

KYAK STUDIO

THE DESIGN STUDIO THAT BLENDS BOLD IDEAS AND
INSIGHTFUL STRATEGY TO BUILD CREATIVE CAMPAIGNS
WITH A SPORT, FITNESS, LEISURE AND WELLNESS FOCUS.

KYAKSTUDIO.COM

WAK

THE POWER TO ENERGISE
+ ELEVATE YOUR BRAND

© KYAK STUDIO 2026

**THE DESIGN STUDIO THAT
THAT BLENDS BOLD IDEAS
+ INSIGHTFUL STRATEGY TO
BUILD CREATIVE CAMPAIGNS
WITH A SPORT, FITNESS,
LEISURE + WELLNESS FOCUS
THE POWER TO ENERGISE
+ ELEVATE YOUR BRAND**



ENERGISE

IMPROVE YOUR CURRENT BRAND OR CREATE AN ENTIRELY NEW ONE

We specialise in getting underneath the skin of your brand. Whether it's been established for a while and is in need of a refresh, or perhaps your business has changed since it was originally created and it's no longer fit for purpose, or maybe it's just a bit tired and needs to be re-energised.

We have a team of experts that will research, understand, create, develop, implement and review your brand to reach the perfect solution for you.



EMPOWER

BRAND LED SOLUTIONS THAT PUT YOU AHEAD OF THE COMPETITION

Your marketing and your brand needs to stand out from the competition and the vast amount of visual clutter out in the marketplace.

The branded solutions that we develop are thoroughly considered, unique and bespoke to your company empowering a deeper connection with your audience and greater results.



ELEVATE

BRAND KNOWLEDGE AND STRATEGY TO HELP BOOST YOUR RESULTS

Using industry insights, our expertise developed over many years and a strategic approach, we ensure the solutions we develop for you aren't just run of the mill but elevate your business.

Getting to know your business, your customers, the challenges you face and your competition is what makes us different from your average agency - the results are unique and thoroughly effective.

WHY USE A PROFESSIONAL DESIGN STUDIO?

Working with a studio like KYAK gives your business access to strategic thinking, creative expertise, and tailored marketing solutions designed to deliver real results.

Professional branding goes far beyond simply creating a logo — it builds a clear, consistent identity that helps your business stand out, connect with the right audience, and grow with confidence.

By combining industry knowledge, thoughtful design, and non-AI creative solutions, we create distinctive brands and marketing that's authentic, professional, and effective. We also continue supporting our clients beyond the initial project, helping ensure their branding and marketing continue working hard as their business evolves.

We understand that using a professional design studio can be a daunting prospect, we've answered some of the questions we get asked on our website at www.kyakstudio.com/process but please get in touch if you have any others.



KYAK STUDIO

THE DESIGN STUDIO THAT BLENDS BOLD IDEAS AND
INSIGHTFUL STRATEGY TO BUILD CREATIVE CAMPAIGNS
WITH A SPORT, FITNESS, LEISURE AND WELLNESS FOCUS.

KYAKSTUDIO.COM

INTRODUCTION

THE TEAM

THE POWER TO ENERGISE
+ ELEVATE YOUR BRAND

© KYAK STUDIO 2026

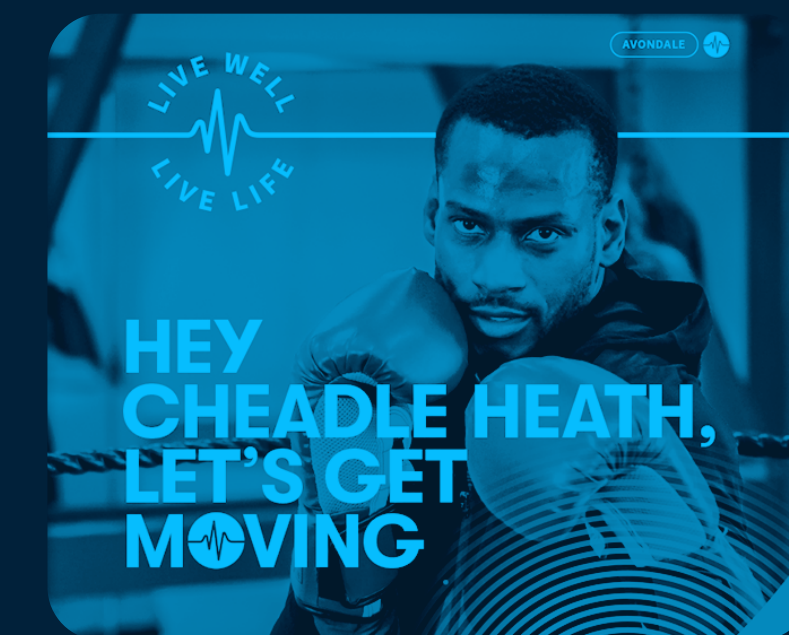
INTRODUCTION

KYAK is a brand and marketing studio based in Newark, Nottinghamshire that specialises in the sport, fitness, leisure and wellness sectors. We have clients of all sizes from national organisations such as the British Sailing Team and Life Leisure, to sports clubs, independent gyms, and personal trainers. However we don't limit ourselves to those industries, our experience lies with many different sectors from local authorities, charity, education and transport to property and retail.

At the heart of the business is the owner Rob Page who is the main point of contact for all clients. Supporting him are trusted colleagues, collaborators and suppliers from brand experts, photographers, illustrators and copywriters to social content providers, printers and signage manufacturers. This business model keeps the business flexible, highly professional and provides our clients with great value for money as well as effective solutions.

We position ourselves as an extension to our clients' business bringing our skills, experience and contacts to the table. We don't just provide great looking work but we delve deep into understanding your business so we can make sure the solutions we develop are highly effective and have real impact and results.

Team KYAK



KYAK STUDIO

THE DESIGN STUDIO THAT BLENDS BOLD IDEAS AND
INSIGHTFUL STRATEGY TO BUILD CREATIVE CAMPAIGNS
WITH A SPORT, FITNESS, LEISURE AND WELLNESS FOCUS.

KYAKSTUDIO.COM

HOW WE WORK OUR PROCESS

THE POWER TO ENERGISE
+ ELEVATE YOUR BRAND

© KYAK STUDIO 2026

We leave no stone unturned when it comes to producing your brand or marketing material. From the initial conversation with you right through to the delivery of the final items, our process is tried and tested over many years.

We've listed the standard process we follow however one size doesn't fit all, you may only need to refine your existing brand or refresh your last advertising campaign. That's no problem, our work is bespoke and unique to you which means our process can adapt and change accordingly.

For further detail visit www.kyakstudio.com/process

1

INITIAL CONSULTATION

Discovering your business, goals, audience, and vision through a collaborative consultation.

2

PROPOSAL & QUOTE

A tailored proposal outlining project scope, timelines, deliverables, and investment details.

3

PROJECT ACCEPTANCE

Project approval, deposit payment, and onboarding questionnaire to guide the creative direction.

4

CONCEPT DEVELOPMENT

Research-driven creative exploration producing up to three strategic brand concept directions.

5

CONCEPT PRESENTATION

Presenting and explaining creative concepts collaboratively, either online or in person.

6

FEEDBACK & REFINEMENT

Refining the chosen direction through collaborative feedback and design adjustments.

