ACTIVATE

ARCHITECTURAL DESIGN GUIDELINES

DESIGN CONSULTANCY

01 INTRODUCTION
1.1 CATEGORIZATION
1.2 CUSTOMER JOURNEY

02 ENTRANCE
2.1 CATEGORIZATION
2.2 FEATURE OPTIONS

03 RECEPTION AND LOBBY
3.1 CATEGORIZATION
3.2 MATERIALIZATION
3.3 FEATURE OPTIONS

04 GAMES AREA
4.1 CATEGORIZATION
4.2 MATERIALIZATION
4.3 FEATURE OPTIONS

ACTIVATE BRAND

The Architectural Design Guidelines have been developed into three main categories and will provide a strategic framework that ensures consistency, efficiency, and brand alignment across all projects.

When applying the Activate Architectural Guidelines there are certain principles and rules developed for the location, type, and size, to identify Activate as a brand and to ensure that every project, whether large-scale or budget-conscious, delivers a consistent, high-quality, and brand-aligned experience.

The purpose of this document is to assist our partners with the implementation of Activate Architectural and Interior Design elements and should be read in conjunction with the Activate construction and brand guidelines, creating brand unity regardless of location.

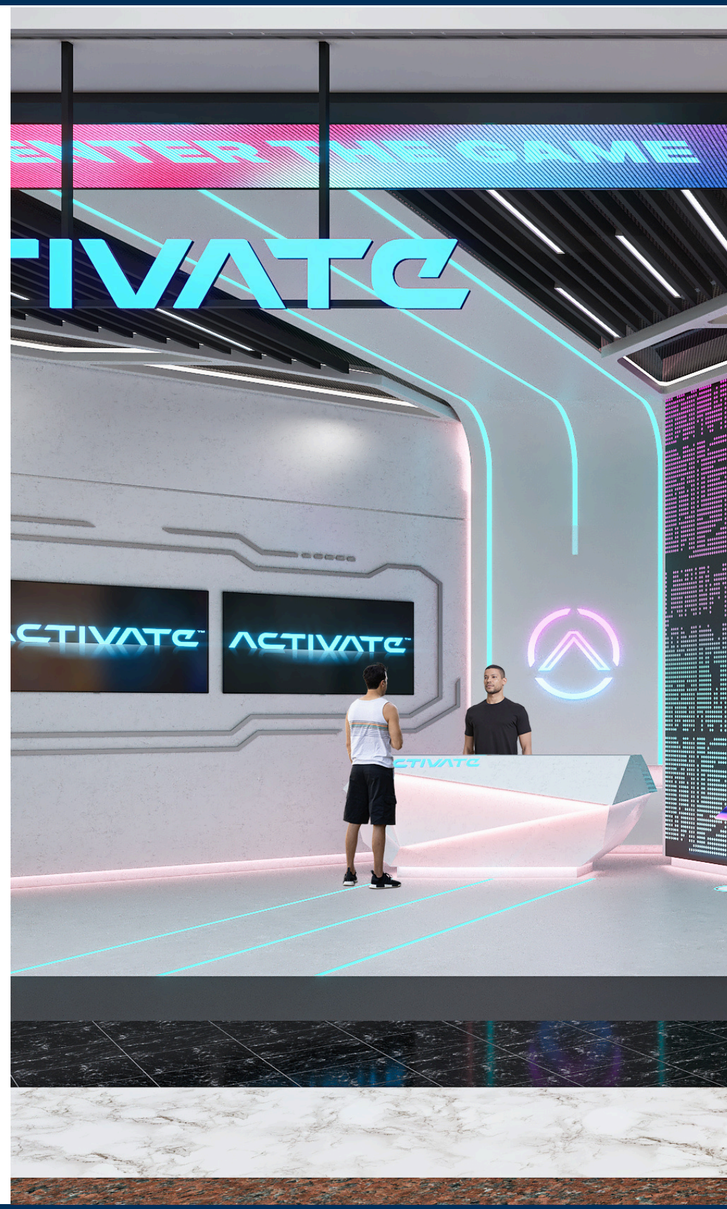
During the design phase, each partner will be required to provide the following documents for review and confirmation by the brand:

01/ GENERAL ARRANGEMENT PLAN

02/ INTERNAL ELEVATIONS

03/ 3D IMAGES

04/ MATERIALS & SPECIFICATIONS



The Architectural Design Guidelines have been developed into three main categories. Summary of category below:

CATEGORY A - HIGH CAPEX
- Digital Signage
- Key Architectural features
- Premium Architectural Finishes
- Feature Lighting

