

group/d
architects +
developments

our brand

group/d
who we are

We are a young architectural practice based in Liverpool. We are also
developers. Whether it's designing a single bespoke house or developing a
new residential community, the same guiding principle underpins everything
we do – to make a places that are habitable, sustainable and beautiful
/

group/d
our brand

Communicating an original approach and
personality requires an equally bespoke style
and vocabulary. Our communication must be
as thoughtful and individual as our projects.

/

group/d
our brand

group/d

we are a group

/

Convivial, personable, human. A business built around the character, personality and interaction between our three directors. We make this the core of our brand, and the connecting thread of a narrative that can be expressed in our words, visual style, photography and ultimately in the spaces and places we create.

group/d
our values

Values aren't badges or warm words chosen at random to create the right kind of image

/

If authentic, they are expressions of our human personality, the people we are. They are also signposts – directional guidance to help us focus our mission and communicate what's unique and original about us. They are the essence of our “brand.”

They are the foundations of a communications and marketing strategy, but are also the principles that inform our work, and how we interact with every client, partner and stakeholder.



group/d

our values

thoughtful

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Every project requires a unique solution, an original design. a thoughtful and careful consideration of the space, its natural and built surroundings, the people who will live or use the space or building, and the neighbours and community who will live with it. Buildings aren't finished when they are completed, that's when they begin to live.

versatile

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We're not constrained by inflexible or dogmatic principles or a narrow architectural philosophy. Neither are we niche or bespoke. Group D is a skilled, adaptable and versatile practice, ready and inspired to take on complex, original and demanding sites and opportunities.

sustainable

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We design and develop in harmony with the natural environment. Nature is the original source of beauty, but its balance is fragile and its resources finite. That's why we make places that are open to nature, that complement and enhance their natural setting and contribute positively to biodiversity and carbon reduction.

professional

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Group/d is a Chartered Architectural practice. Our team combines a wealth of professional experience and skill. We set high standards for ourselves and deliver them for our clients, and partners, and, most importantly, for the people who will use, experience and enjoy the places we make.

inventive

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We don't offer ready made solutions. We approach every project with a spirit of discovery and curiosity. Every project is an opportunity to offer something original - a detail or innovation that will make a place exceptional and memorable.

collaborative

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The clue's in the name. We're a group. Our strength, our creativity, the depth of our experience and expertise is based on a human relationship. We came together through shared values and ambitions. Interaction, engagement and collaboration is how we work, and how we relate to the people we work with.

group/d

tone of voice

tone of voice



We are careful, consistent and confident in the way we express what makes Group/d different. No clichés, no jargon, no impersonal third person statements, no architectural aloofness. Our tone of voice should always be fresh, informal, bold, but also bright, energetic, warm and witty. Passionate but not precious

or po-faced. Committed but not austere or condescending. Communicating everything that's important doesn't need a lot of words, only the right words. Tone of voice guidelines can be formulaic and cumbersome, so let's keep it as simple and user-friendly as possible.

always first person



Group/d are “we” and “us.” The tone is engaging, personable and human. You speak as a “group” not a business or a corporate organisation.

always intelligible



Don't overuse technical language or architectural jargon, find simple everyday explanations and descriptions. Make your language as accessible and inclusive as the spaces and places you create.

always active



The active tone of voice is the first principle of storytelling, Whether you are explaining your principles, or describing your projects, it's about what you think and you do. Writing from the perspective of “the doer” creates empathy and connection with the reader. It's a person talking.

mix it up



Think about sentence length. Make your words readable. Sometimes a longer sentence is necessary, but balance them with short sentences and statements. Text that mimics our normal speech patterns will be more interesting and engaging.

group/d
our narrative

Our narrative is our essential story. It extends beyond its expression as a piece of text

/

It is a thread expressed across different platforms and collateral. It's the expression of our core values and personality communicated through a consistent and honed Tone of Voice, and built on the foundational values that define and assert a unique personality and offer. Our brand narrative is more than an explanation and description. It communicates and reaches out to audiences at an emotional level aiming

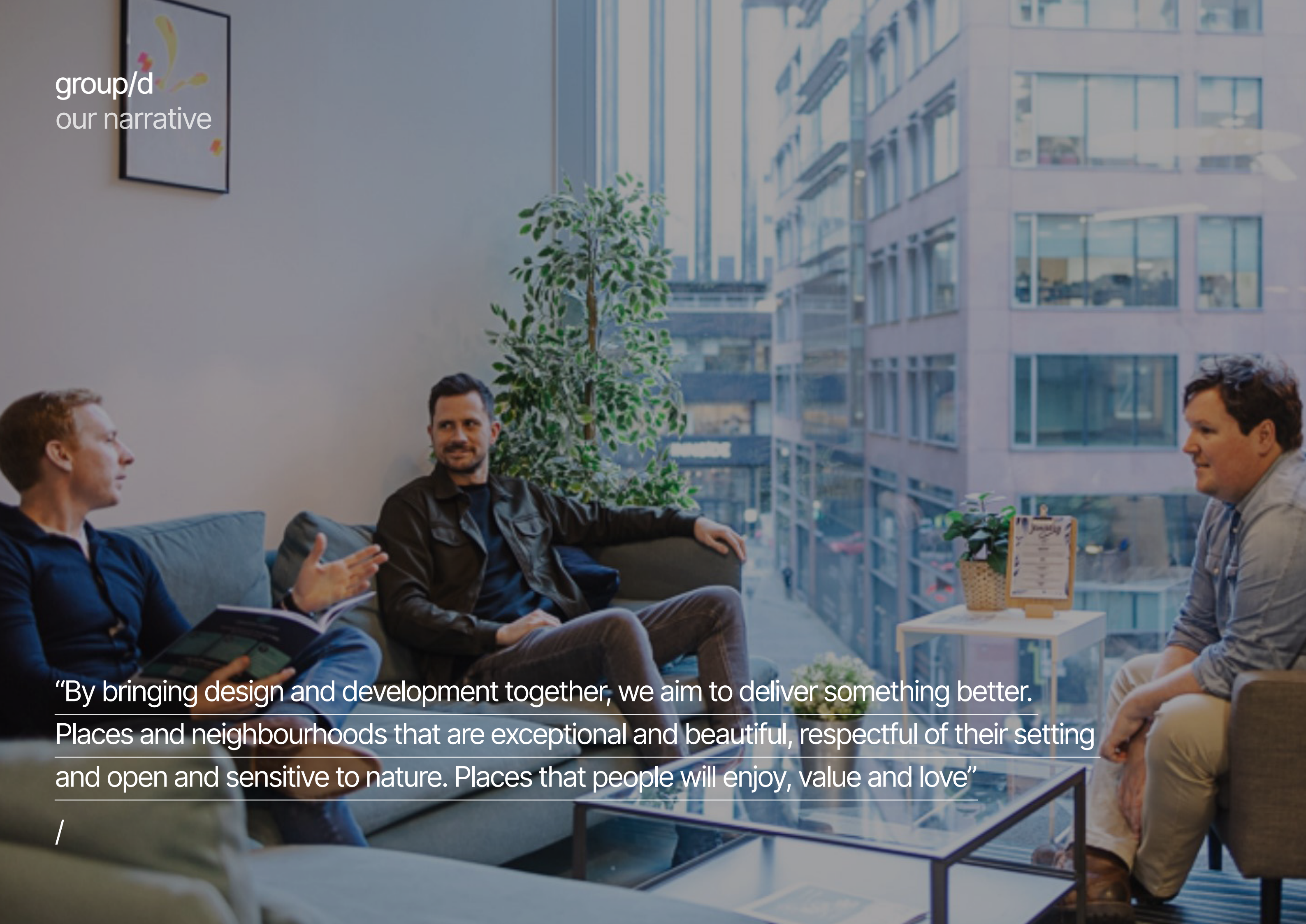
to create empathy and connection. It is everything that speaks to our prospective clients, partners and stakeholders. In the words of Canadian design visionary, Bruce Mau, living our brand means "turning down the sound and watching what we do". It's the way we work and interact with clients and partners, and it's most eloquent expressions are the projects we deliver and the places we make.



group/d
our narrative

“We came together as a group of like-minded architects with a shared desire to design and make exceptional places and spaces. We believe too many buildings and developments are delivered without thought or consideration. Our surroundings and neighbourhoods are all too often dominated by buildings that are anonymous, bland and interchangeable. Non-places without character or originality.”