7

FINAL DELIVERY

Delivering final logo assets and concise brand guidelines for consistent application.

8

BRAND ROLLOUT

Delivering final logo assets and concise brand guidelines for consistent application.

9

ONGOING SUPPORT

We help ensure your brand remains consistent, effective, and continues to grow with your business.

KYAK STUDIO

THE DESIGN STUDIO THAT BLENDS BOLD IDEAS AND
INSIGHTFUL STRATEGY TO BUILD CREATIVE CAMPAIGNS
WITH A SPORT, FITNESS, LEISURE AND WELLNESS FOCUS.

KYAKSTUDIO.COM

INTRODUCTION OUR CLIENTS

THE POWER TO ENERGISE
+ ELEVATE YOUR BRAND

© KYAK STUDIO 2026

This is just a selection of some of our clients, to see more visit www.kyakstudio.com/work



The British Sailing team are the official body representing sailors at the pinnacle of their careers. We have had the pleasure of working with them for the last two Olympic campaigns.

SERVICES

- Olympic campaign identities
- Social media templates
- Merchandise
- Exhibition graphics



SKY approached KYAK to help provide support to their in-house design capability. We produced game graphics based on their brand guidelines and provided them with ongoing design support.

SERVICES

- Advertising graphics for Sky Vegas and Sky Bingo
- Branded Powerpoint templates
- Retained artwork support



Life Leisure operate 7 Leisure Centres in Stockport, Manchester. We have worked with them for the last couple of years on a retained basis as an extension to their marketing team.

SERVICES

- Brand overhaul
- Marketing campaigns
- Signage and wayfinding across all 7 leisure centres
- Merchandise
- Retained artwork support



Tombola are the UK's premier online gaming company. We worked with them on a retained basis providing social media graphics, increasing awareness and driving engagement.

SERVICES

- Social media graphics
- Retained artwork support as an extension to the internal tombola marketing team

KYAK STUDIO

THE DESIGN STUDIO THAT BLENDS BOLD IDEAS AND
INSIGHTFUL STRATEGY TO BUILD CREATIVE CAMPAIGNS
WITH A SPORT, FITNESS, LEISURE AND WELLNESS FOCUS.

