettering, so the change feels gentle. Two tones put the weight on butler.

Palette 1 · Ocean

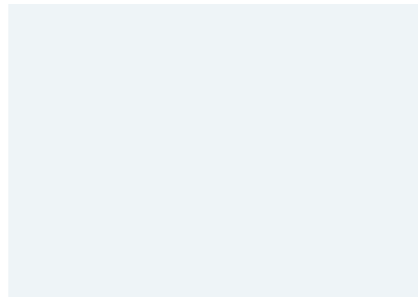
Open water at twenty-five metres.

Cool and quiet. Ocean blue for anything you can tap, deep navy for type.



White

#FFFFFF · ground



Mist

#EEF4F7 · panels



Ocean

#1D5C86 · links, buttons



Deep

#0E2A33 · text, logo



Slate

#4F6670 · captions

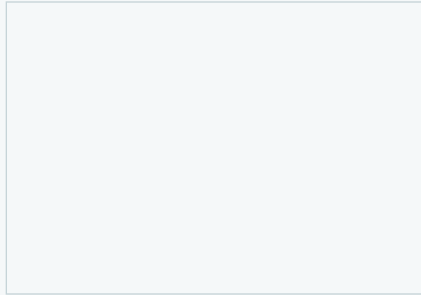
scuba**butler**

scubabutler

Palette 2 · Lagoon

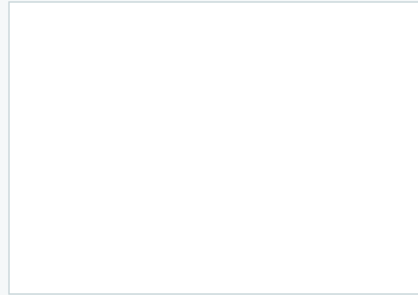
The shallows by the harbour.

Closest to your teal today, so it carries your legacy into the new look.



Shell

#F5F8F9 · ground



White

#FFFFFF · panels



Lagoon

#0B7A70 · links, buttons



Deep

#0F2A36 · text, logo



Slate

#4D6370 · captions

scuba**butler**

Scubabutler

04

Three homepages

A · The Guide

B · Still Water

C · Private Fuvahmulah

Dive tiger sharks, with Shumi, in Fuvahmulah.

Tap a word and the photo changes. Then a first-draft itinerary, written for you.



Concept A

The Guide

Digital editorial. Big words, big pictures, quiet captions. The headline is the menu.

Lagoon blue on white, Funnel Display. Closest to the Ocean palette.

[View the concept at scubabutler.novas.com.mv](https://scubabutler.novas.com.mv)

This morning, 07:40 · [4] tiger sharks at the harbour mouth · vis [25 m]

Your own boat, your own
guide, and tiger sharks
every day of the year.



[Plan your journey](#) · [See a dive day](#)

Concept B

Still Water

Calm and quiet. A live sightings line, the dive day as a sun arc, and a note you write straight to Shumi.

The Ocean palette, in Albert Sans.

[View the concept at scubabutler.novas.com.mv](https://scubabutler.novas.com.mv)

Three journeys. Or one made for you.

Tiger Days

[5 nights]

Two Atolls

[8 nights]

The Deep South

[12 nights]



Your trip

Fuvahmulah · 5 nights · 2
guests · villa · private dives

[Send to Shumi](#)

Concept C

Private Fuvahmulah

The most direct. Journeys and the trip builder on the first screen, then how it runs, team and fleet.

The Lagoon palette, in Outfit and Figtree.

[View the concept at scubabutler.novas.com.mv](https://scubabutler.novas.com.mv)

05

Being found, and next

Where you stand

How divers search

How you win search

Four choices for you

Where you stand

Great dives. A site that keeps them quiet.

What you have

Shumi, named by guests in their reviews

80% of guests coming back

A long tiger shark guide already written

What holds it back

Google finds you only by your name

The homepage carousel buries the tiger shark story, and Shumi

Booking asks for a passport before showing a price

How divers search

0 of 8

We searched eight things divers type before booking Fuvahmulah. Scuba Butler was not in the top results for any of them.

Rivals with plainer websites still win, because each has one clear page per question.

What divers search	Who shows up
fuvahmulah tiger shark diving	SSI, PADI, Liquid Shark
fuvahmulah dive center	TripAdvisor, PADI, Pelagic Divers
tiger shark dive maldives	Divernet, Zublu, Pelagic Divers
fuvahmulah diving package	dive-the-world, PADI, Extreme Dive
fuvahmulah dive sites	dive-the-world, Zublu, Liquid Shark
best time to dive fuvahmulah	liveaboard.com, SSI, Pelagic Divers
fuvahmulah hammerhead thresher	Zublu, PADI, SSI
how to get to fuvahmulah	Travel blogs, Pelagic, Extreme Dive

Found by place, not only by name.

1

One address

The www and https versions lead to one home. Old links point to new pages.

2

Answer what divers ask

A page each for tiger sharks, the dive sites, when to come and getting here.

3

Let guests speak

A complete Google profile, one phone and email everywhere, a review request after each trip.

4

Be mentioned

Listed on PADI and TripAdvisor, and with the dive travel sites that rank today.

Referrals stay your front door. Search catches the people who hear “Fuvahmulah” and look it up. The week-by-week plan is in the appendix.

Next

Four choices for you.

