



Building Sustainable Brands Today
For A Better Tomorrow

WWW.OYNK.CO.UK

Award-winning creative agency for high-performance,
low-carbon digital design and web.

About OYNK

What do we do?

We are an **award-winning creative agency** based in Northamptonshire, specialising in **digital sustainability**. Our focus is clear: to help organisations thrive online without adding unnecessary carbon to the atmosphere.

We specialise in creating high-performance websites that are built for speed, accessibility, and lower carbon impact. Every line of code and every design choice is made with performance and sustainability in mind, ensuring your site works harder for both your business and the planet.

We also help brands stand out through creative strategy and branding. Our work positions companies to be memorable, modern, and sustainable, aligning brand identity with values that resonate with today's audiences.



Digital Sustainability

What does it mean?



The internet is the world's largest machine, and it runs on electricity. Every page view has a carbon cost. From streaming video to cloud storage, every digital action leaves an environmental footprint.

Digital sustainability is about making intentional choices in design, development, and branding to reduce that impact. It's not about sacrificing performance or creativity - in fact, the reverse is true. A sustainable website loads faster, ranks higher, costs less to run, and provides a better user experience.

At OYNK, we believe businesses can lead the way by building digital that works smarter, not dirtier.

DID YOU KNOW?:

The internet produces **more carbon emissions than the entire aviation industry**. Today, it accounts for almost 6% of global emissions - a figure so significant that if the internet were a country, it would rank among the world's top five emitters.

“OYNK has engaged with the college to inform on sustainability within digital services as part of our ongoing employer skills forums and sustainability agenda. Their objective on digital sustainability awareness has had a positive impact on all staff and their insight has helped us inform colleagues across the college. More importantly, the impact on our students and how we embed this into the teaching and learning to enable them to be prepared for careers of the future in the digital sector. We look forward to working with OYNK further on their initiative to work towards improving Northamptonshire’s website CO2 emissions.”

Vicky Clark
Northampton College



The Solution to Digital Waste: Design that performs and sustains

A greener site is almost always a better performing site. Here's why:

1

Faster load times:

Optimised assets and cleaner code cut wasted energy and keep users engaged.

Improved SEO:

Google rewards performance and accessibility, both key pillars of sustainable design.

2

3

Lower emissions:

Every kilobyte removed from a page reduces the energy needed to load it.

Enhanced brand trust:

Customers notice when you act responsibly and they prefer to buy from businesses who do.

4

OYNK designs brands and builds websites that deliver measurable results while cutting digital waste.



Working with OYNK on all of my businesses has been so easy. Being able to request designs on the same day made this partnership far more effective than any agency I have ever used.

I highly recommend OYNK if you have need for fast high quality designs.

Syed Ahmed
NEX SKincare

OYNK



We're absolutely thrilled with everything OYNK has been doing for Prospect Renovations. Their swift service, top-notch quality, and brilliant communication have exceeded our expectations. We were in need of a partner to help boost our output and launch more campaigns – and OYNK has delivered in spades. Every project is completed on time, with excellent quality, and perfectly on brand. They're a fantastic team of marketing experts, truly. If you're looking for a company that excels in what they do, OYNK is the way to go. We'd happily recommend them to anyone – they're simply brilliant!

Anthony Jackson

Prospect Renovations

Why Go Green?

How does it benefit me?

A green website isn't just better for the planet - it's better for business. By stripping away digital waste and focusing on performance, you unlock real commercial advantages.

- **Higher search rankings:** Google rewards sites that are fast, accessible, and efficient.
- **Better user experience:** Cleaner code and optimised assets mean faster load times, smoother journeys, and higher conversion rates.
- **Lower running costs:** Leaner websites use less bandwidth and require less server power, saving money on hosting and data transfer.
- **Future-proof compliance:** Regulations around Scope 3 emissions and digital reporting are tightening. A greener site keeps you ahead of the curve.
- **Stronger brand reputation:** Customers notice when you act responsibly and are more likely to choose brands who do.

When performance, cost savings, and customer trust all align with sustainability, going green stops being an option - it becomes a competitive advantage.

Easiest Using Hosting

Switching from a standard hosting provider
website's carbon footprint by **up to** 100%
provider's e

You can even get a
badge for your website!



WYNIK

Ask us how we can improve
your digital footprint

WYNIK

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Answer: 2,787 days

Sending a **2-minute 4K video** via iMessage once a month for a year of a mature tree approximately **2,787 days (over 7.5 years)** to absorb.

This highlights the often-overlooked carbon cost of **digital content**. Seems like a small action, the cumulative impact of data transfer, cloud storage, and more adds up fast.

As businesses and individuals, we need to start thinking about smarter ways to reduce our digital footprint, whether it's compressing files, using efficient formats, or rethinking how we create and share content.

Leveraging AI to Build
Greener Brands and Websites

WYNNK

Let's discuss how we can improve
your **digital footprint**

WYNNK

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So Why Choose OYNK?

What can OYNK do for me?