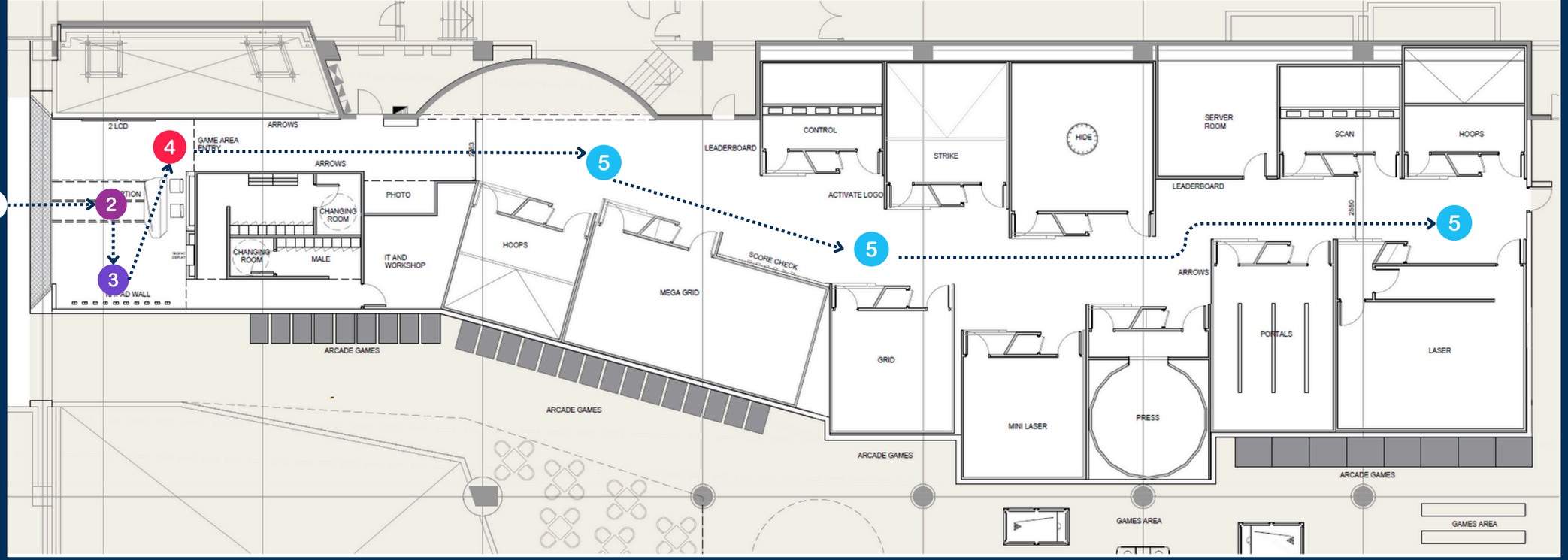
CATEGORY B - MEDIUM CAPEX
- Selective Digital Signage
- Simplified Architectural Finishes
- Selective Feature Lighting

CATEGORY C - LOW CAPEX
- Static Signage
- Alternative architectural finishes
- Simplified Lighting

Each area within the public space will incorporate key architectural features that can be utilized across multiple categories, ensuring flexibility and versatility. These features are not confined to a single category, allowing for seamless integration throughout the space.

DESIGN CONSULTANCY

1.1 / CATEGORIZATION



1 ENTRANCE
The first area the customer encounters should prominently feature signature branding to create an immediate and lasting impression. Incorporating LED screens displaying dynamic and engaging content will capture attention and draw customers into the space.

2 RECEPTION
The reception desk should be clear, inviting, and designed to facilitate a seamless payment process, ensuring customers feel comfortable and not pressured during the transaction

3 IPAD SIGN IN AREA
The iPad sign-in wall should provide sufficient circulation space for customers to comfortably sign in and create their profiles. Incorporating a distinctive feature or design element behind the iPads will make them stand out and create a more engaging and visually interesting experience.

4 ENTER THE GAME PORTAL
The game portal should serve as a dynamic transition from the lobby into the game area, designed to be both interesting and engaging, effectively building anticipation and excitement as customers prepare to enter the game.

5 GAME LOBBY
The game lobby marks the beginning of the gaming experience and should be designed to evoke excitement and a sense of wonder. It should feel futuristic, immersive, and transport customers into a new world of gaming, setting the tone for the adventure ahead.

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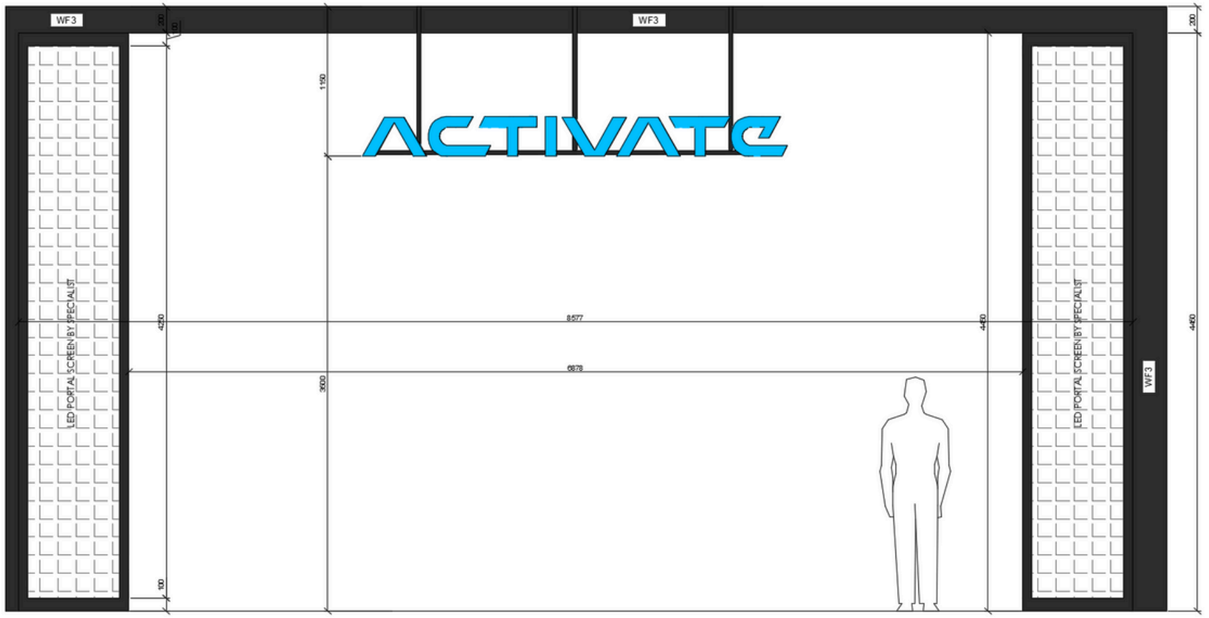
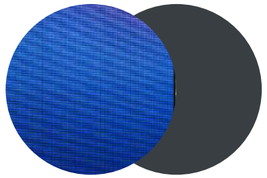
02 / ENTRANCE