/

A photograph of three men in a modern office lounge. One man on the left is sitting on a grey sofa, holding a book and gesturing with his hand. Another man sits next to him, looking towards the third man. The third man is sitting in a chair on the right, facing the other two. They are in a room with large windows overlooking a city. A potted plant is in the background, and a small table with a plant and a clipboard is in the foreground.

group/d
our narrative

“By bringing design and development together, we aim to deliver something better. Places and neighbourhoods that are exceptional and beautiful, respectful of their setting and open and sensitive to nature. Places that people will enjoy, value and love”

/

our logo(s)

/

group/d

group/d
our logo(s)

Our logo is flexible and
adaptable... like us

/

We are a multi-skilled, flexible and adaptable company – and our brand reflects that. Our logo adapts depending on the context we are working in. As a group we are ‘Group/d’. When operating as Architects we use the specialist “Group/d Architects” logo. When

operating as developers we can use the specialist “Group/d Developments’ logo. Often we will want our audience to know we are both Architects and Developers. In these instances we can use the combined logo.

Group logo

group/d

Combined logo

group/d
architects +
developments

Architects logo

group/d
architects

Developments logo

group/d
developments

group/d
white logo

Our white logos have opacity
built in so they will adapt over
background colours and photos
/

group/d
architects +
developments

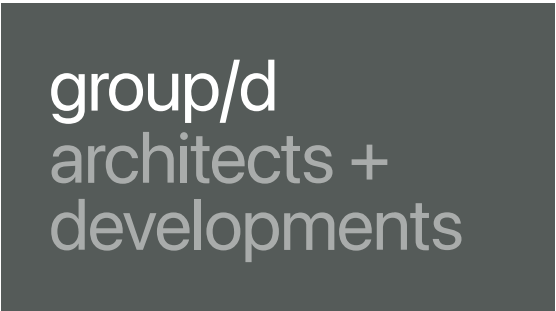
group/d
logo colours

Our logo can also be used in
each of our brand colours

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Just don't mix them up! For example, don't use a blue background with a yellow logo on the same page or layout. Always use the

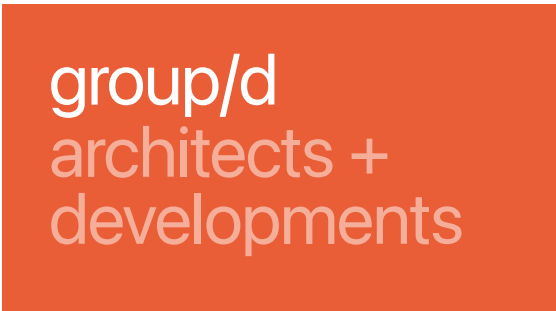
mono white logo on coloured backgrounds and photos; and use the black, grey or chosen coloured logo on white backgrounds.



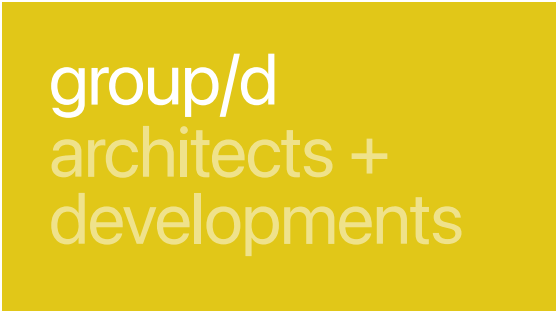
group/d
architects +
developments



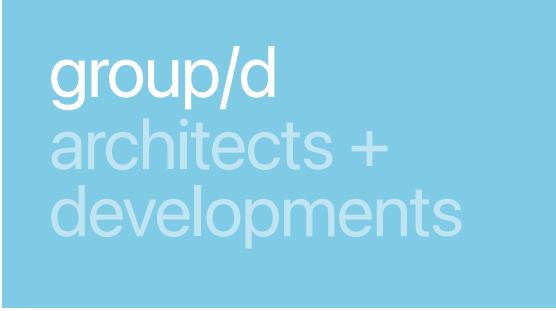
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developments



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group/d
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developments



group/d
architects +
developments

group/d
logo space

Always ensure the logo has adequate space around it

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Give all versions of our logo adequate space around it from other objects and page edges. A quick rule of thumb is to ensure there

is at least the width of our 'd' to any other elements. This lets our logo breathe and shine without feeling squashed in.



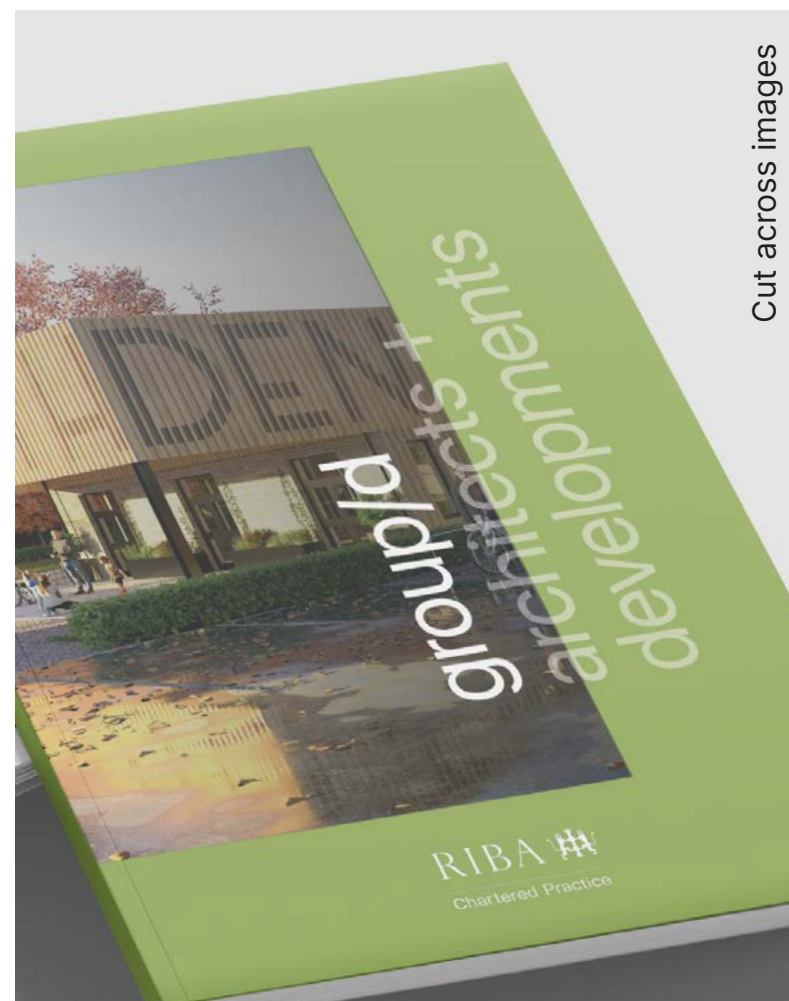
group/d
logo do's

Things you can do with our logo



Have fun with the logo. It doesn't just have to run left to right. It can run vertically too (just not diagonally – we said have fun, not be silly). You can layer it over coloured

backgrounds and photos too – or even both. Don't feel restricted and be creative. Be bold with sizes too, it can small or large. Just not so small that people can't read it.



group/d
logo don'ts

Things we never, ever
do with our logo. Ever.
/

Of course that doesn't mean anything goes with our logo. There are things we never do with our logo. Keep it creative, but clean.

Don't use non-brand colours

group/d
architects +
developments

Don't use diagonally

group/d
architects +
developments

Don't change the dimensions

group/d
architects +
developments

Don't flatten the tonal values

group/d
architects +
developments

Don't add effects

group/d
architects +
developments

Don't place in shape or container

group/d
architects +
developments

group/d
RIBA logo

We let people know we are
RIBA chartered. All.The.Time.

/

We're proud that we are a RIBA Chartered Practice. And we use the RIBA Chartered logo whenever we can so that people know.

We don't just hide it at the bottom of our web page. Use it on documents and in our brand colours as a visual device.



group/d
monogram

Our monogram

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Our monogram is useful to add branding when space is small or tight. For example, we use it on social media profile pictures where the full logo would be difficult to read on mobile devices.