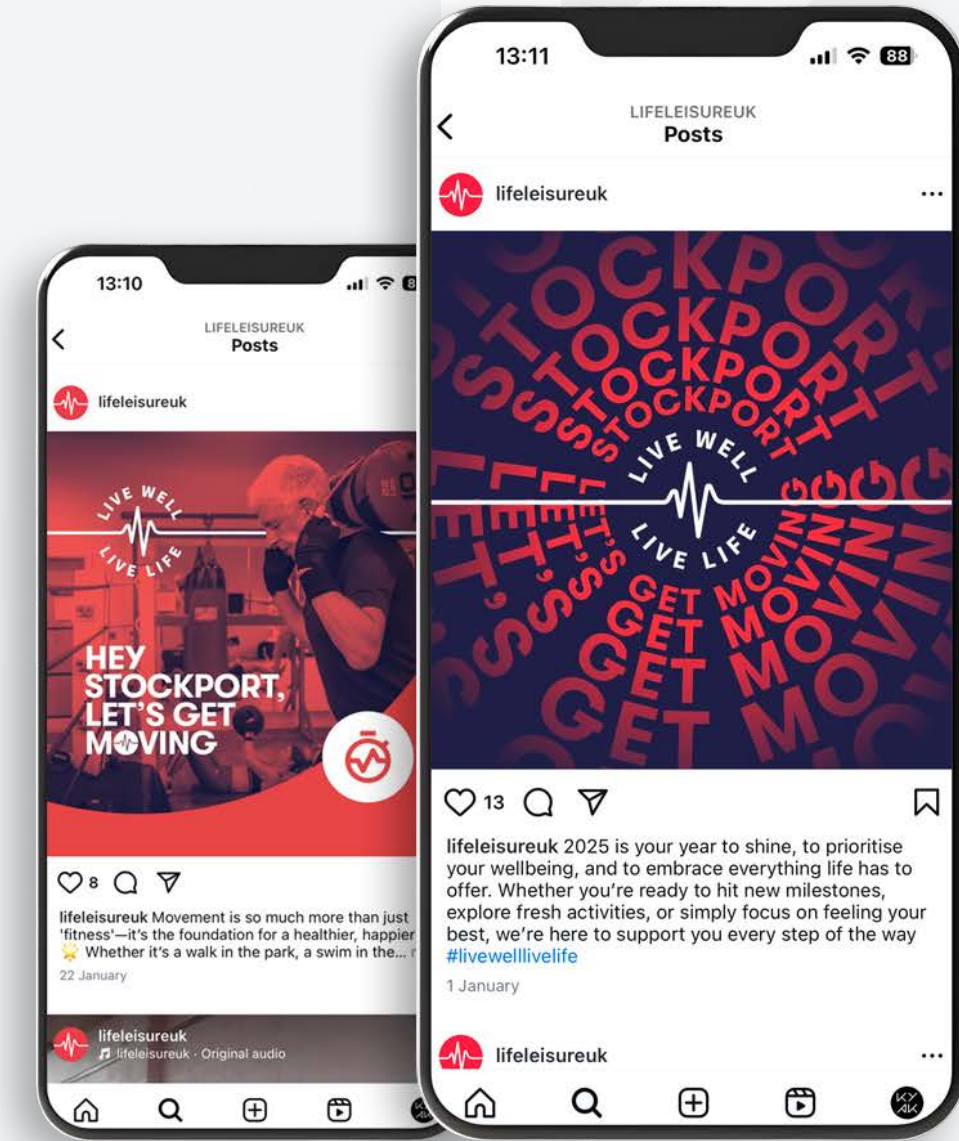
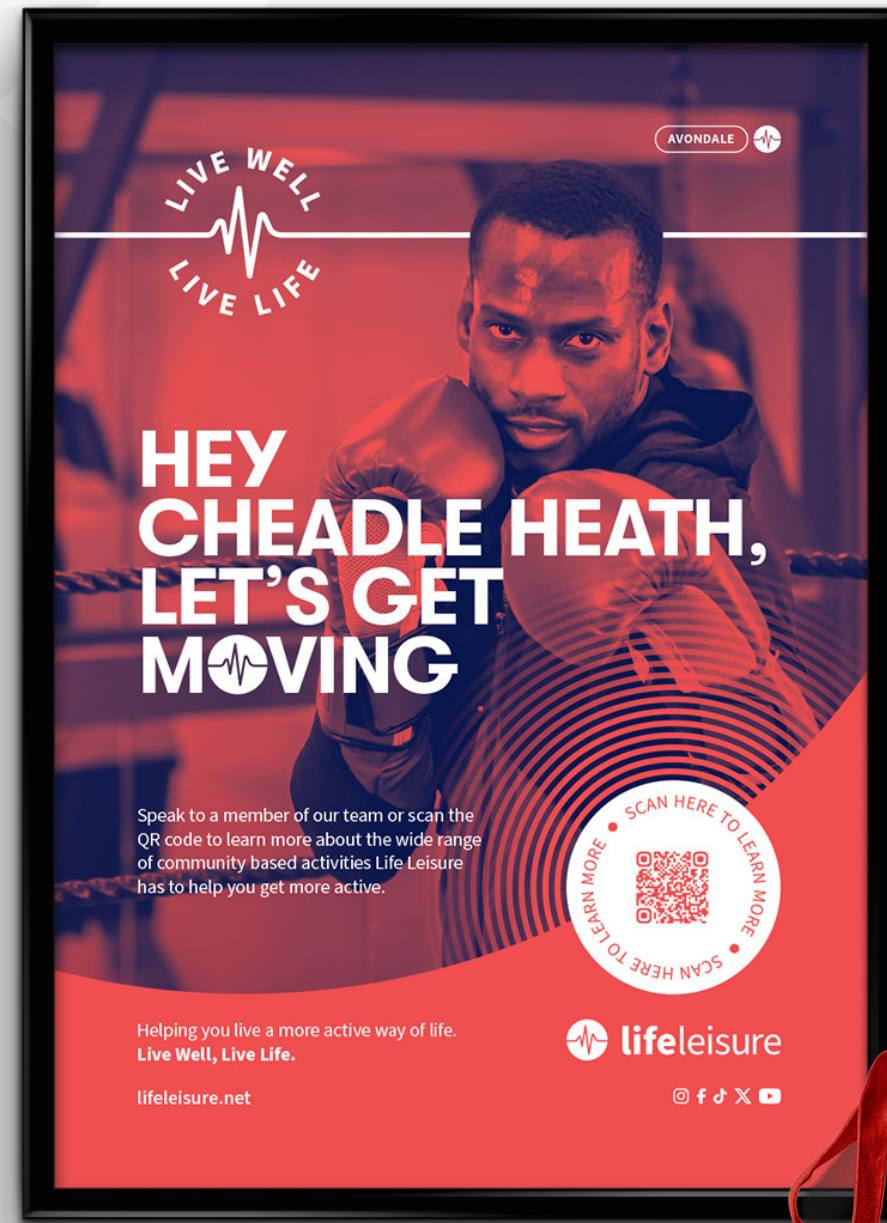
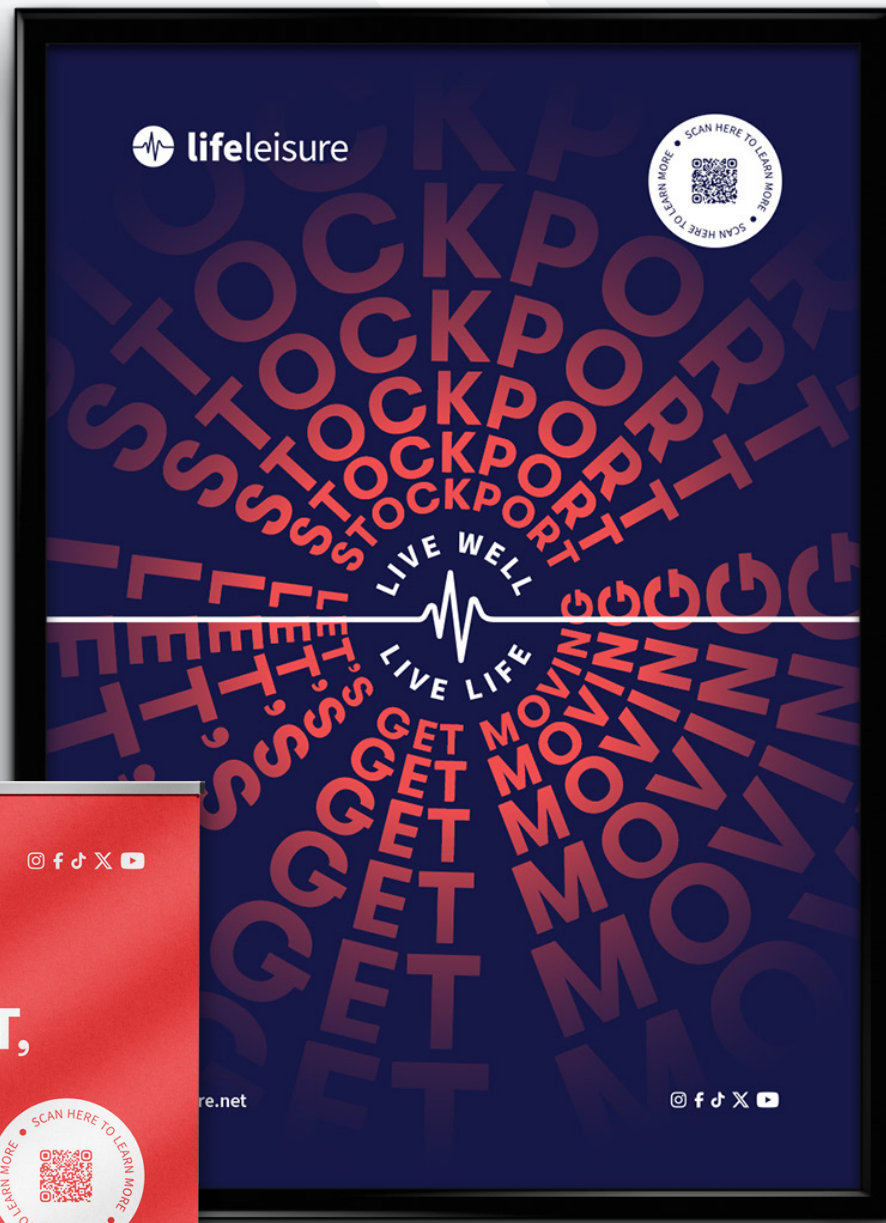
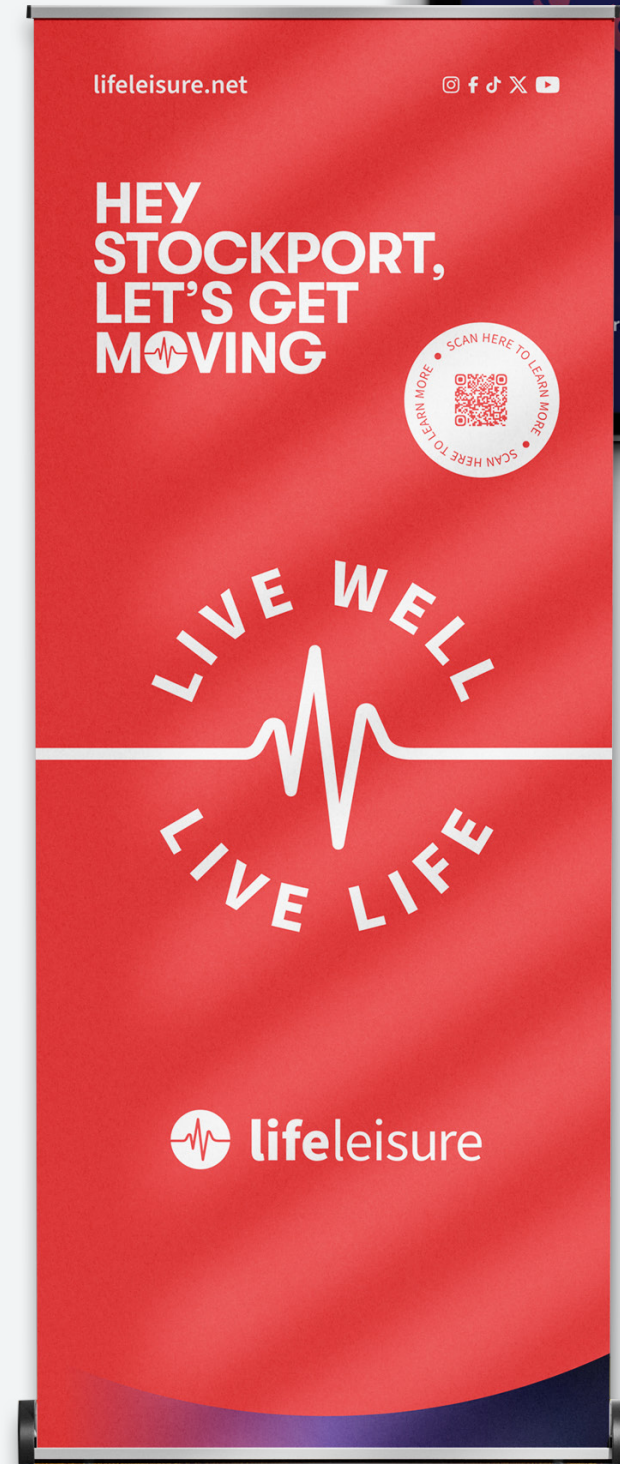
KYAKSTUDIO.COM