CATEGORY A

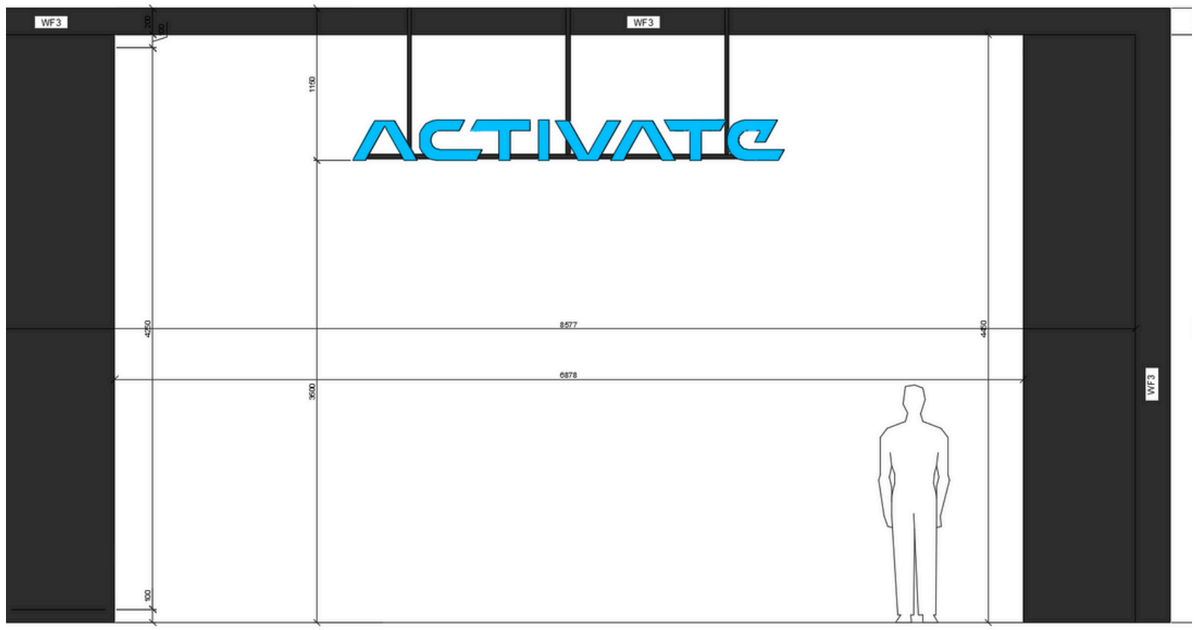




FACADE FINISH

Description:
Laminate, Matt finish RAL 7016
with LED screen & backlit Activate signage
Supplier: Greenlam

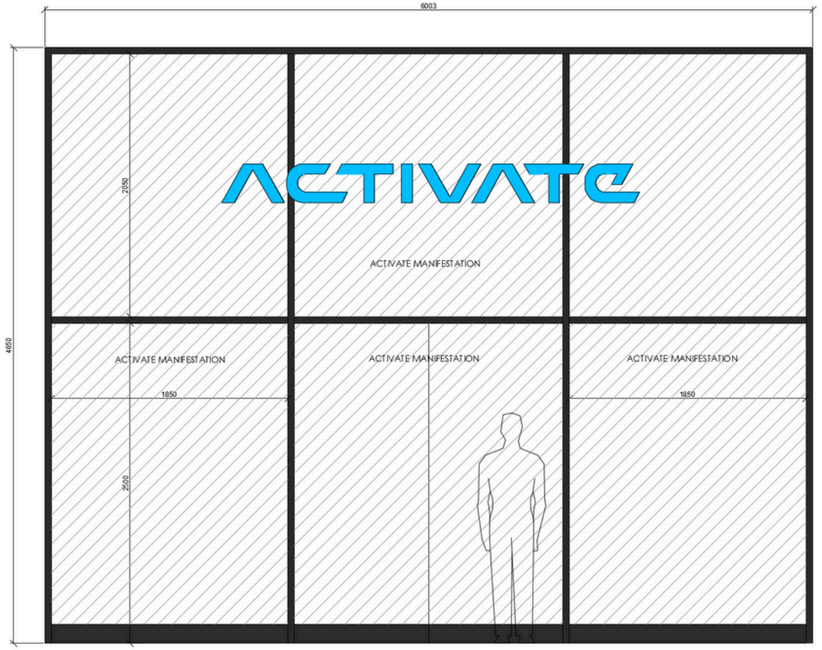
CATEGORY B



FACADE FINISH

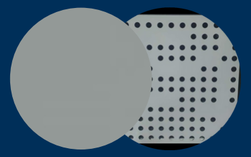
Description:
Laminate, Matt finish RAL 7016 with backlit Activate signage.
Supplier: Greenlam

CATEGORY C

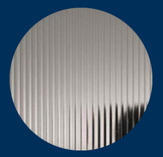


FACADE FINISH

Description:
Glass graphics to match Activate branding guidelines with backlit Activate Signage