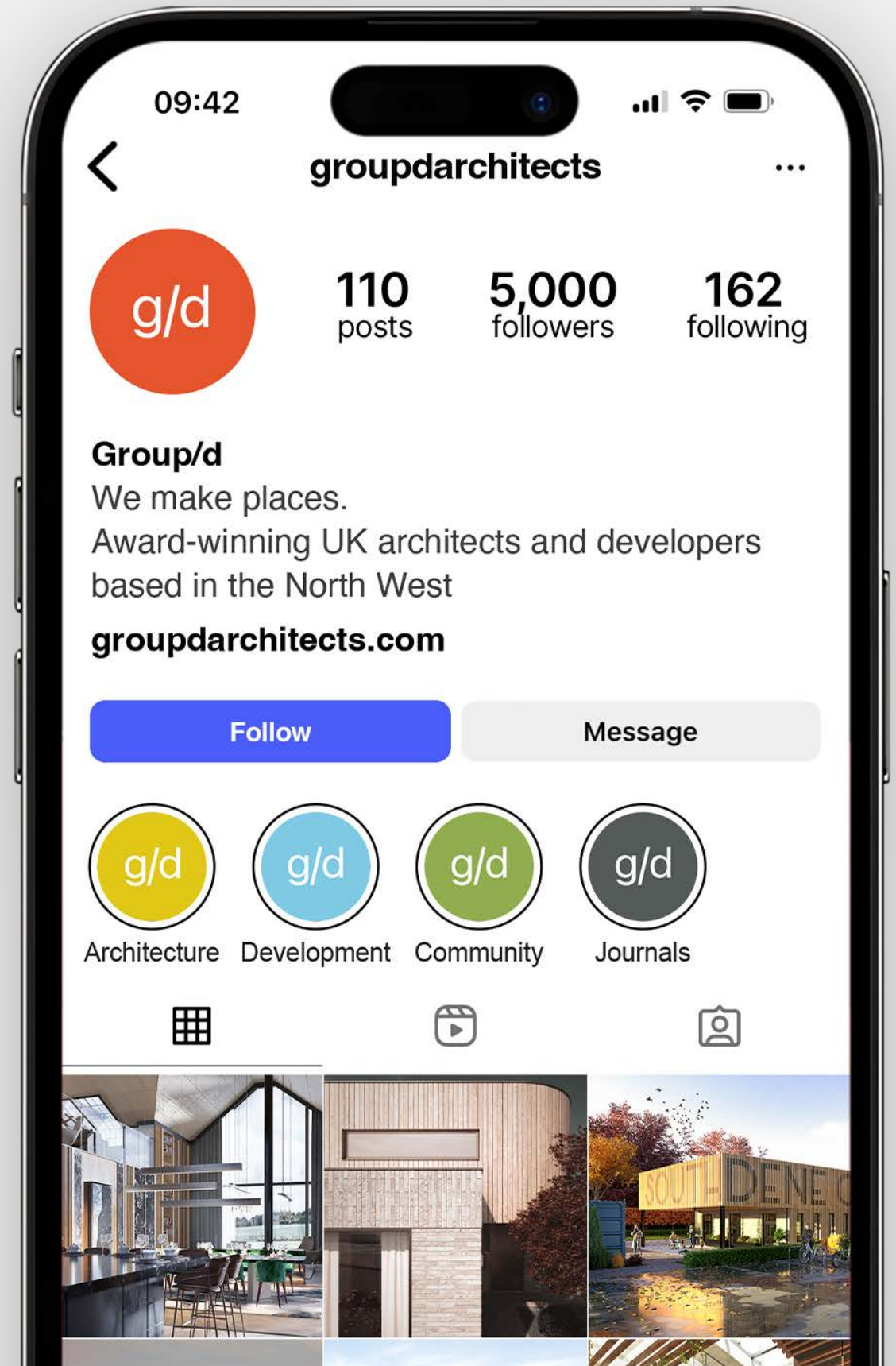
It can also be used as a visual device on printed materials and social media graphics. The monogram can be used in black, white or any of our brand colours

g/d

group/d
monogram



g/d





group/d
architects +
developments

A modern, minimalist outdoor sign stands on a paved plaza. The sign is composed of a white rectangular panel with a thin grey border, mounted on a solid grey rectangular base. The text 'group/d' is in a bold, orange-red sans-serif font, while 'architects + developments' is in a lighter, matching orange-red sans-serif font. The sign is positioned in the center of the frame, flanked by large, leafy trees with green foliage. The ground is a light-colored paved plaza with some fallen leaves. The background shows more trees and a hint of a building.

our fonts

& typography

/

Our font is Inter. It’s clear, clean, friendly and accessible

/

We use Inter Regular underlined for headlines. Inter is freely available on most software platforms and can be downloaded from google fonts for free. It’s set with leading 1.5 times the point size. It should be optically kerned and tracked to -40. Subheads use Inter Regular without underlines.

For body text we again use Inter Regular with a wider 1.8 leading and no tracking. We also have the option to use Semibold when required to add tonal depth. We also use different tints of black to add further tonal depth when required.

Inter Regular
Underlined / Leading 1.5 times point size / Optically kerned and tracked to -40

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 £&@?!/+(&#44;#58;#59;)

Inter Regular
Leading 1.8 times point size / Optically kerned and tracked to 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ (100% tint)
abcdefghijklmnopqrstuvwxyz (75% tint)
1234567890 £&@?!/+(&#44;#58;#59;) (50% tint)

Inter Semibold
Leading 1.8 times point size / Optically kerned and tracked to 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ (100% tint)
abcdefghijklmnopqrstuvwxyz (75% tint)
1234567890 £&@?!/+(&#44;#58;#59;) (50% tint)

group/d
typography

We keep things
clean and consistent
by following these
typesetting rules
/

Subheads

Inter Regular

Optically kerned and tracked to -40
Left justified. Keep to a smaller size than the
main headline and use black on coloured and
white backgrounds.

Headlines / Key messages

Inter Regular

Underlined / Leading 1.5 times point size /
Optically kerned and tracked to -40
Left justified with a forward slash underneath
which points to the beginning of the body
copy. Use colour on white backgrounds and
white on coloured backgrounds.

Body content

Inter Regular

Leading 1.8 times point size / Optically kerned
and tracked to -0
Left justified with a small point size and 1.8 line
depth. Keep text blocks as short as possible.

Lane End, Manchester

Places are not vacant spaces
waiting to be filled, they are
stories waiting to be told
/

A current and live project for the practice,
group/d were approached by Knowsley
Council to assist in the remodel and
extension of an existing amateur community
boxing club in Kirkby. The proposal adds
approximately 240sqm of indoor space with