OUR SERVICES

BRANDING

THE POWER TO ENERGISE
+ ELEVATE YOUR BRAND

© KYAK STUDIO 2026



BRANDING

Creating brands is what we excel at. Whether you need a logo for a new business start up or a fully considered brand applied across all your customer touchpoints, we develop solutions that not only look great but are highly effective.

Perhaps you have a brand that's become a bit stale over time? We take a detailed look at your current assets and propose a well considered evolution, or if required; a complete overhaul, taking into account factors such as budget, objectives and your competitor activity.

Shown here is a selection of just some of the branded work we have produced for Life Leisure who operate 7 leisure centres across Stockport, Manchester.

KYAK STUDIO

THE DESIGN STUDIO THAT BLENDS BOLD IDEAS AND
INSIGHTFUL STRATEGY TO BUILD CREATIVE CAMPAIGNS
WITH A SPORT, FITNESS, LEISURE AND WELLNESS FOCUS.

KYAKSTUDIO.COM

OUR SERVICES

MARKETING

ADVERTISING

THE POWER TO ENERGISE
+ ELEVATE YOUR BRAND

© KYAK STUDIO 2026

MARKETING YOUR PRODUCT OR SERVICE

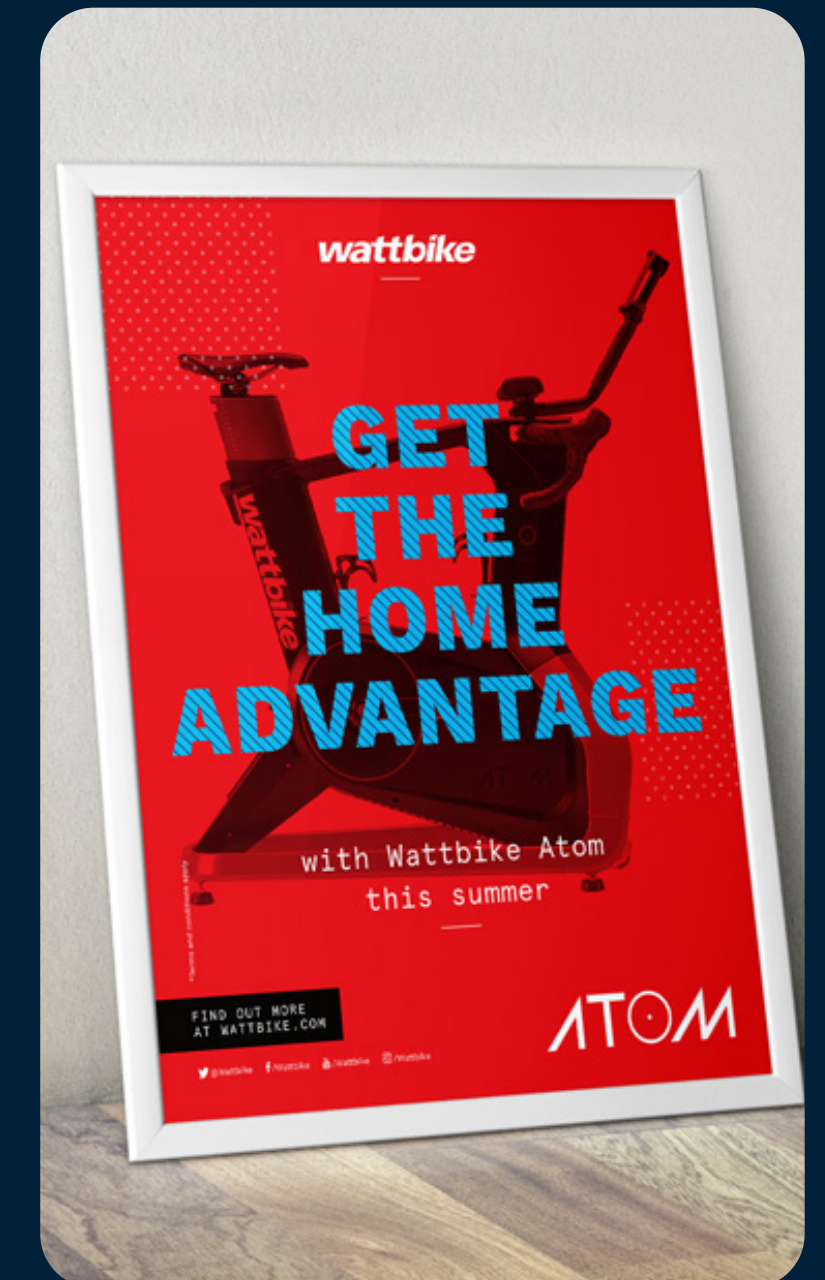
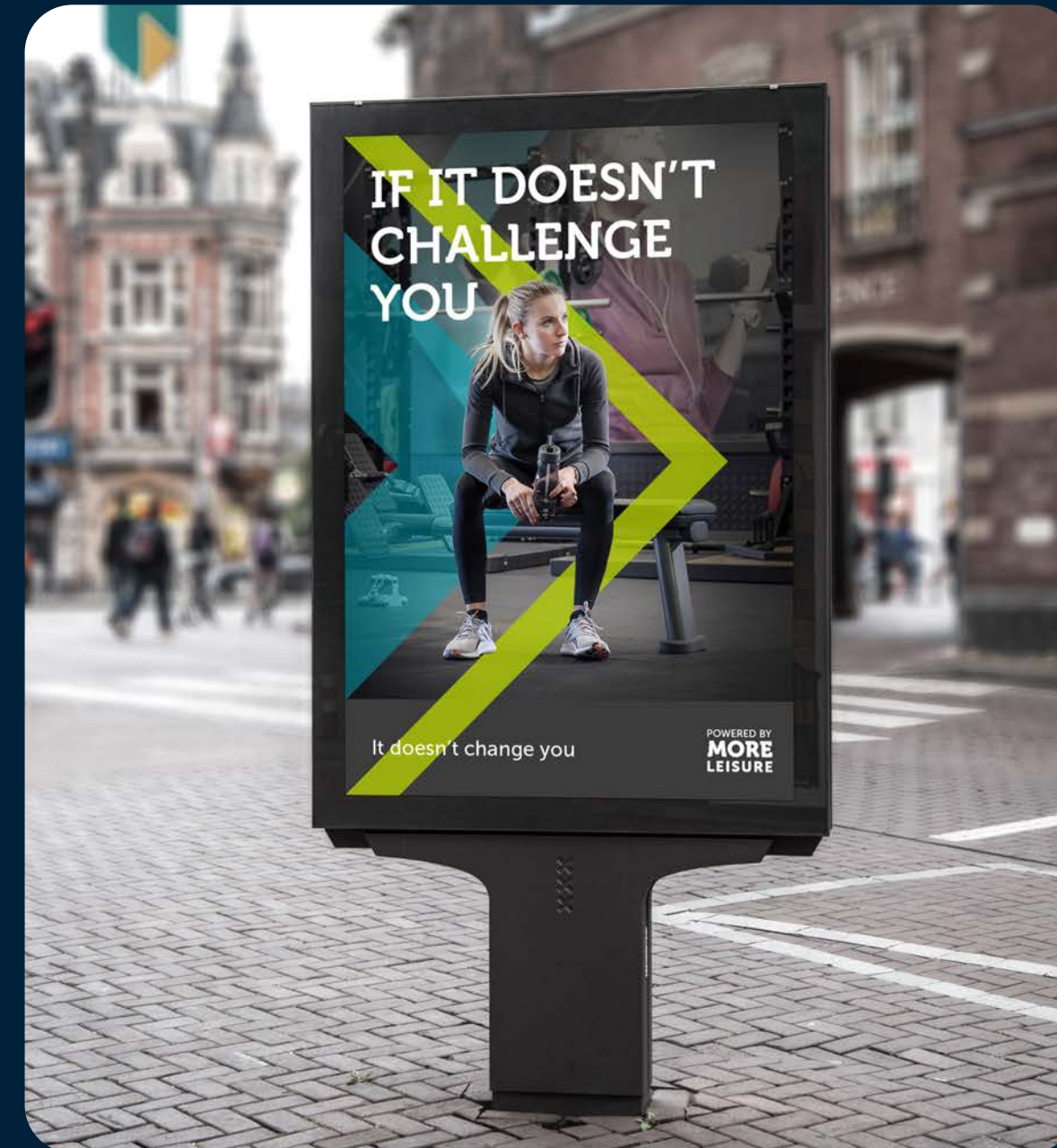
At KYAK we have many years of experience developing innovative solutions for marketing and advertising campaigns.

