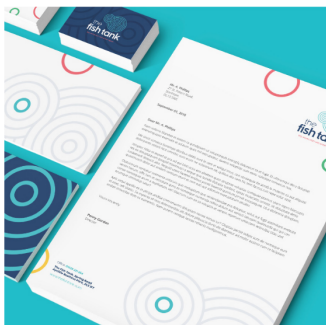


The Fish Tank

Branding, Website Development, Digital Workshop



We first met Penny, one-half of the husband-and-wife duo behind The Fish Tank, in 2014, as we held a social media seminar for start-up businesses in Newton Aycliffe. Fast-forward to 2018 and Penny reached out to us about their exciting venture for a custom-built early years activity centre in Newton Aycliffe (expected completion in 2019).

Penny & Paul underwent one of our branding workshops to build a brand that worked for the multi-faceted venture. Their brand incorporates a playful, youthful feel as well as a professional aspect that acknowledges the multi-use purpose of the proposed building. The Aycliffe Business Park activity centre will include a swimming pool, cafe and office space, bringing together families and businesses in one location.



An exciting start...

To date, we have rolled out the new branding across various print, signage and a holding page for The Fish Tank's new website. They have also participated in Thrive's social media workshops to boost their in-house marketing skills... we can't wait to see what the future holds for this wonderful small business!