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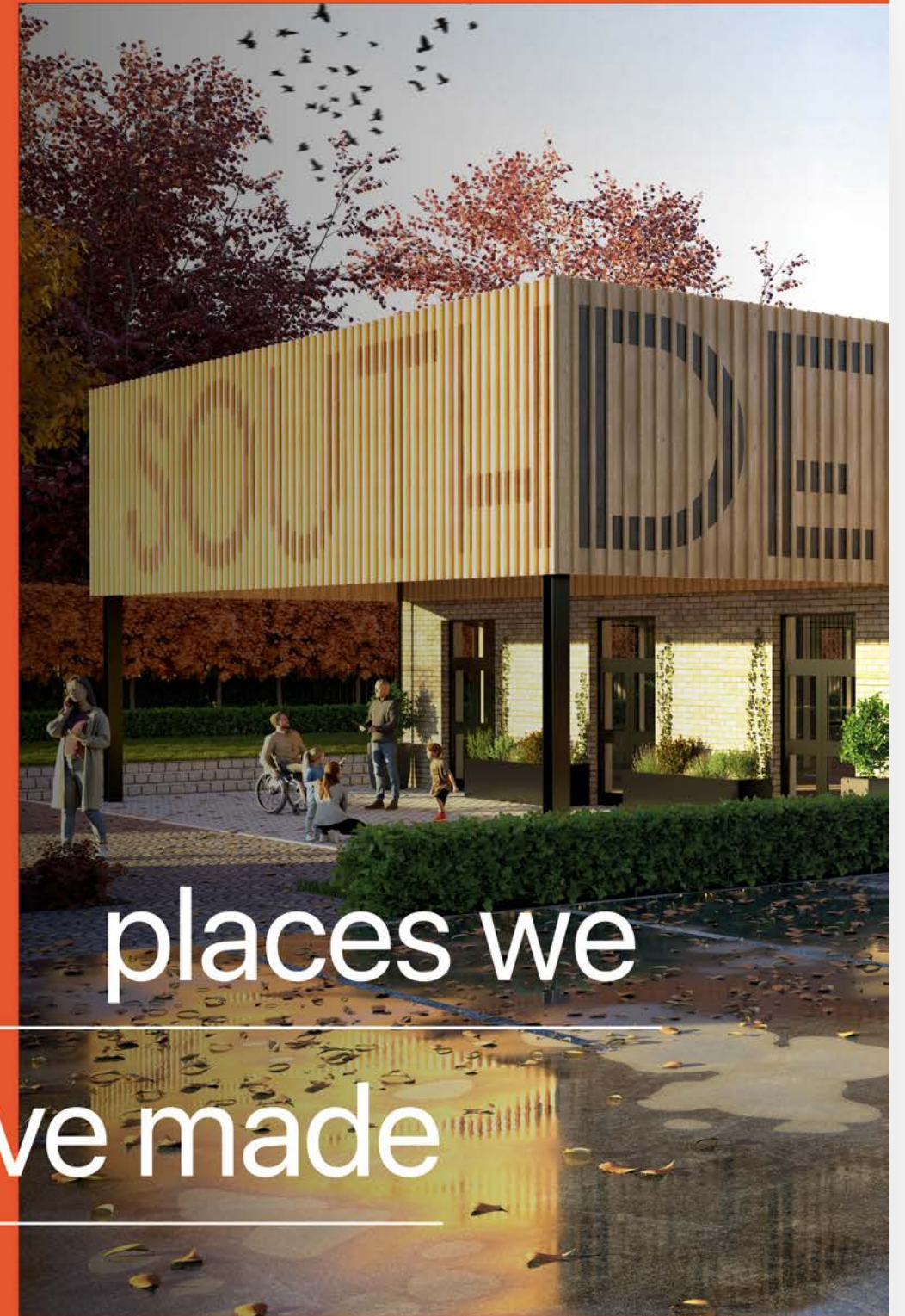
group/d
typography

We make spaces... and on
large headlines we sometimes
like to leave spaces

/

group/d

places we
have made



RIBA 
Chartered Practice

group/d

places we
have made



RIBA 
Chartered Practice

Lane End, Manchester

Places are not vacant spaces
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A current and live project for the practice, group/d were approached by Knowsley Council to assist in the remodel and extension of an existing amateur community boxing club in Kirkby. The proposal adds approximately 240sqm of indoor space with

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our colourways

/

group/d



places we
have made

RIBA 
Chartered Practice

group/d



portfolio

RIBA 
Chartered Practice

group/d

We make places



RIBA 
Chartered Practice

group/d
architecture
developments



RIBA 
Chartered Practice

group/d
colourways

Like our architecture, our colourways can surprise and adapt to context

/

We have a range of colourways which allows us to change up the look and feel of our branded materials, adapting to different contexts. We can create documents in one colour, create colour coded sections or change the colour page by page. We can also stick to good old black and white if the

context requires it. All our colours have been carefully selected as they work well on their own or together and can take both black text and white text. All our colours can also be used on white backgrounds giving us a wealth of colour options whilst still feeling like a related and coherent brand.



group/d
colourways

Orange
CYMK: 4, 78, 86, 0
RGB: 229, 85, 44
HEX: #e5552c

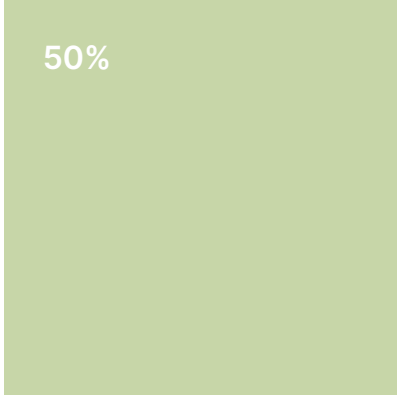
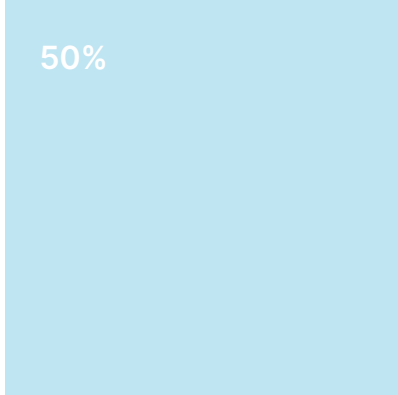
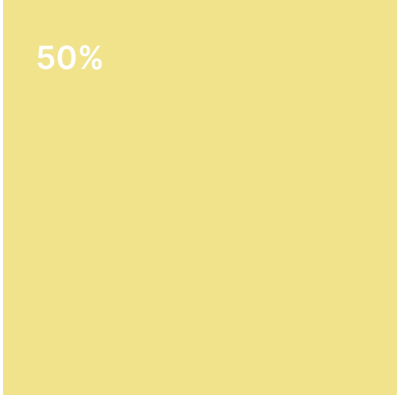
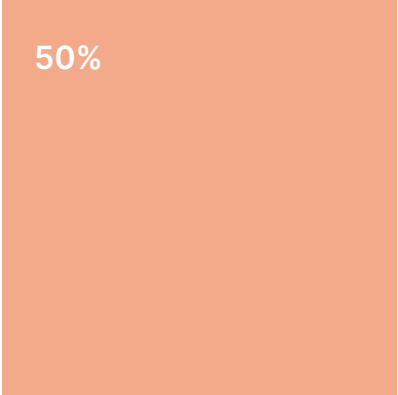
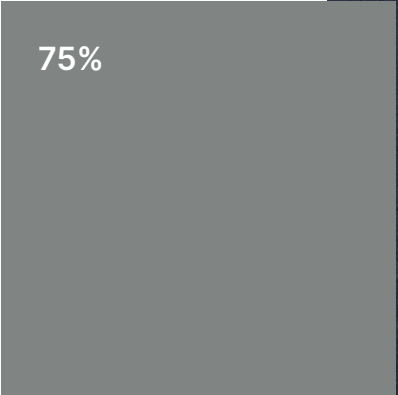
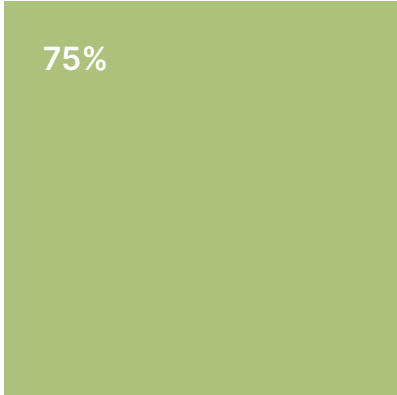
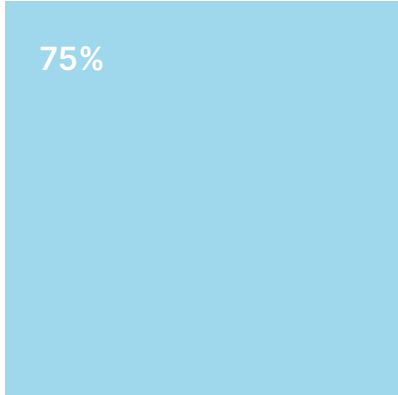
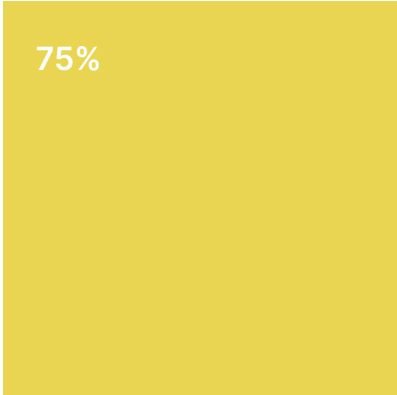
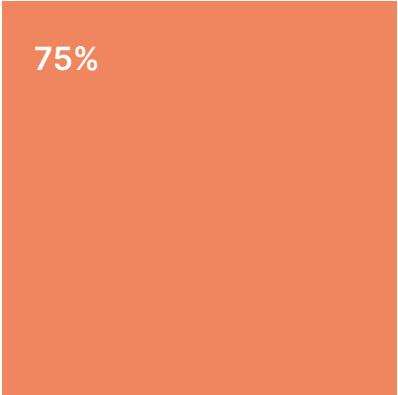
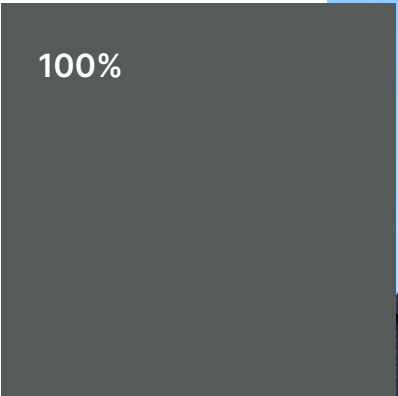
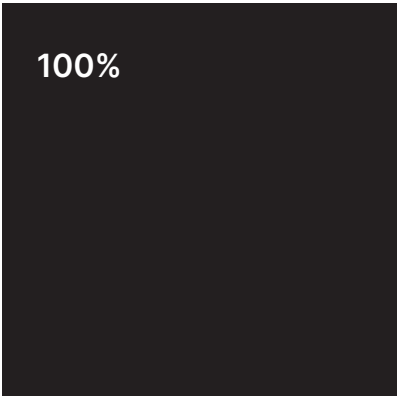
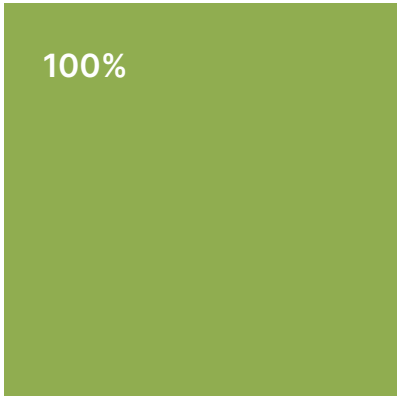
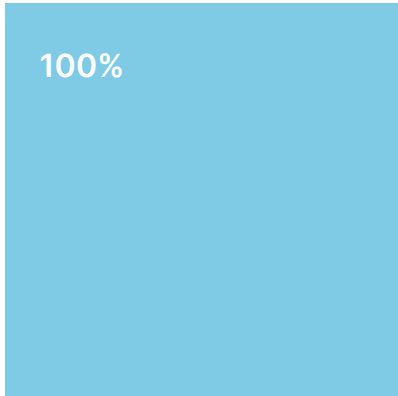
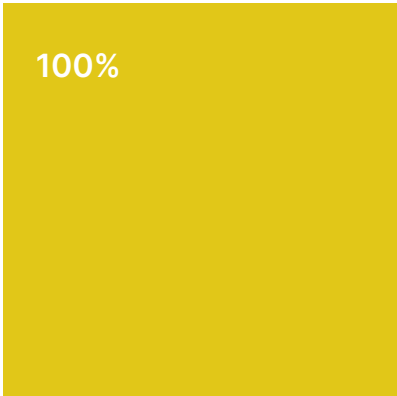
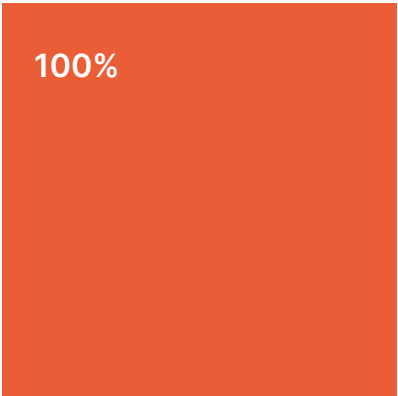
Yellow
CYMK: 15, 16, 93, 1
RGB: 225, 199, 24
HEX: #e1c718