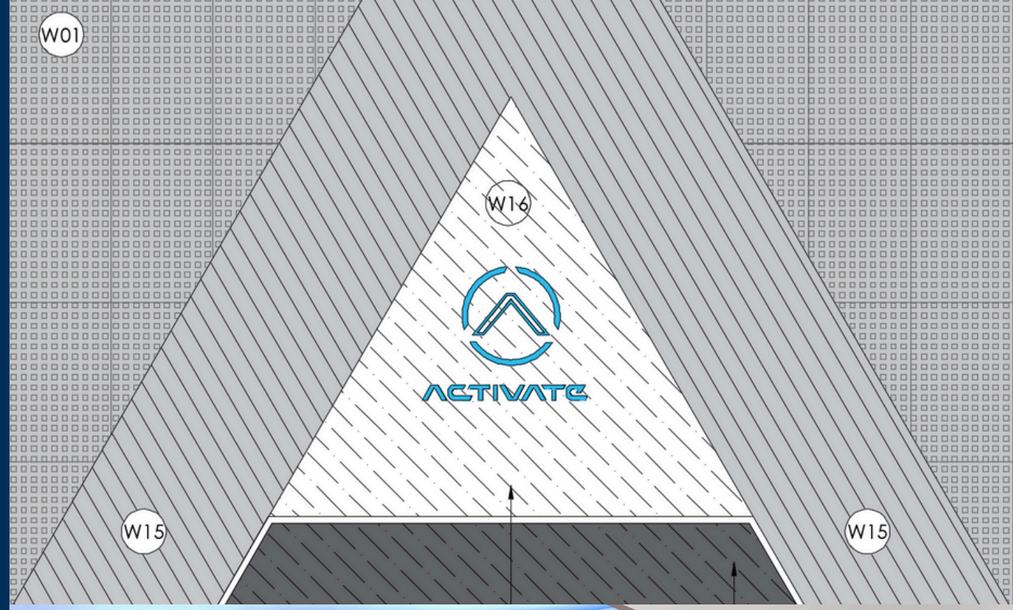


FACADE FINISH
Description:
2mm thk GI Sheet with 20mm
Perforated Holes of Dia
Colour: RAL 7004 Powder Coated.



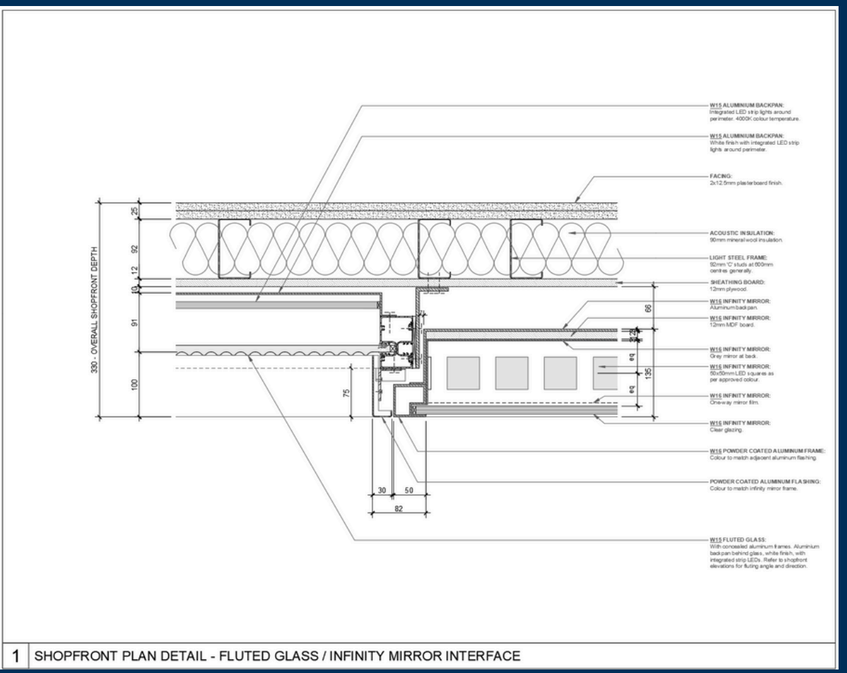
FACADE FINISH
Description:
Fluted Glass with diffuse back light.
Supplier - Local Supplier

