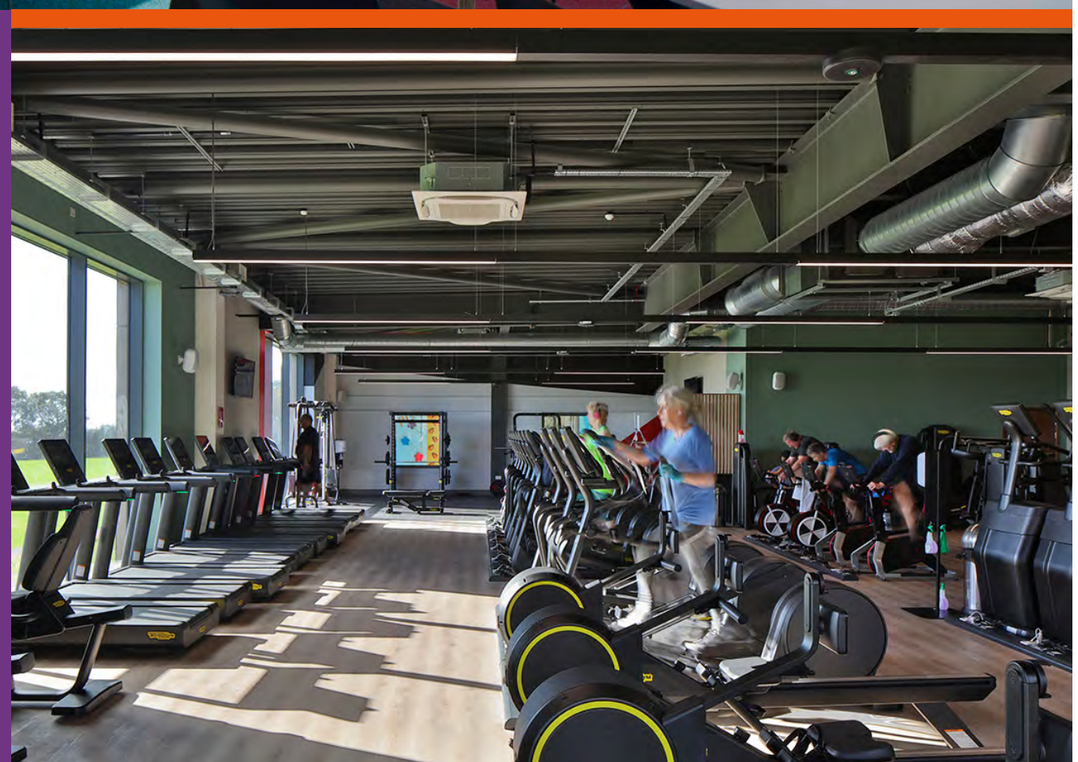
GT3 PEOPLE ARCHITECTURE

Design Guidelines

Service Overview

GT3 INTERIORS



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 are Design Guidelines?

Offering you clarity, consistency and clear identity across your spaces.

Whether you are looking to bring consistency to your portfolio or create a more distinctive identity, we help you develop design and brand guidelines that shape cohesive, flexible environments.

Our guidelines provide a clear and structured approach to how spaces are designed and experienced, covering everything from layout and materials to look, feel and brand expression.

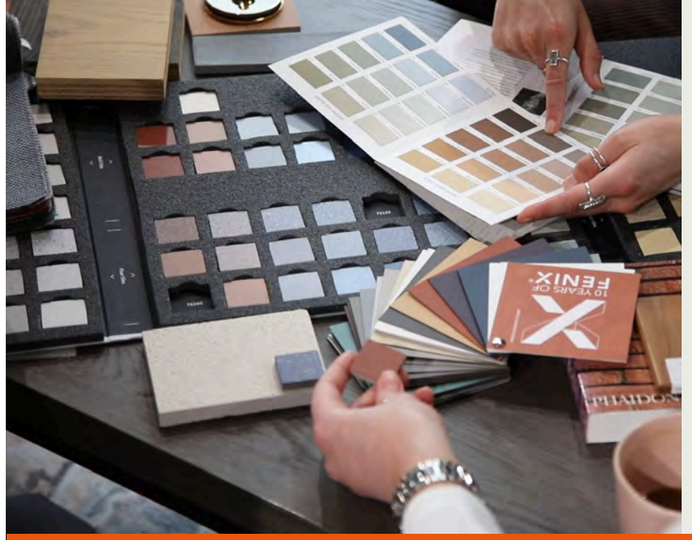
They ensure environments are practical, adaptable and easy to deliver, while maintaining a recognisable identity across different sites. The result is a connected portfolio that feels coherent, consistent and distinctly yours.