Blue
CYMK: 52, 2, 8, 0
RGB: 127, 202, 229
HEX: #7fcae5

Green
CYMK: 51, 18, 82, 1
RGB: 144, 173, 80
HEX: #90ad50

Orange
CYMK: 0, 0, 0, 0
RGB: 0, 0, 0
HEX: #000000

Grey
CYMK: 62, 47, 50, 40
RGB: 85, 91, 89
HEX: #555b59



use of visuals

/

group/d
use of visuals

Our places are about
people. That's why
we use images and
videos that feature
people as much as
possible

Development portfolio

Sefton House

Location: Halton
Client: Housing Association / GDD
Sector: Affordable Housing
Stage: Pre-Planning

Sefton House is an innovative residential scheme designed to meet the specific needs of the over-55s community. Our key challenge was to provide accommodation that afforded privacy and independence to residents, whilst forging a sense of genuine community and conviviality. Working with a Registered Provider (RP) partner and funded by Homes England, our design also had to conform with RP specifications and the highest standards of accessibility, safety and comfort. Our approach has focused on understanding the needs and amenity of residents, with efficient, practical layouts to maximise space. In addition to fostering a sense of community, we wanted to open-up the design to feel connected to its neighbourhood setting close to a school and local amenities.



g/d

, Manchester

es are not vacant spaces
ng to be filled, they are
es waiting to be told

ve project for the practice,
approached by Knowsley
t in the remodel and
existing amateur community
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40sqm of indoor space with

A current and live project for the practice,
group/d were approached by Knowsley
Council to assist in the remodel and
extension of an existing amateur community
boxing club in Kirkby. The proposal adds
approximately 240sqm of indoor space with



g/d

We use big and bold
images and let them
go full bleed to the
edge of the page
/

group/d
use of visuals

But sometimes we
use frames around
images to add interest
and contrast

Lane End, Manchester



Location: Kirby, Liverpool
LPA: Knowsley MBC
Sector: Public
Client: Knowsley Council MBC
End User: Southdene CC
Contract Value: £1.1m
Status: Planning achieved

Places are not vac
waiting to be filled
stories waiting to k

A current and live project for the practice, group/d were approached by Knowsley Council to assist in the remodel and extension of an existing amateur community boxing club in Kirby. The proposal adds approximately 240sqm of indoor space with

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our brand

in action

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group/d

group/d
architects +
developments

group/d



RIBA 
Chartered Practice

group/d
architects +
developments

Mr John Smith
51 Somewhere Lane
Somewhereville
Townshire
CW5 123

12 January 2025

RE: LETTER SUBJECT IN HERE

Dear Mr Smith

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean interdum massa ac convallis iaculis. Donec ut neque volutpat orci faucibus bibendum vel id tellus. Phasellus sed justo non est gravida venenatis. Proin velit dolor, scelerisque et lorem id, blandit fermentum est. Vivamus porta, velit ut pellentesque vestibulum, tortor augue semper leo, a rhoncus erat diam at urna. Ut a condimentum tortor. Ut eu pretium dui. Aenean commodo leo lorem, vitae dictum nulla molestie nec. Quisque nec interdum nibh.

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Kind regards

John Smith
Position

groupdarchitects.com
4 St Paul's Square / Liverpool / L3 9SJ
0151 542 5027
info@groupdarchitects.com