FACADE FINISH
Description:
Silver tinted glass
Supplier- Local Supplier

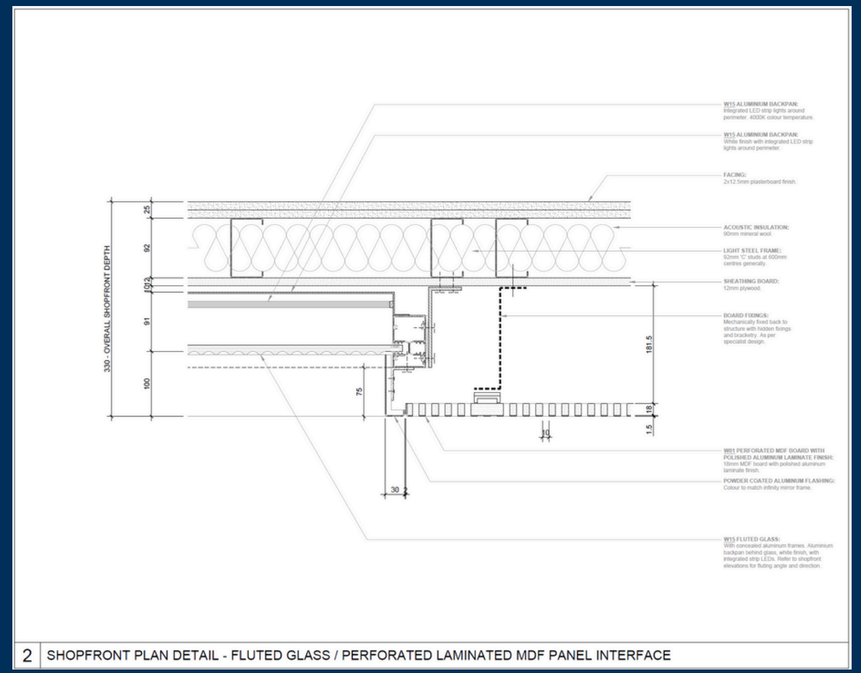


DESIGN CONSULTANCY

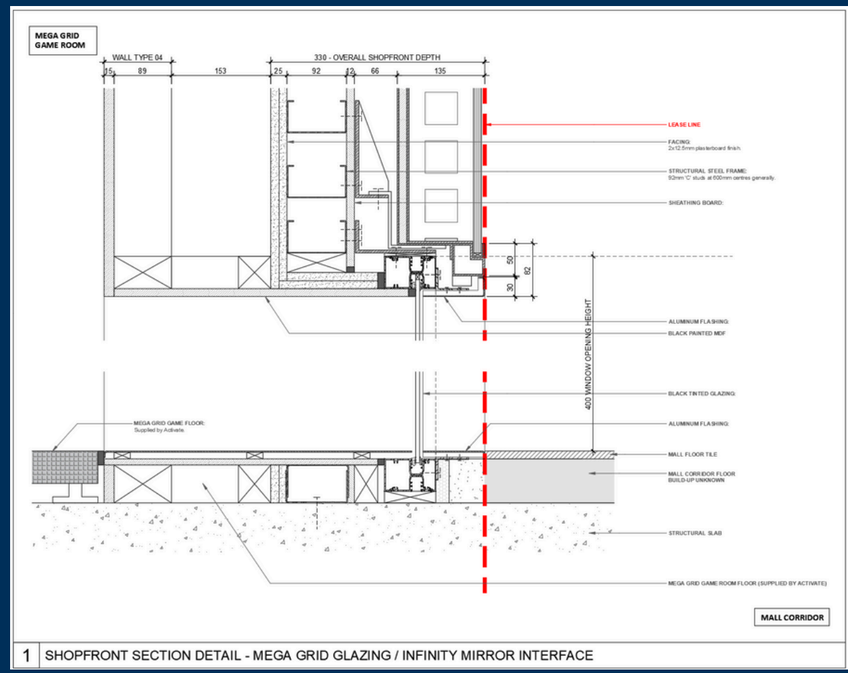
2.2 / FEATURE ENTRANCE DETAILS-
INFINITY MIRROR AND VIEW INTO MEGAGRID



1 SHOPFRONT PLAN DETAIL - FLUTED GLASS / INFINITY MIRROR INTERFACE



2 SHOPFRONT PLAN DETAIL - FLUTED GLASS / PERFORATED LAMINATED MDF PANEL INTERFACE



1 SHOPFRONT SECTION DETAIL - MEGA GRID GLAZING / INFINITY MIRROR INTERFACE

DESIGN CONSULTANCY

2.2 / FEATURE ENTRANCE DETAILS-

INFINITY MIRROR AND VIEW INTO MEGAGRID

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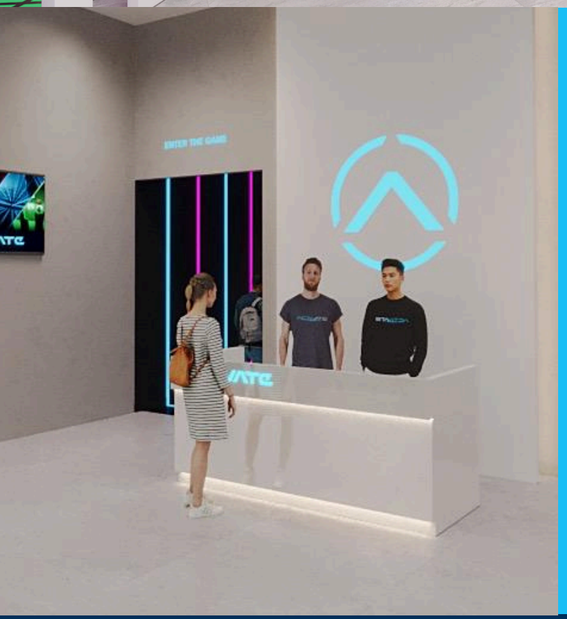
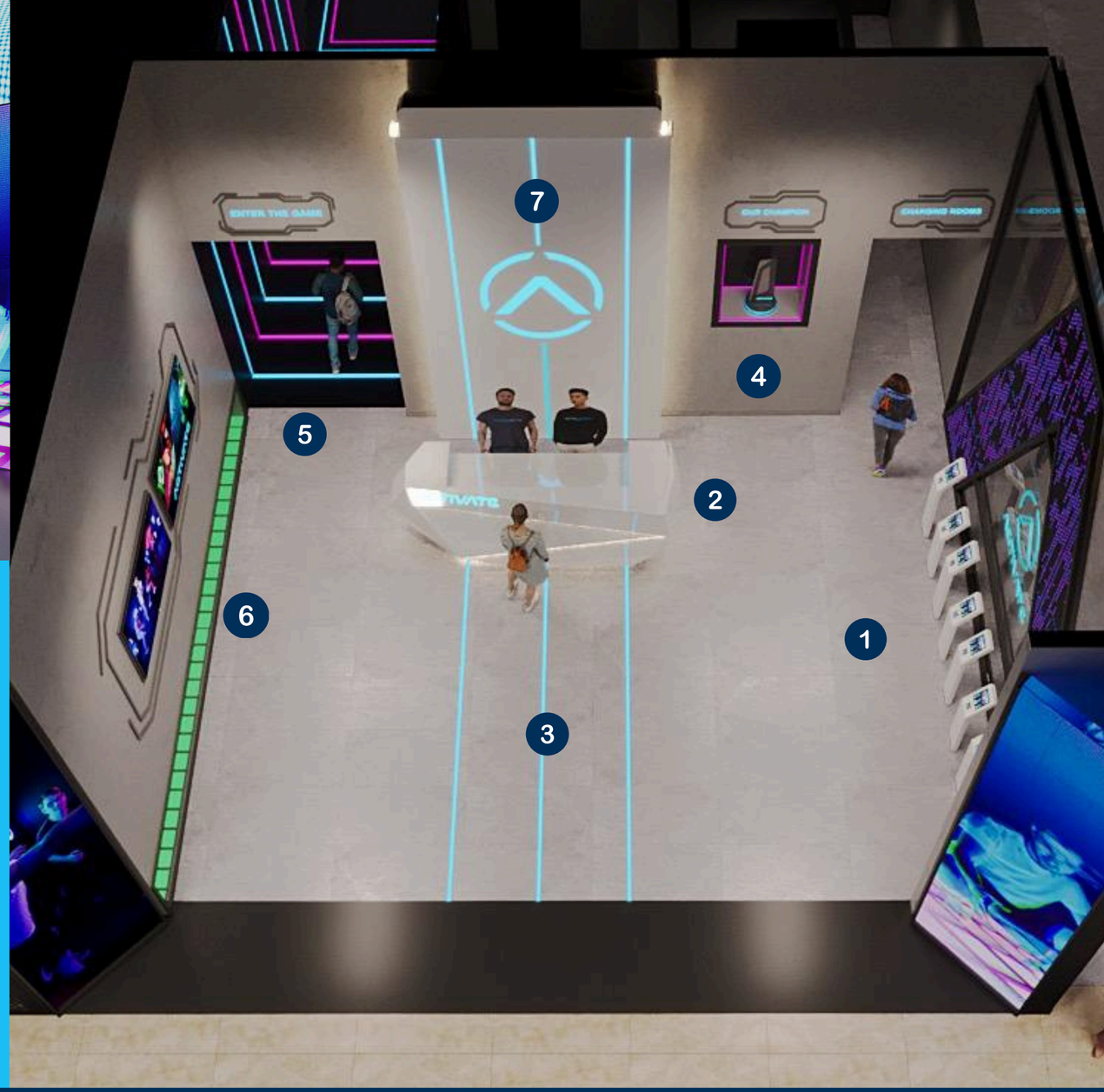
03 / LOBBY & RECEPTION