We start by meeting with you either virtually or in person to understand your business, your aims and your customers. From there we develop an approach designed to help achieve your objectives working closely with you all the way.

Should you require more detailed marketing support, such as a bespoke strategy with specific KPI's for example, we have marketing specialists we bring to the project.

Shown here are just some of the marketing campaigns we have delivered in the recent past.

To see more examples of our work please visit www.kyakstudio.com/projects



KYAK STUDIO

THE DESIGN STUDIO THAT BLENDS BOLD IDEAS AND
INSIGHTFUL STRATEGY TO BUILD CREATIVE CAMPAIGNS
WITH A SPORT, FITNESS, LEISURE AND WELLNESS FOCUS.

KYAKSTUDIO.COM

OUR SERVICES

PRINT

THE POWER TO ENERGISE
+ ELEVATE YOUR BRAND

© KYAK STUDIO 2026

DESIGN FOR PRINT

We're big believers that print is still very much alive and in fact having quite the renaissance! Used in the right way it can be a fantastic option to get your brand, your product and your business into the hands of your customers.

We have long standing relationships with a range of print providers from large volume printers that provide great value, to high-end print finishers and packaging specialists.

Whether you're producing a physical newspaper to post out, a stack of flyers to distribute via a door drop, or 'old school' business cards, we will come up with innovative ways to get your business seen and standing out. We'll also manage the entire process for you from artwork to print to delivery, so you can sit back and wait for your shiny new items to land on your doormat, or someone else's!



KYAK STUDIO

THE DESIGN STUDIO THAT BLENDS BOLD IDEAS AND
INSIGHTFUL STRATEGY TO BUILD CREATIVE CAMPAIGNS
WITH A SPORT, FITNESS, LEISURE AND WELLNESS FOCUS.

KYAKSTUDIO.COM

OUR SERVICES

SIGNAGE, WAYFINDING

LARGE FORMAT

THE POWER TO ENERGISE
+ ELEVATE YOUR BRAND

© KYAK STUDIO 2026

SIGNAGE, WAYFINDING AND LARGE FORMAT

It's vital that your brand is consistent across all customer touchpoints and none more so than the experience they have when using your facilities or entering your business premises.

At KYAK we design our brand solutions to be highly effective whatever the size or the position. We love nothing more than helping your brand come to life in a large format, perhaps as an acrylic backlit outdoor sign, as wayfinding signage throughout your building, as large wallpaper graphics or maybe two-way window decals?

Together with a number of highly skilled suppliers and installers we oversee the project from concept to delivery taking any stress away from you.

We are full of unique ideas and love a challenge, get in touch today to discuss how we can bring your brand to life in a BIG way!



KYAK STUDIO

THE DESIGN STUDIO THAT BLENDS BOLD IDEAS AND
INSIGHTFUL STRATEGY TO BUILD CREATIVE CAMPAIGNS
WITH A SPORT, FITNESS, LEISURE AND WELLNESS FOCUS.

