



**PEOPLE
ARCHITECTURE**

Brand Overlay

Service Overview





PEOPLE ARCHITECTURE

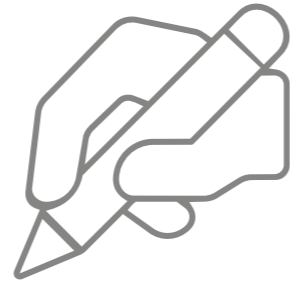
Driving commercial success; Empowering social impact.

We put people at the heart of everything we do. We know that when spaces are designed around the wellbeing and needs of the people who use and operate them, the results aren't just socially positive – they drive measurable commercial value.

Our collaborative and purpose-driven approach ensures the creative process is effective, enjoyable and a worthwhile investment for clients and project teams.

We listen, empathise and connect, shaping outcomes that inspire joy and confidence whilst delivering lasting social, economic and environmental impact.





What is Brand Overlay?

Translating brand into space. Creating environments that are consistent, recognisable and meaningful.

Brand overlay is the process of embedding identity within the built environment, shaping how a space looks, feels and is experienced. It ensures that brand is not simply applied, but fully integrated into the design of a space.

Whether layered onto a new-build project or introduced within an existing environment, brand overlay creates a clear and cohesive narrative. It aligns architecture, interiors and user experience.

The result is a consistent, well-articulated environment that strengthens identity, supports user engagement and enhances overall perception.

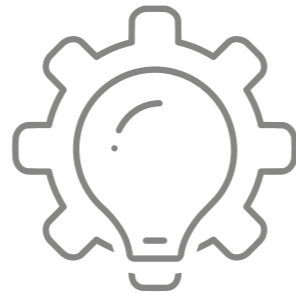
“Brand overlay is about making identity work in space, creating environments that feel natural, intuitive and built around everyday experience.”



Common Challenges

Embedding brand within the built environment can unlock real value. It also brings complexity. We can help you:

- Translate brand into spatial experience, ensuring environments feel authentic, consistent and grounded in how they are used.
- Maintain consistency across multiple sites or environments, while responding to local context and constraints.
- Align brand, architecture and interiors, creating a cohesive and recognisable identity.
- Balance creativity with practicality, ensuring ideas are deliverable, robust and cost-effective.
- Coordinate across stakeholders, designers and operators, building clarity and shared understanding as projects evolve.



“People spend 80-90% of their time indoors – making the quality of interior environments critical to wellbeing, performance and everyday experience.”

How We Work

We create environments that do more than look distinctive. They express identity, support people and enhance everyday experience.

From the outset, we work to understand your brand, your audience and how your spaces are used. We translate this into clear spatial strategies, ensuring identity is embedded within the design rather than applied at the end.

Working alongside architects, designers and wider project teams, we develop concepts that bring together layout, materiality, colour, graphics and wayfinding into a cohesive whole.

Our approach balances creativity with technical rigour. It ensures brand-led ideas are practical, buildable and consistent across different environments and project types.

Through collaboration and iteration, we refine and adapt designs to ensure they remain authentic, flexible and aligned with both brand ambition and operational needs.



“GT3’s process and transparency have been excellent. They’ve taken a holistic approach, enhancing each space from concept to the details that shape the guest experience. Their ability to balance existing character with a contemporary response has created spaces that feel both rooted in place and forward-looking.”



Shauna Robb,
Group Chief Operating Officer
ROCKLIFFE HALL





“We’ve transformed our leisure environments, creating a more consistent identity and spaces that appeal to a wide range of users.”

Everyone Active, Operator



Benefits

Our brand overlay approach shapes environments that are cohesive, recognisable and built around people. We can help you:

- Create a clear and consistent identity across your spaces.
- Strengthen brand presence through spatial expression and user experience.
- Deliver consistency across multi-site portfolios while allowing for local variation.
- Improve user connection, recognition and overall experience.
- Support long-term adaptability, allowing brand to evolve over time.
- Align design, operations and brand strategy into a unified approach.

Our Experience

We have extensive experience developing and delivering brand-led interior strategies across a wide range of sectors, including Sport and Leisure, Hospitality, Workplace, Higher Education and Residential.

Our work spans individual spaces, multi-site rollouts and wider estate strategies, helping clients embed identity consistently across their environments.