1. RECEPTION DESK
2. IPAD WALL
3. FEATURE FLOOR LIGHTS
4. TROPHY DISPLAY
5. ENTER THE GAME
6. GLAZING INTO MEGAGRID
7. ACTIVATE SIGNAGE



DESIGN CONSULTANCY

3.1 / TYPICAL LOBBY AND RECEPTION LAYOUT

CATEGORY A

FLOORS FINISH
Description: Porcelain tiles, concrete effect, light grey matt finish
Size: 1200x 600mm
Supplier - Bango Design

WALL FINISH
Description: Urban Concrete Laminate. GCN 5616
Supplier - Greenlam Laminates

CEILING FINISHES
Description: MDF suspended ceiling feature, painted mat finish RAL 9016 (Traffic White)
Supplier - Local Supplier

CEILING FINISHES
Description: MDF suspended ceiling feature, painted mat finish - RAL 9005 integrated with cove and LED light and Steel, Mesh painted black finish

CATEGORY B

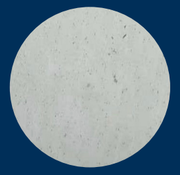
FLOORS FINISH
Description: Ceramic tiles, concrete effect light grey matt finish
Size: 600x 600mm
Supplier - Ceramica Cleopatra Group

WALL FINISH
Description: Textured Paint, concrete effect.
Light grey finish to match flooring.
Supplier - Local supplier

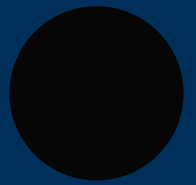
CEILING FINISHES
Description: White painted plasterboard ceiling RAL 9016
Supplier - Local Supplier

CATEGORY C

FLOORS FINISH
Description: Loose-Lay 55, vinyl Concrete white
Supplier - Tarkett



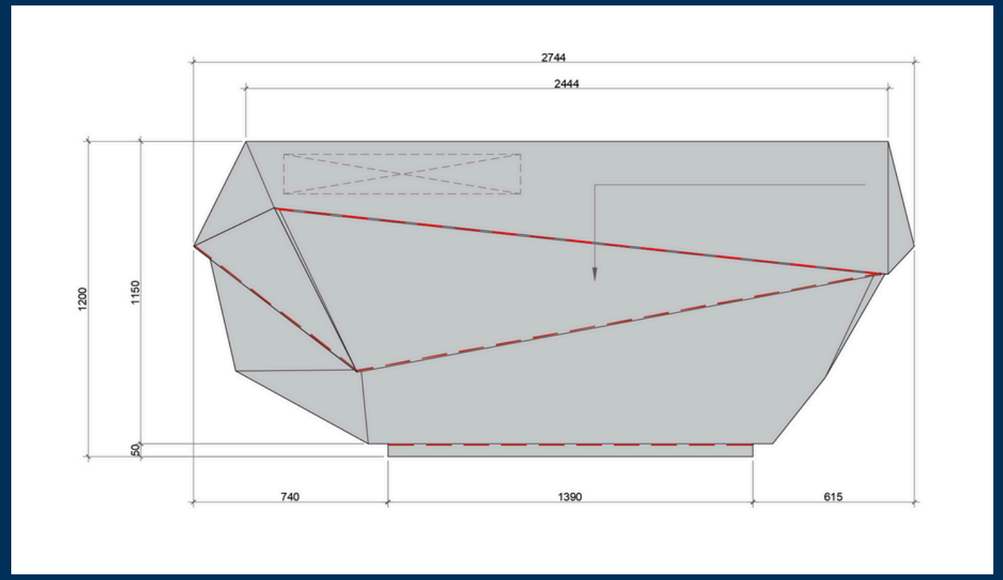
WALL FINISH
Description: Paint, concrete effect. light grey finish.
Supplier - Local Supplier