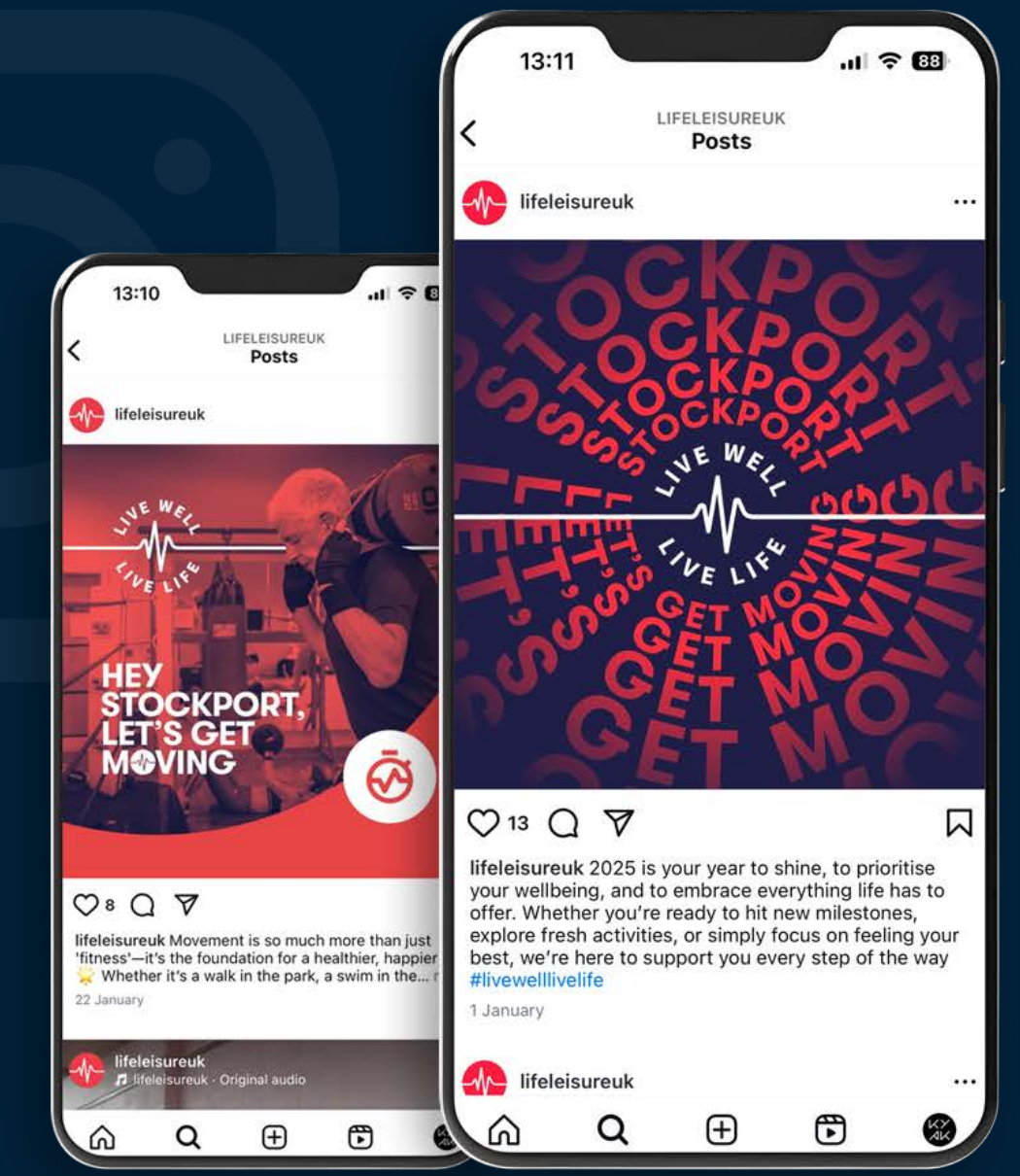
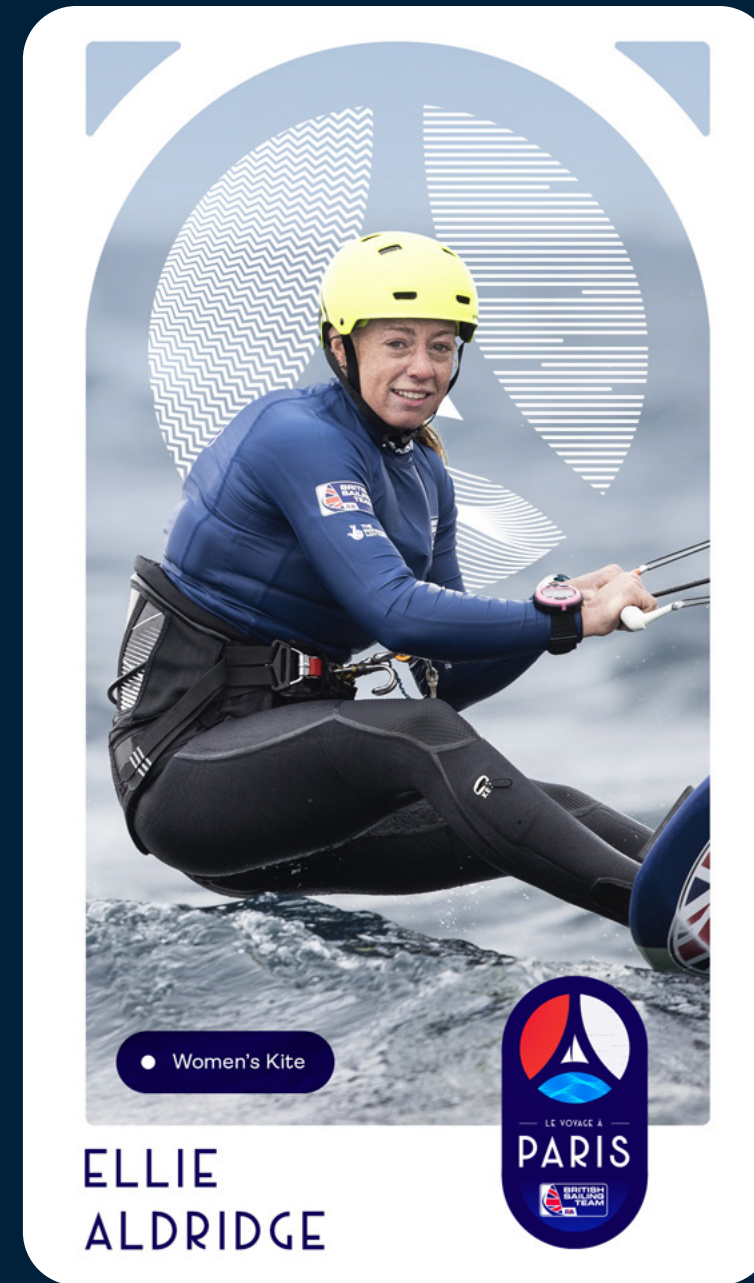
KYAKSTUDIO.COM