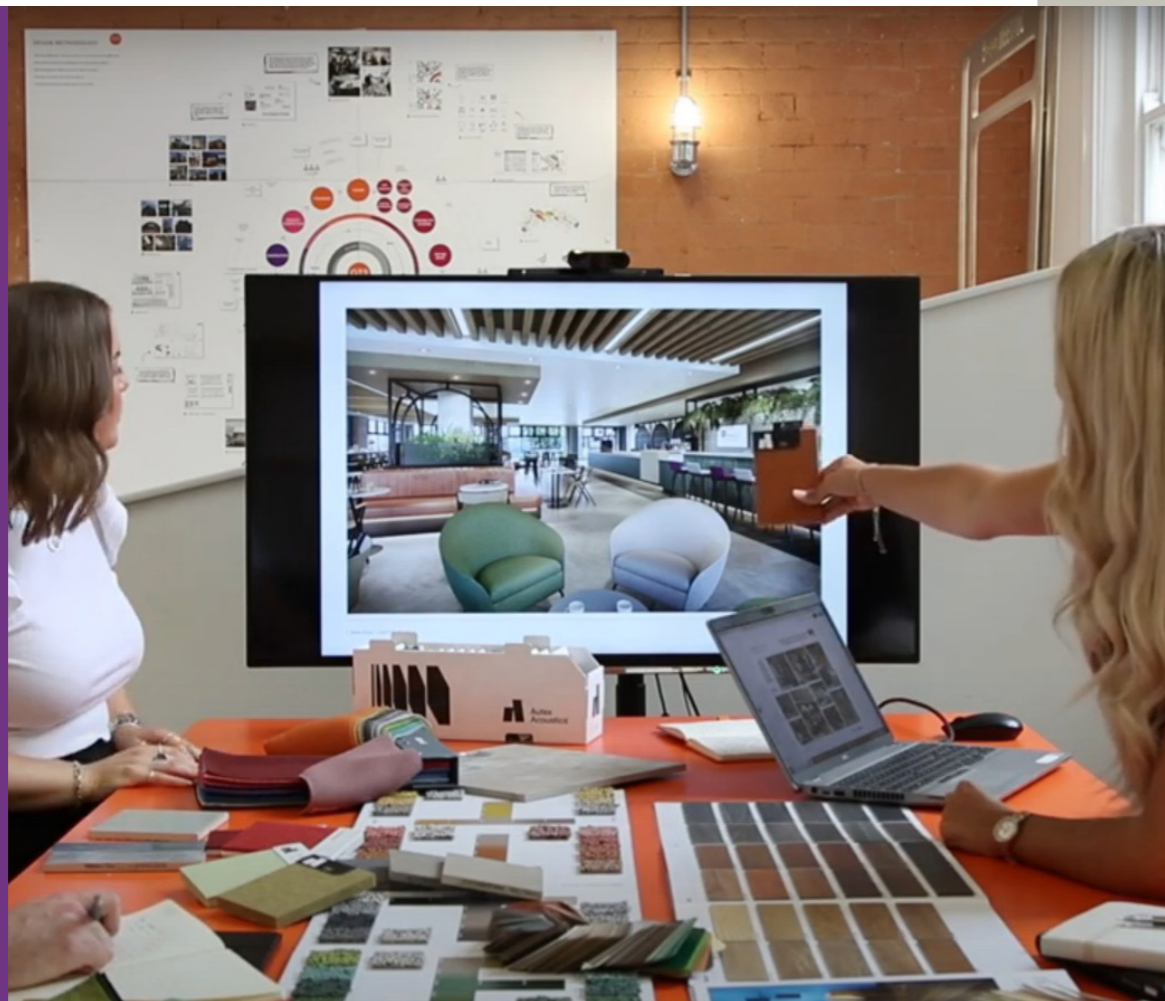
We work closely with clients, operators and stakeholders to understand how spaces are used and experienced, shaping environments that feel intuitive, engaging and recognisable.

Our approach is particularly effective where consistency, clarity and identity are critical, supporting organisations to strengthen their brand through the built environment.

01: Atlas

At Rockliffe Hall, Atlas is being developed as part of a wider transformation into a world-class, gastronomy-led destination. The new restaurant sits at the heart of the resort's repositioning, combining a strong architectural concept with a carefully considered interior experience.

The space has been designed as an immersive, chef-led environment, with a clear sequence from arrival through to dining. Guests move from a dedicated aperitif space into a central dining area organised around open kitchen islands, creating a direct connection between chefs and diners. Our approach focuses on translating this narrative into a cohesive spatial identity, ensuring that layout, materiality and atmosphere work together to support the overall experience.



02: Regent Cinema

At Regent Cinema, our work focused on supporting the transformation of a much-loved Art Deco building into a contemporary leisure destination, while respecting its heritage and character.

Through a considered brand overlay approach, we helped translate identity into space, guiding decisions across finishes, graphics and spatial experience. This ensured the environment felt cohesive and aligned, while enhancing the overall visitor experience.

The result is a space that balances heritage with modern expectations, creating an environment that feels both familiar and renewed.

03: Eclipse

At Eclipse Leisure Centre, our work focused on embedding a clear and consistent identity across a complex, multi-use environment.

Through early engagement and a structured design approach, we translated brand into spatial experience, ensuring that key areas felt intuitive, connected and easy to navigate.

The result is a cohesive environment that supports a wide range of users, enhancing both experience and operational performance.

Our Specialists

Michael Simpson

Director, Workplace and Hospitality Specialist

Michael leads our Workplace and Interiors team, bringing over 15 years' experience at the forefront of workplace and leisure design.

He is known for helping public and private sector clients create welcoming, high-performing, commercially effective environments.

Charlotte Stone

Senior Interior Architectural Designer, Leisure Specialist

With 10 years' experience, Charlotte leads our interior design and brand guidelines across UK-wide leisure rollouts.

She and her team specialise in creating welcoming, flexible environments that enhance user experience and reflect each operator's identity.

Hattie Keel

Interior Architectural Designer, Hospitality Specialist

Supported by Michael and Charlotte, Hattie is currently supporting the delivery of GT3's largest luxury hospitality projects.

Her clients recognise her for her calm, considered approach, attention to detail and ability to lead complex projects with confidence.

Wider Team

Creativity, strategy and technical expertise

Our wider interiors team – Beth, Ella, Archie and Izzy – combine interior, architectural and technical expertise to create warm, adaptable spaces.

Our designs are shaped by people and responsive to how they are used every day, underpinned by rigorous space planning and technical delivery.



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