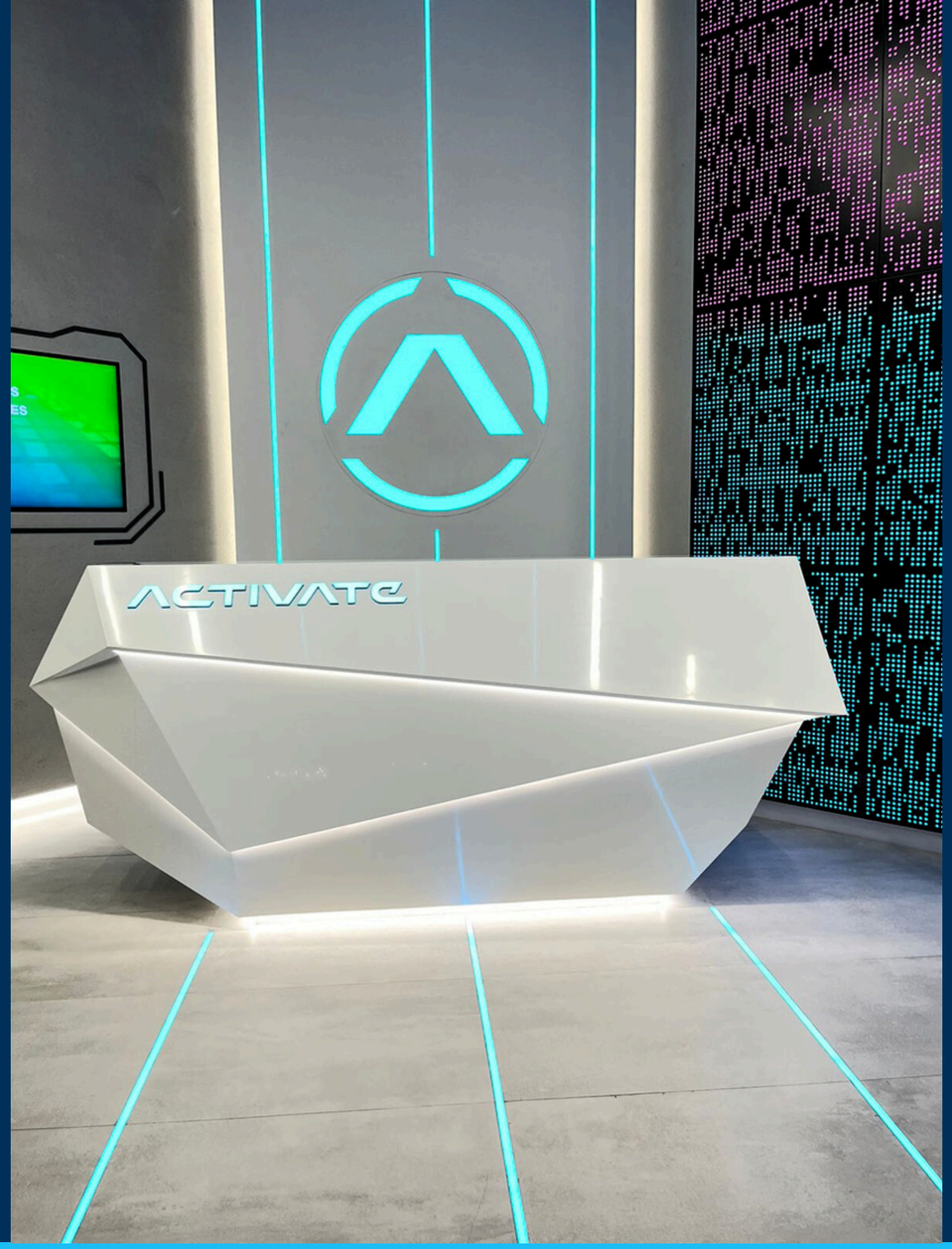


CEILING FINISHES
Description: No ceiling, painted black RAL 9005
Supplier - Local Supplier

CATEGORY A

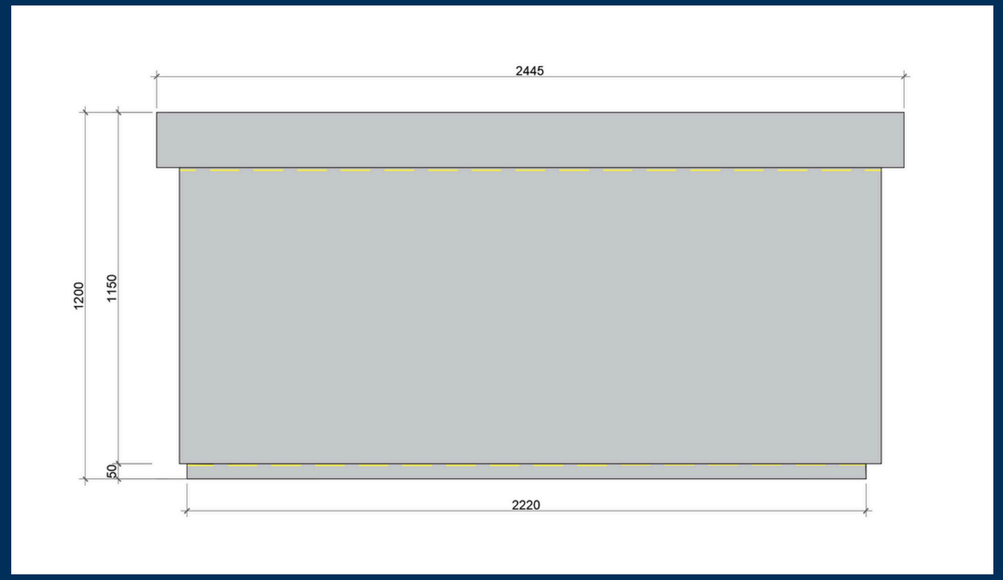
SOLID SURFACE: Corian
Description: While Solid Surface
Product Type: Corian with LED lighting.