OUR SERVICES

DIGITAL SOLUTIONS

THE POWER TO ENERGISE
+ ELEVATE YOUR BRAND

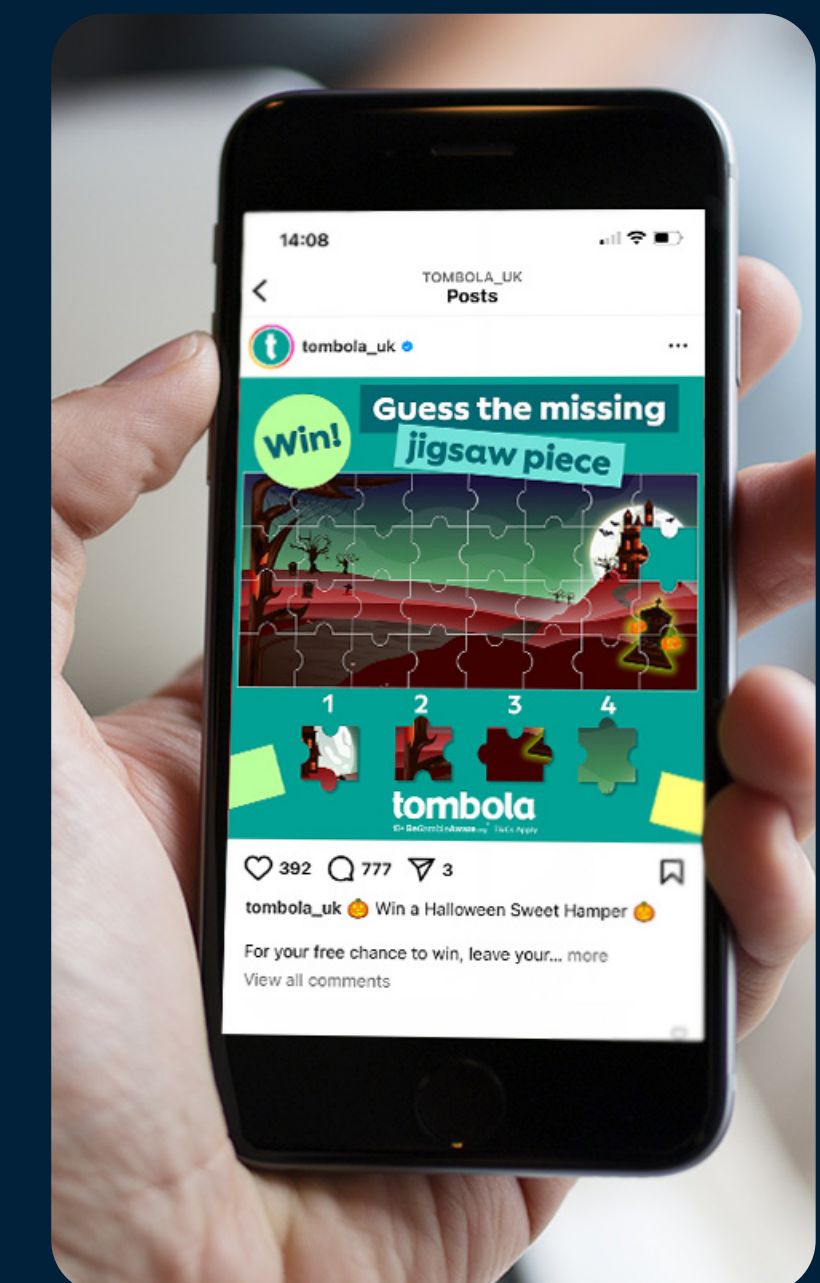
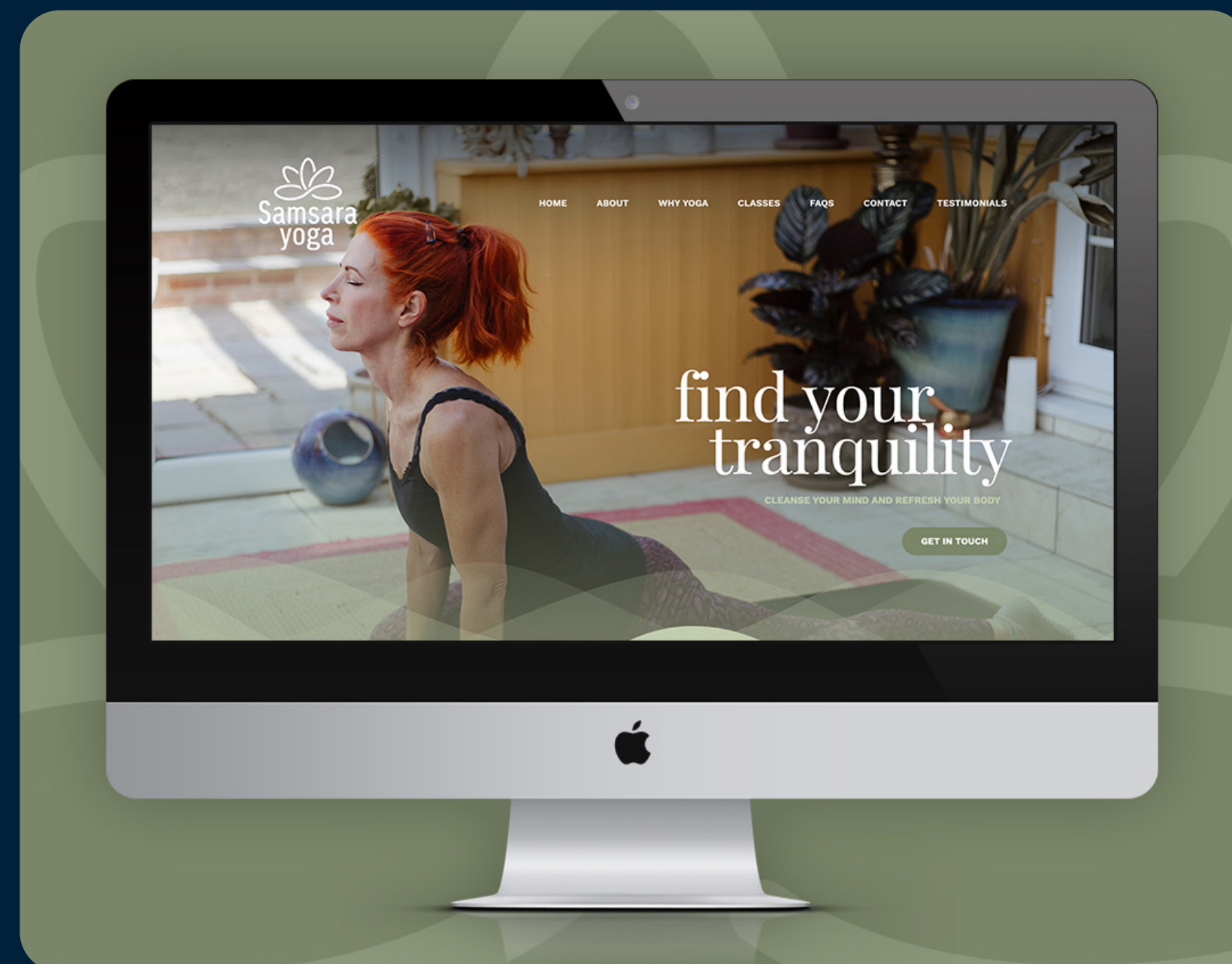
© KYAK STUDIO 2026



DESIGN FOR DIGITAL

We help you to stand out from your competitors by producing unique and original online content — vital in this digital world which often sees companies rely on ubiquitous AI solutions.

We produce a wide range of digital solutions for all of your business needs. Whether you're looking for a suite of graphics or short form video content for a social campaign, a professional video to promote your business online, or a website that sells your services, facilities or products. We take the stress and pressure away from you, producing strategically managed content to an exceptionally high standard.



KYAK STUDIO

THE DESIGN STUDIO THAT BLENDS BOLD IDEAS AND
INSIGHTFUL STRATEGY TO BUILD CREATIVE CAMPAIGNS
WITH A SPORT, FITNESS, LEISURE AND WELLNESS FOCUS.

KYAKSTUDIO.COM

OUR SERVICES

PHOTOGRAPHY

VIDEOGRAPHY

THE POWER TO ENERGISE
+ ELEVATE YOUR BRAND

© KYAK STUDIO 2026



VIDEO AND PHOTOGRAPHY

The KYAK team are experts in delivering high quality imagery for your website, your social channels, your marketing (or even for TV).

Working with our trusted photographers and videographers, we develop the design and direction of initial concepts, have full involvement in the planning, and oversee the production and final delivery — with your input, involvement and approval throughout.

Sourcing models for a photoshoot, finding suitable locations, even deciding on which film director works for a project, are all managed by us so you can be sure there are no stones left unturned.

The final result is your own extensive library of high quality, unique images or video, that you can use across all of your media channels that jumps out at the viewer and really grabs their attention.



KYAK STUDIO

THE DESIGN STUDIO THAT BLENDS BOLD IDEAS AND
INSIGHTFUL STRATEGY TO BUILD CREATIVE CAMPAIGNS
WITH A SPORT, FITNESS, LEISURE AND WELLNESS FOCUS.