“Design guidelines are about making identity work consistently across space, creating environments that feel natural, intuitive and built around everyday use.”

Common Challenges

Delivering cohesive environments across single sites or multiple locations can be complex. Design guidelines help you:

- Avoid inconsistency across spaces, creating a more joined-up look and feel.
- Balance consistency with flexibility, so each space responds to its context and users.
- Align stakeholders, teams and partners around a shared vision.
- Translate brand into environments that feel welcoming, intuitive and recognisable.
- Support clear, confident decision-making as projects develop.
- Maintain quality and identity when working with multiple teams or delivery partners.
- Adapt spaces over time as needs, users and priorities evolve.
- Create environments that respond to user needs, supporting comfort, usability and experience.



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

How We Work

Shaping design guidelines that work from single sites to national portfolios.

We work alongside you to develop guidelines that support the people who use, operate and experience your spaces.

Our approach is collaborative and design-led, bringing together stakeholders, operators and users to build a shared understanding from the outset. We take the time to understand behaviours, needs and aspirations, alongside cultural and local context, ensuring the guidelines are relevant and grounded.

Our skillset combines creative exploration with technical rigour. We use sketches, moodboards and material palettes to define look and feel, alongside space planning and visualisation to test how environments will perform.

This is translated into a clear, flexible framework covering layout, fixtures, finishes, signage, wayfinding and lighting, all tailored to your portfolio.

The result is a structured approach that brings your brand and identity to life in space, aligns stakeholders, reduces risk and supports a smoother delivery process.

We work closely with you to define clear design principles that respond to your goals, translating them into structured and considered briefs that guide design decisions and can be used as a reference point throughout later stages of the project.

“With a focus on clarity and consistency, we support clients in shaping environments that feel intuitive and recognisable, delivering a coherent identity across every space and long-term value.”

“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

Design guidelines can unlock clarity, consistency and offer spaces that are uniquely yours (wherever they are!). We can help you:

- Deliver more efficient projects by reducing late-stage changes and rework.
- Support confident decision-making through a clear design framework.
- Improve coordination across teams, consultants and stakeholders.
- Strengthen your brand through a consistent spatial identity.
- Create welcoming, intuitive environments that support everyday use.
- Maintain consistency across sites while allowing for local character.
- Deliver adaptable, future-ready environments that can evolve over time.
- Support long-term value across your portfolio.

Our Experience

We have extensive experience developing design and brand guidelines across a wide range of sectors, including Sport & Leisure, Hospitality, Workplace, Higher Education and Residential.

Our work spans individual buildings, campuses and multi-site portfolios, creating frameworks that embed a clear and consistent design approach from the outset.

We work closely with clients, design teams and stakeholders to understand how spaces are used, ensuring guidelines are practical, adaptable and aligned with operational needs.

The following case studies demonstrate how our approach brings clarity, strengthens identity and supports consistent, high-quality environments.

Everyone Active

Over the past five years, we've built a strong working relationship with Everyone Active, developing a unified set of design guidelines to support the rollout and enhancement of leisure centres across their portfolio.

Our approach has focused on creating a clear, practical framework that can be applied consistently, while remaining flexible enough to respond to different buildings, locations and user groups.

The guidelines establish a consistent design language, curating material palettes, signage and the overall customer journey, ensuring spaces are intuitive, welcoming and easy to navigate.

At the same time, they allow each site to reflect its local context and community needs, balancing a recognisable identity with a sense of place.

The result is a cohesive portfolio that feels clearly part of the Everyone Active brand, while also supporting a more efficient and confident delivery process.

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