



FishTank

Padel Academy



Get hooked
Dive Into Padel

FishTank
Padel Academy

Get hooked on group padel

Coached by Chris Trehearn and Christiaan Platense

- Train with your squad.
- Build your game.
- Play inside the Tank.

FishTank group padel is a structured coaching programme for players who want to improve week by week. Sessions focus on technique, tactics, movement, positioning, and matchplay in a small-group environment.

Led by Chris and Christiaan, each session is designed to help you play smarter, rally harder, and build confidence on court.

Small groups. Level-based sessions. Real improvement.

Limited spots available. Book your spot



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1. A fish tank is a community

A tank is not just one fish. It is a group, a shared space, and an ecosystem. That connects perfectly with padel because the sport is social, doubles-based, and built around people playing together.

2. It feels like a place you belong

“Join the FishTank” sounds like joining a club, a crew, or a movement. It gives the brand a sense of identity beyond just booking a court.

3. Padel is fast, active, and full of movement

Fish are always moving, reacting, changing direction → just like padel players during rallies. The name has energy.

4. The court itself feels like a tank

A padel court is enclosed by glass walls, almost like an aquarium or tank. That makes the name visually clever and easy to remember.

5. It stands out

A lot of sports names sound generic. FishTank feels different, visual, and memorable. People are more likely to remember it after seeing it once.

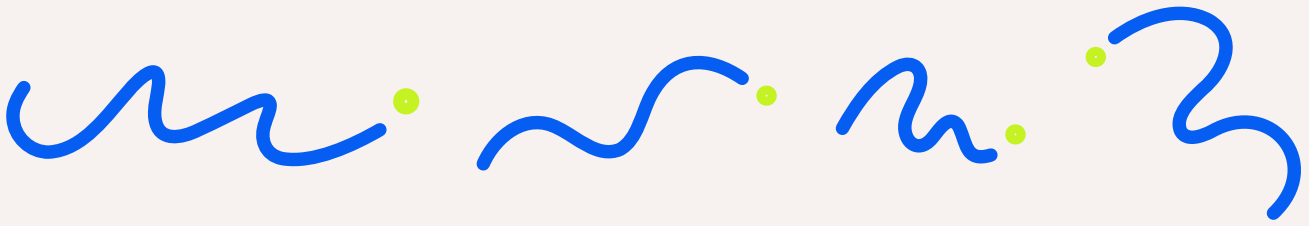
6. It creates easy brand language

You can build lots of phrases from it:

Get Hooked
Get Hooked on Padel
Join the Tank
Dive Into Padel
Enter the FishTank
Make a Splash
Find Your School
Rally in the Tank
Swim With Us
Come Play in the Tank
Rule the Tank



Refined meaning of the brand elements



Green dots = padel balls

The green dots are the clearest expression of the sport itself. They instantly connect the brand back to **padel** and can represent:

- the ball in play
- energy and movement
- rally points and impact moments
- players coming together in the Tank

They are simple, ownable, and easy to repeat across the whole brand.



Paddle mark = octopus / ball / racket

This is the most distinctive part of the identity. It works because it feels like a blend of:

- **a padel racket** → directly linked to the game
- **a ball** → playful and sporty
- **an octopus** → smart, flexible, social, full of movement

The octopus idea is especially strong because it gives the brand personality. It feels alive, friendly, dynamic, and aquatic → which ties naturally into FishTank.

So the mark is not just a symbol. It becomes a brand character/icon.