KYAKSTUDIO.COM

OUR SERVICES MERCHANDISE EXHIBITIONS

THE POWER TO ENERGISE
+ ELEVATE YOUR BRAND

© KYAK STUDIO 2026

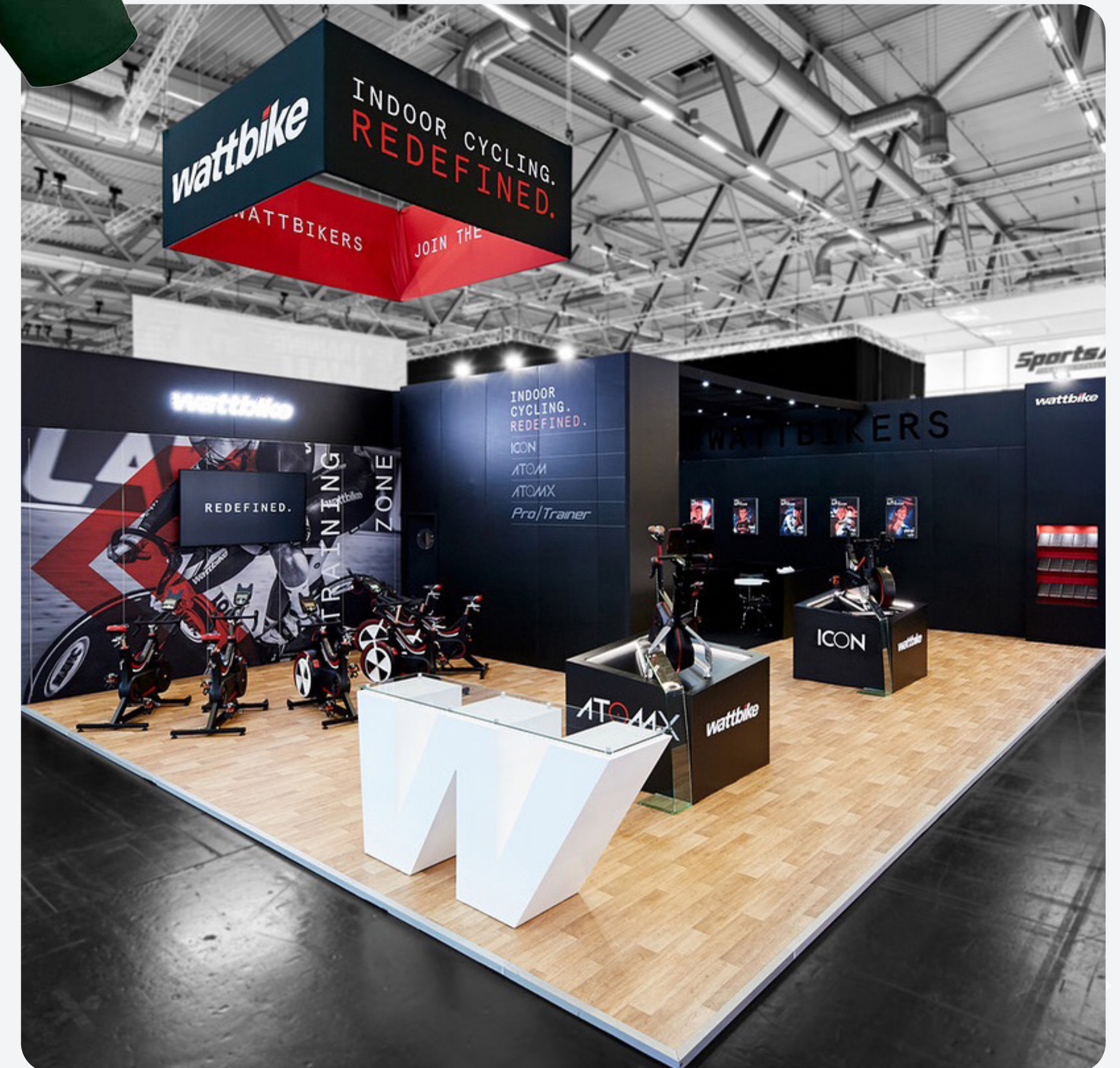
MERCHANDISE AND EXHIBITION DESIGN

We love a bit of merch at KYAK! From button badges to banners, t-shirts to tote bags it's an opportunity to bring your brand to life in creative, tangible ways to encourage conversations and customer interaction.

Perhaps you have an event or exhibition coming up that you need ideas for? Whether you need a simple pull up banner or a large scale exhibition stand we can produce all sorts of items for all types of budgets. Plus we have a roster of fantastic suppliers to help bring your product or service to life.

We dig deep to understand what it is you're looking to achieve - perhaps greater awareness of your company? New leads for subsequent follow up? Or simply a way of engaging with potential customers? Either way we develop well thought out strategies and detailed plans before we even begin producing anything.

Our solutions and activations will ensure your customers will be talking about your product or service long after an event has finished. Why not get in touch to discuss your upcoming event?



For more testimonials visit www.kyakstudio.com/about

TESTIMONIALS

WILL CARSON COMMUNICATIONS MANAGER BRITISH SAILING TEAM

Rob and his team have been a pleasure to work with over the past couple of years during a critical time for us building up to Tokyo 2020.

Their designs have added real weight to our media campaign, plus they've been great value too.

Highly recommended.

DAWN HOWE HEAD OF BRAND TOMBOLA

We enjoy working with KYAK and consider this agency an extension to the marketing team here at tombola. KYAK are incredibly responsive, always available when we need them, and quick to learn the nuances of our brand and industry. Rob's creativity and strategic thinking stands out, bringing fresh ideas and effective solutions for each stage of our marketing funnel—from brand awareness to acquisition and retention. We've successfully launched campaigns across multiple channels in three countries, his approach has been seamless and consistent, showing a strong grasp of each market's unique needs.

If you're looking for a reliable, innovative partner to help your brand grow, I highly recommend KYAK. Their expertise, dedication, and passion make them an invaluable asset to any team!

ALEX HURST EX-ENGLAND RUGBY LEAGUE MATRIX FITNESS

A big shout out to Rob and the team bringing my ideas to life. From someone who is a little less imaginative like myself and needs guidance, I highly recommend these guys. The initial brand review provided clarity and guidance on what the best process was and then into the development phase of the process, giving me chance to create content, add features, tweak, chop/change different ideas, ending in the final result.

If you are looking for rebranding, marketing and an online presence I highly recommend KYAK.

JOHN OXLEY CEO LIFE LEISURE

Rob is an outstanding creative who captures the essence of customer need which he allies to market understanding.....and he's a thoroughly nice bloke too.

A rare mix and one well worth connecting to.

KYAK STUDIO

THE DESIGN STUDIO THAT BLENDS BOLD IDEAS AND
INSIGHTFUL STRATEGY TO BUILD CREATIVE CAMPAIGNS
WITH A SPORT, FITNESS, LEISURE AND WELLNESS FOCUS.

KYAKSTUDIO.COM



Visit our website for more
case studies and testimonials
and please get in touch if
you'd like to discuss your
own project we'd love
to hear from you.

+44 (0)1636 337 895
hello@kyakstudio.com
www.kyakstudio.com

THE POWER TO ENERGISE
+ ELEVATE YOUR BRAND

© KYAK STUDIO 2026