- 1 Logo route: Butler or Legacy

- 2 Lettering: Manrope or Quicksand

- 3 Palette: Ocean or Lagoon

- 4 Homepage: The Guide, Still Water or Private Fuvahmulah

What we need from you

- Original, full-size photos of dives, boats and stays
- Each team member's name, role and a few lines about them
- Boats and vehicles: names, sizes, photos
- Journey contents, nights and prices
- Reviews you are happy for us to quote
- Access to your domain and Google accounts

A

Appendix

The search plan, week by week

The Fuvahmulah market map

Launch clean, then add a page at a time.

Weeks 0–2

At launch

One address. Old links redirected.
A title and description on every page.

From you: domain and Google access, one phone, one email.

Weeks 3–6

Foundations

Google profile completed. Same details on TripAdvisor, Facebook and PADI.

From you: logins, journey prices, full-size photos.

Weeks 7–12

Content

Getting here, the dive sites, when to come, then the tiger shark page.

From you: Shumi’s notes on sites and seasons.

After day 90

Ongoing

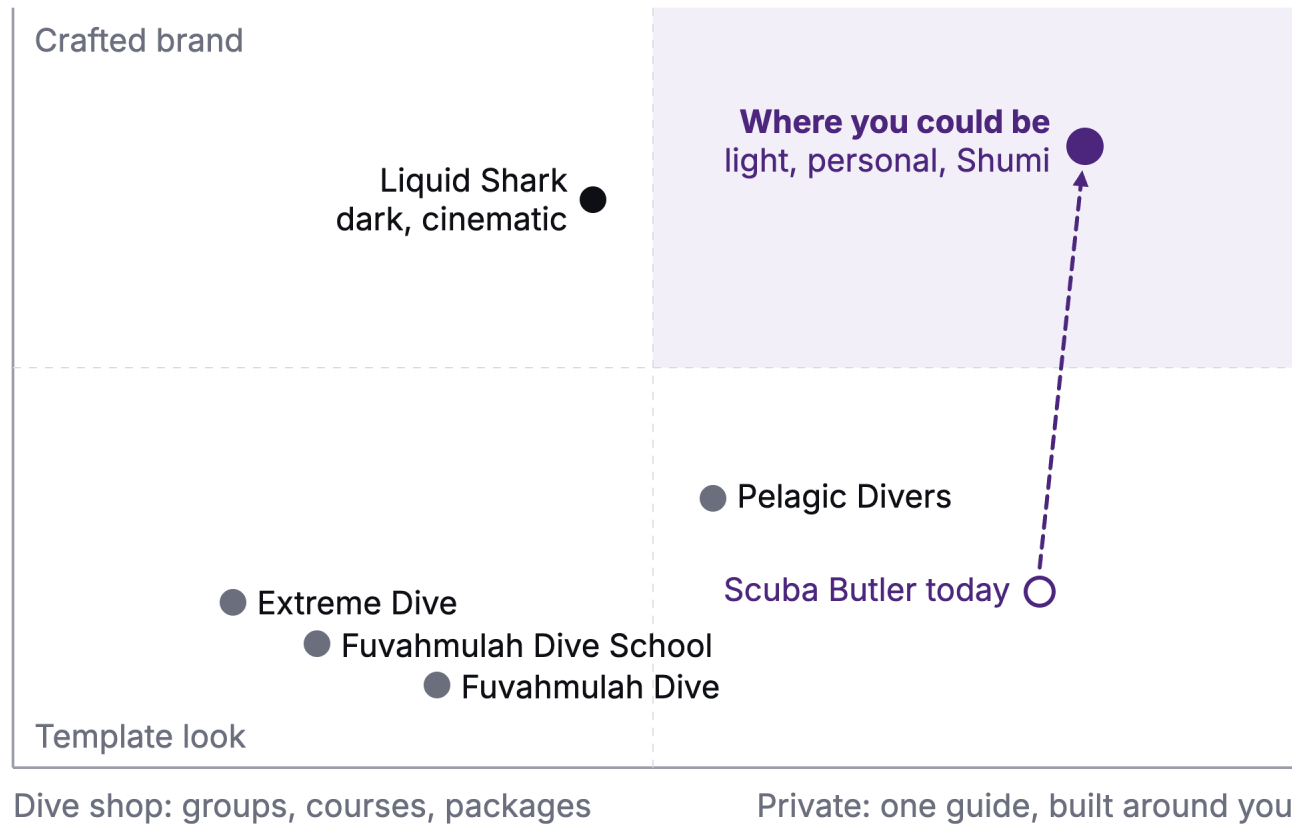
A review request after every trip.
A new guide page each month.

From you: a short note after notable dives.

How we measure it

Searches you appear for (today 0 of 8) · reviews per month · enquiries that start from search

A crowded island. One corner is still open.



Also in Fuvahmulah

Not yet assessed

Fuvahmulah Central Dive Center
Scuba Shark Fuvahmulah
Oceanic Nomad Divers
Fuvahmulah Scuba Club
Tiger Shark Explorer Scuba Club
Cozy Scuba Club
Salty Drop Maldives
Drop Dive Fuvahmulah
AIG Dive Club
Shark Heaven Fuvahmulah
Shark Island Dive
Shark Expedition Fuvahmulah



Thank you.

Questions first. Then four choices, and we start building.

Novas • Prepared for Scuba Butler • October 2026