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Chartered Practice

group/d
architects +
developments

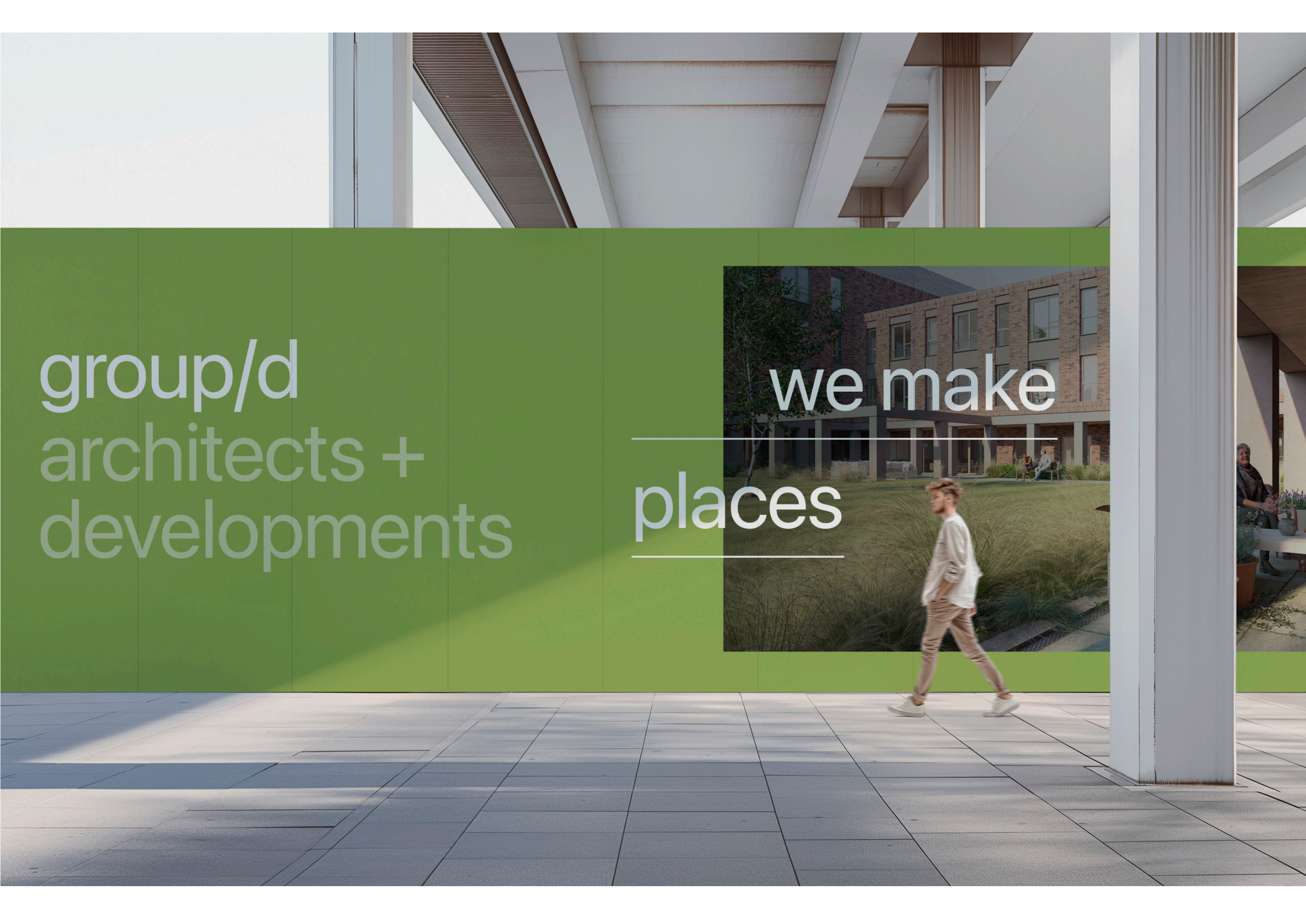
group/d
architects +
developments

Return to:
Group/d Architects
4 St Paul's Square,
AvenueHQ,
Liverpool L3 9SJ



group/d
architects +
developments

RIBA 
Chartered Practice



group/d
architects +
developments

we make
places

group/d
architecture
developments

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Places are not vacant spaces
waiting to be filled, they are
stories waiting to be told

/

MacBook

group/d
capability docs



Architecture

A reputation for delivering intelligent, respectful designs for a diverse clientele

Group D Architects are a respected RIBA Chartered practice founded by John Cunningham, James Tarrt and Patrick Tarrt in 2017 with the aim to deliver exceptional and innovative architecture. We're architects with a broad range of experience and expertise encompassing bespoke houses, boutique hotels, schools, community buildings and large-scale regeneration projects.

We have built a reputation for delivering intelligent, respectful designs for a diverse clientele, including private individuals, developers, charities, and local authorities. Whether we're designing a bespoke house, a new residential community, a workplace or community building, we apply

the same guiding principles – to make places that are respectful, sustainable and beautiful. We offer a thoughtful, contextual approach to design, combining professional rigour, intelligence and sensitivity. We approach projects with an open, curious and creative spirit, without presuppositions or off-the-peg solutions. Every design is a thoughtful response to its location, to the brief and to the well-being of the end-user, neighbours and the natural environment. Versatility, sensitivity and a strong collaborative approach have been integral to our fruitful relationships with progressive developers, housing providers and public bodies.

group/d
architects +
developments

RIBA 
Chartered Practice

group/d architects + developments

RIBA 
Chartered Practice



g/d

Development

05

Fusing architectural excellence with nuts and bolts development acumen

Development was a natural next step, providing the opportunity to transform the places we imagine into places that people can experience and enjoy. Group/d Developments was born from a collaboration between our architectural practice and the Hakim Group, founded by visionary entrepreneur and investor, Imran Hakim. We joined forces to create a development

company that bridges the gap between original, thoughtful architecture and practical development expertise. We fuse a commitment to architectural excellence and innovation with nuts and bolts development acumen. We have created a genuinely original property company able to design and deliver thoughtful, sustainable and beautiful places to live, learn, work and visit.

Introduction

We bring design and development together to make places that people enjoy, value and love

Our roots are embedded in architecture and our shared desire to design and make exceptional places and spaces. We believe too many buildings and developments are delivered without thought or consideration. Our surroundings and neighbourhoods are all too often dominated by buildings that are anonymous, bland and interchangeable –

non-places without character or originality. By bringing design and development together, we aim to deliver something better – places and neighbourhoods that are exceptional and beautiful, respectful of their setting and open and sensitive to nature. Places that people will enjoy, value and love.



Expertise



James Tarrt
BA Hons, MArch
Director

James has extensive experience of large-scale residential schemes gained through working on high-profile residential and hotel projects across the UK, including the Doubletree Hilton Hotel in Chester and the 34-storey Lexington Tower on Liverpool's waterfront. He has a deep knowledge of the UK planning system, navigating projects through complex policy demands.



John Cunningham
BA Hons, MArch, ARB
Director

John has a wide experience in various project types, ranging from one-off housing schemes, listed building works to leisure and hospitality projects. Working with a practice which also offered a contractor service afforded John a significant level of in-depth experience in management of the entire construction process. His design ethos therefore strikes a balance of contemporary design approach with a practical understanding of construction.



Patrick Taft
BA Hons, MArch, ARB
Director

Patrick has experience working on schemes of all scales ranging from one-off private homes to large-scale housing and supported living developments for some of the UK's largest property developers. Patrick's experience in procuring land, securing grant funding and piecing together viable development deals in complex environments with multiple stakeholders has enabled Group/d to take on more sites and establish us as multi-disciplined firm in the property industry.



Imran Hakim
BSc Hons
Director

Imran has built a portfolio of businesses, including the fastest-growing group of independent optical retail practices in the United States. He also invested in the BBG Dragons Den with his award-winning iTeddy went on to become one of the show's biggest success stories. Imran joined forces with Group/d Architects to assist with funding acquisition and driving vision for the business.