Beyond websites and the EcoPigs platform, OYNK offers a full range of creative and digital services to support your brand. From graphic design and campaign assets to email design, social media content, and digital-first print materials, we provide the tools you need to communicate consistently and effectively.

We also advise on ethical use of digital technologies such as **AI**, **cloud storage**, and **email practices**, helping you streamline processes, cut hidden costs, and reduce unnecessary emissions across your wider digital footprint.

What is EcoPigs?
How does it work?



EcoPigs

Alongside our agency services, we've developed the EcoPigs platform, via our sister company - CarbonHogs. EcoPigs is a tool that provides real-time measurement and optimisation of digital emissions.

By turning complex data into clear insights, EcoPigs enables businesses to reduce their online footprint in practical and measurable ways.

EcoPigs is designed for any organisation that wants to understand and improve its digital footprint. Whether you run a single website or manage an entire digital ecosystem, EcoPigs shows you exactly how your online activity impacts the environment. It doesn't stop at measurement, it provides clear, tailored recommendations to cut waste, improve performance, and reduce emissions.

The result is a cleaner, faster, and more sustainable digital presence that saves money, strengthens your brand reputation, and supports your sustainability goals.

Hi, Ashley
ash@oynk.co.uk
Agency

Dashboard

Optimisations

Energy Grid

Tasks

Reports

Compliance

Settings

Admin

Dashboard Overview

Track and manage your websites carbon emissions

Add New Website

Enter website URL (e.g., example.com)

Add Website

Website Carbon Tracker

Websites
4 / 100
Agency Plan

Monitor your websites' carbon footprint and performance. Star a website to make it your default.

Live Emissions Active

-50.40% avg change (4 websites changed)

Filter by flags

Website	Status	Last Scan	Live Emissions	Grade
marshall.com/gb/en ☆ Competitor	LIVE	about 13 hours ago	0.43g CO ₂ e Grid: 55g/kWh	Grade C
unyte.co.uk ☆ Client	LIVE	about 13 hours ago	0.20g CO ₂ e ↗ Grid: 92g/kWh	Grade B
carbonhogs.com ☆ Owned Site	LIVE	about 13 hours ago	0.12g CO ₂ e ↗ Grid: 92g/kWh	Grade A

Take a look at our Fractional Design Prices

£1,995

Per Month, 12 Month Contract*

Standard

Suited to all types of in house teams that need help with more basic design

- ✓ Unlimited Requests & Revisions
- ✓ Dedicated Designer
- ✓ Dedicated Account Manager
- ✓ Dedicated Creative Director
- ✓ Project Managed Dashboard
- ✓ Quality Assured Designs
- ✓ **40** Monthly Hours

£2,495

Per Month, 12 Month Contract*

Premium

Suited to all types of in house teams that need help with more basic design

- ✓ Unlimited Requests & Revisions
- ✓ Dedicated Designer
- ✓ Dedicated Account Manager
- ✓ Dedicated Creative Director
- ✓ Project Managed Dashboard
- ✓ Quality Assured Designs
- ✓ **60** Monthly Hours

£2,995

Per Month, 12 Month Contract*

Pro

Suited to all types of in house teams that need help with more complex design for more than one client/brand.

- ✓ Unlimited Requests & Revisions
- ✓ Dedicated Designer
- ✓ Dedicated Account Manager
- ✓ Dedicated Creative Director
- ✓ Project Managed Dashboard
- ✓ Quality Assured Designs
- ✓ **80** Monthly Hours

*All prices above are exclusive of VAT for UK-based companies and there is a minimum commitment of 12 months with 30 day notice period.

WYNNK	Standard	Premium	Pro
Dedicated Design Team	✓	✓	✓
Design Capacity	40hrs/Monthly	60hrs/Monthly	80hrs/Monthly
Unlimited Requests & Revisions	✓	✓	✓
Project Managed Dashboard	✓	✓	✓
Version Control	✓	✓	✓
Quality Controlled Designs	✓	✓	✓
Markup & Annotation Tool	✓	✓	✓
Brands	Unlimited	Unlimited	Unlimited
Users	Unlimited Users	Unlimited Users	Unlimited Users
Included Designs			
Banners	✓	✓	✓
Business Cards & Stationary	✓	✓	✓
Display Ads	✓	✓	✓
Social Media Content	✓	✓	✓
Flyers & Posters	✓	✓	✓
Icons	✓	✓	✓
Illustrations	✓	✓	✓
Photo Editing	✓	✓	✓
AI Content Creation	✓	✓	✓
Video Editing	✓	✓	✓
Custom Music for Socials	✓	✓	✓
GIFS	✓	✓	✓
Front End Web Design	✓	✓	✓
Logos and Branding Services	✓	✓	✓
Newsletters and Email Design	✓	✓	✓
Design for Print	✓	✓	✓
Photography (Location dependant)	✓	✓	✓
and much more...	✓	✓	✓

For more information or to request a demonstration of how we work, feel free to contact us on **01327 304813** or email us at **hello@oynk.co.uk** where one of the team will be happy to assist you.