group/d

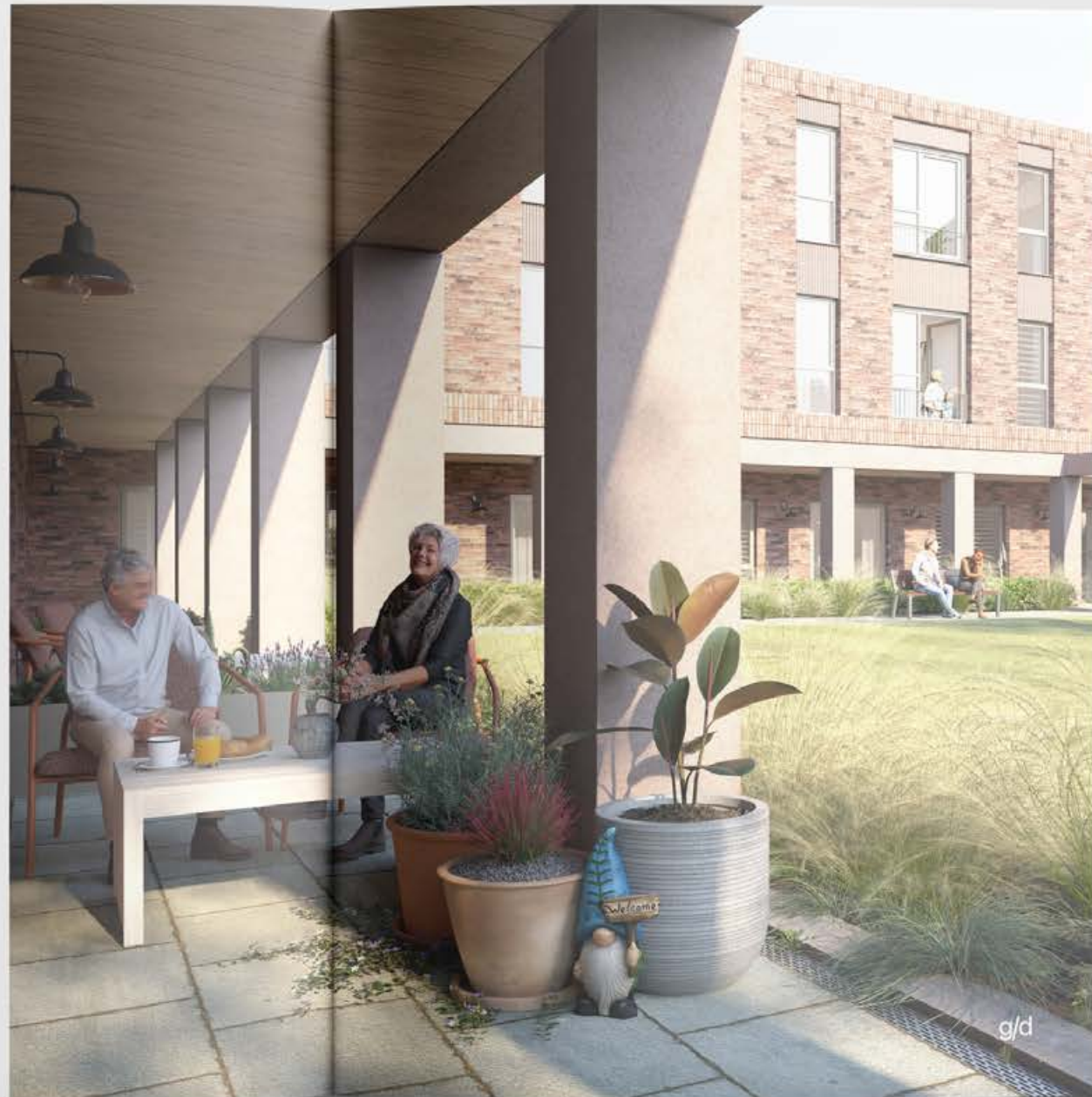
case studies

Development portfolio

Sefton House

Location: Halton
Client: Housing Association / GDD
Sector: Affordable Housing
Stage: Pre-Planning

Sefton House is an innovative residential scheme designed to meet the specific needs of the over-55s community. Our key challenge was to provide accommodation that afforded privacy and independence to residents, whilst forging a sense of genuine community and conviviality. Working with a Registered Provider (RP) partner and funded by Homes England, our design also had to conform with RP specifications and the highest standards of accessibility, safety and comfort. Our approach has focused on understanding the needs and amenity of residents, with efficient, practical layouts to maximise space. In addition to fostering a sense of community, we wanted to open-up the design to feel connected to its neighbourhood setting close to a school and local amenities.



Tower Hill Community Boxing Club

Places are not vacant spaces
waiting to be filled, they are
stories waiting to be told

/

Location: Kirby, Liverpool

LPA: Knowsley MBC

Sector: Public

Client: Knowlsey Council MBC

End User: Southdene CC

Contract Value: £1.1m

Status: Planning achieved

undertaking tender valuation

01



g/d

Lake House

Places are not vacant spaces
waiting to be filled, they are
stories waiting to be told

/

Location: Kirby, Liverpool

LPA: Knowsley MBC

Sector: Public

Client: Knowlsey Council MBC

End User: Southdene CC

Contract Value: £1.1m

Status: Planning achieved

undertaking tender valuation

Lake House, Sussex

Places are not vacant spaces
waiting to be filled, they are
stories waiting to be told

/

Location: Kirby, Liverpool **End User:** Southdene CC
LPA: Knowsley MBC **Contract Value:** £1.1m
Sector: Public **Status:** Planning achieved
Client: Knowsley Council MBC undertaking tender valuation



Hotel Somewhere, Liverpool

Places are not vacant spaces
waiting to be filled, they are
stories waiting to be told

/

Location: Kirby, Liverpool **End User:** Southdene CC
LPA: Knowsley MBC **Contract Value:** £1.1m
Sector: Public **Status:** Planning achieved
Client: Knowsley Council MBC undertaking tender valuation



South Dene Community Centre

Places are not vacant spaces
waiting to be filled, they are
stories waiting to be told

/

Location: Kirby, Liverpool **End User:** Southdene CC
LPA: Knowsley MBC **Contract Value:** £1.1m
Sector: Public **Status:** Planning achieved
Client: Knowsley Council MBC undertaking tender valuation



Sandy Lane

Places are not vacant spaces
waiting to be filled, they are
stories waiting to be told

/

Location: Kirby, Liverpool **End User:** Southdene CC
LPA: Knowsley MBC **Contract Value:** £1.1m
Sector: Public **Status:** Planning achieved
Client: Knowsley Council MBC undertaking tender valuation



group/d letterheads

Letterheads

Produced in Word

Our letterheads are produced in Word with no bleed so they can easily be printed on the office printer or saved as PDFs for sending

Logo

The logo can be changed depending on the specialism or you can use the combined logo as shown. You can also change up the colour of the logo if required.

Styling

Letterheads use the following settings:

Font: Inter

Font Size: 11pt

Line-height: 1.0

Character spacing: Condensed by 0.4pt

Footer

Footer text is fully editable

group/d architects + developments

Mr John Smith
51 Somewhere Lane
Somewhereville
Townshire
CW5 123

12 January 2025

RE: LETTER SUBJECT IN HERE

Dear Mr Smith

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Kind regards

John Smith
Position

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RIBA 
Chartered Practice

group/d
architects

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James Tartt
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Director

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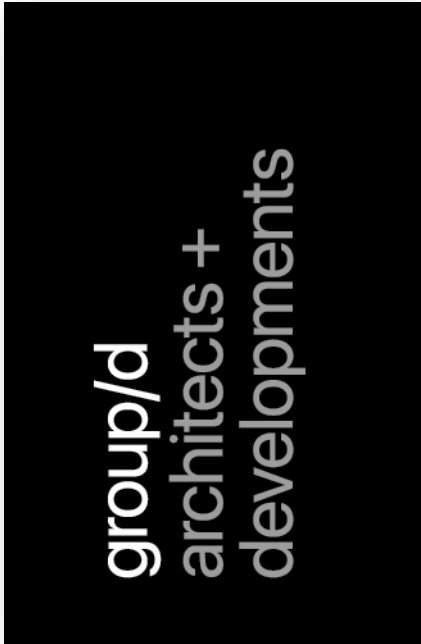
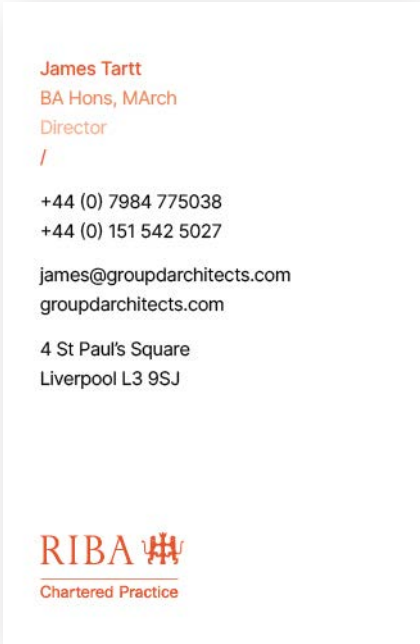
james@groupdarchitects.com
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4 St Paul's Square
Liverpool L3 9SJ

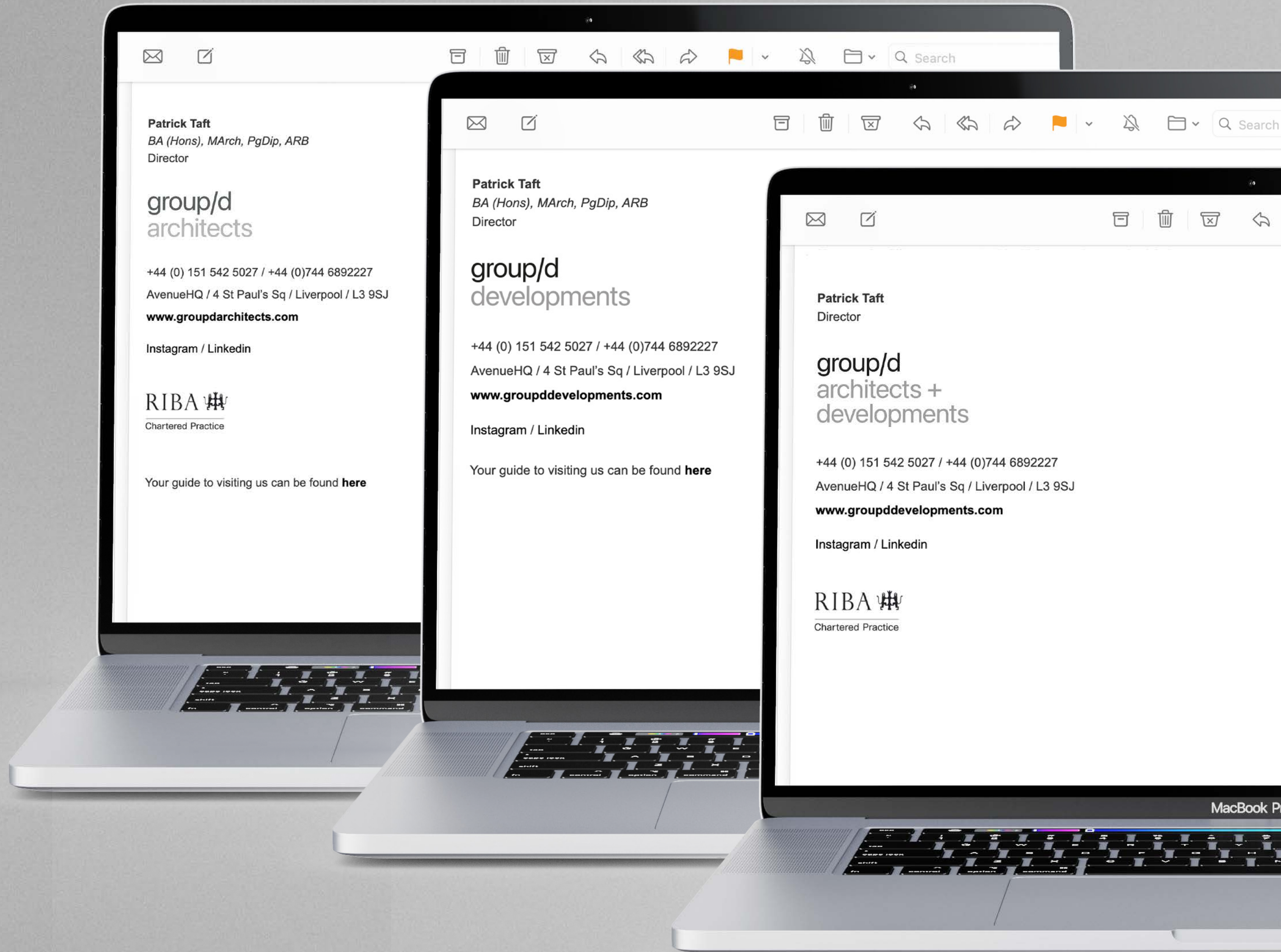
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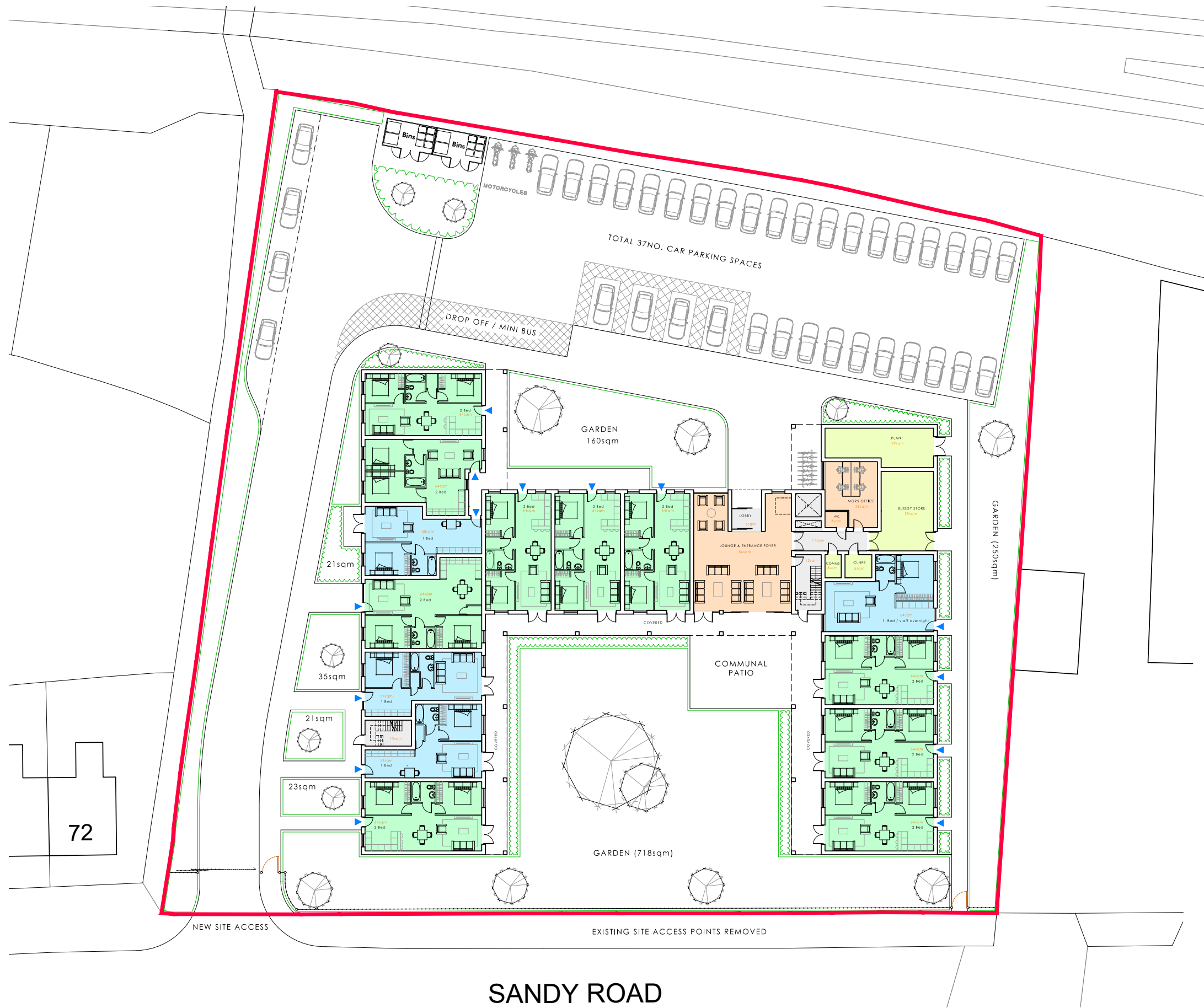
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Any discrepancies on this document to be immediately
reported to the Architect. Verify all dimensions and levels prior
to construction. This document shall be read in conjunction
with related documents, specifications and associated models.

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|-----|----------|----|-----|-----------------------------|
| P06 | 10.01.25 | JT | JC | Planning Stage issue |
| P05 | 10.01.25 | JT | JC | Planning Stage issue |
| P04 | 10.01.25 | JT | JC | Planning Stage issue |
| P03 | 10.01.25 | JT | JC | Access road updated |
| P02 | 10.01.25 | JT | JC | Dwellings layout updated |
| P01 | 10.01.25 | JT | JC | First issue |
| Rev | Date | By | Chk | Note |

Sandy Road
Seaforth

Client Name
Proposed Site Plan

Dwg: GDD24004 (FE) 010 C
Date: 12/06/24
Scale: 1:250 @A2
Drawn: PT

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Contact

Thank you



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please contact our team using the details below

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