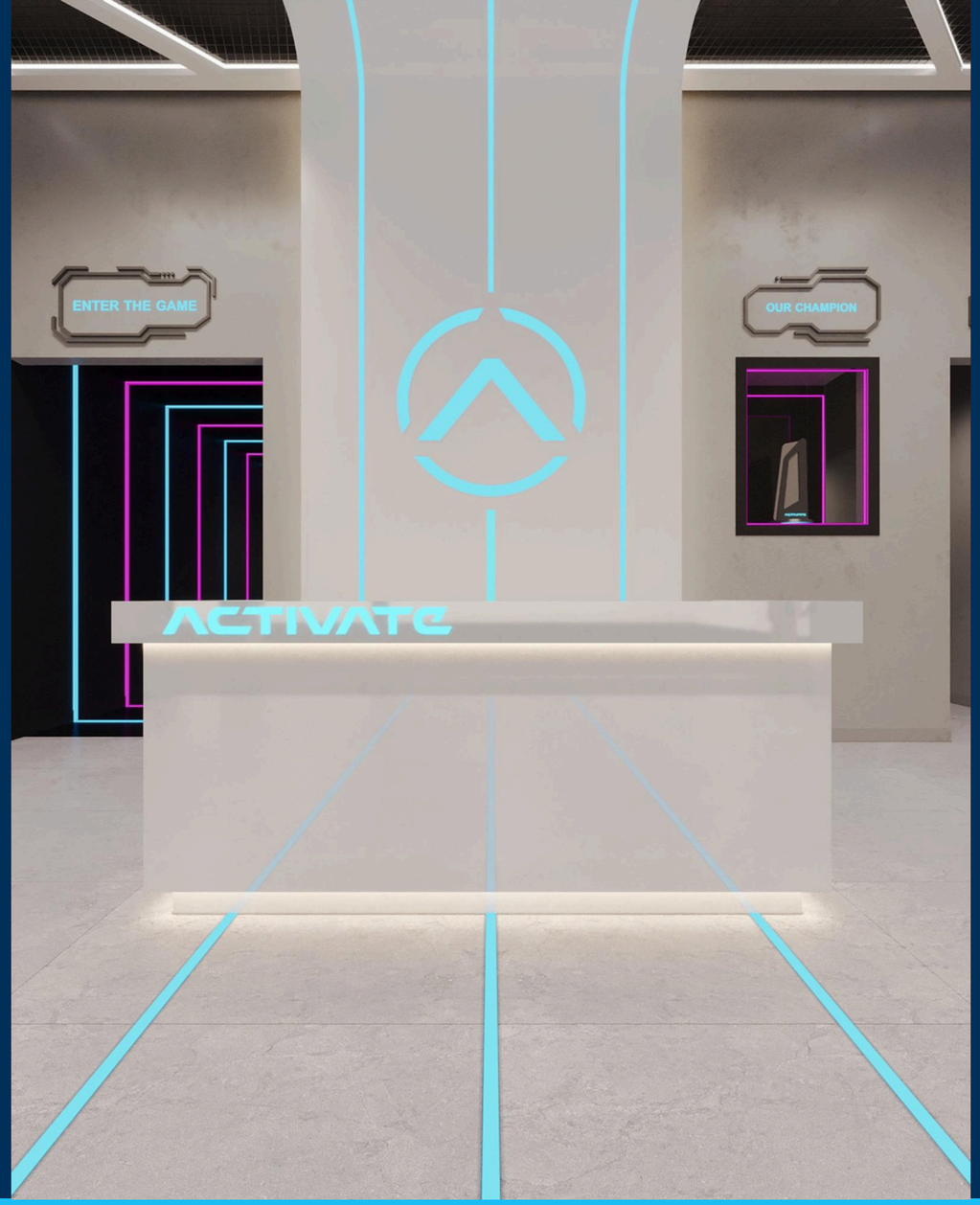




CATEGORY B

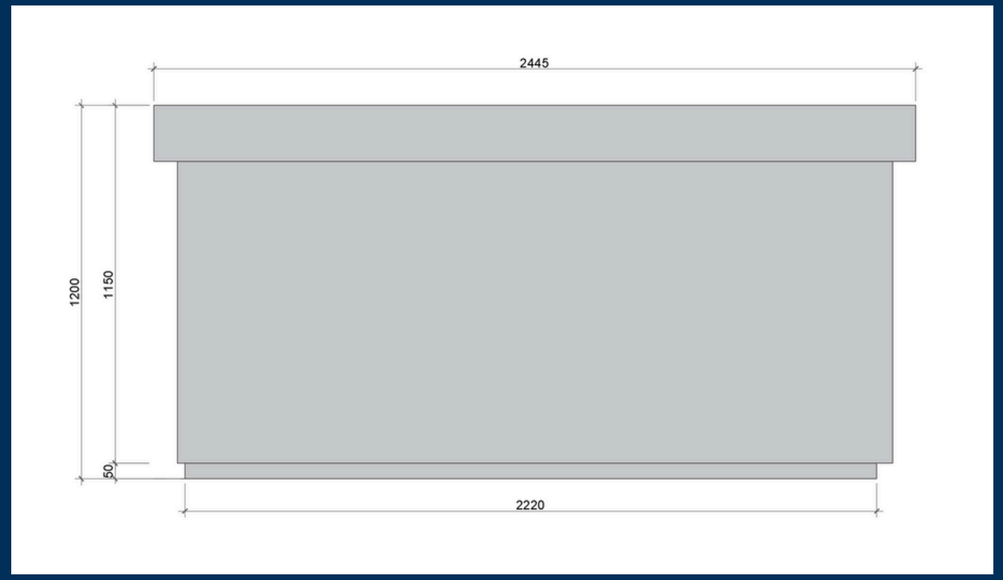
SOLID SURFACE: Corian
Description: While Solid Surface
Product Type: Corian with LED lighting.

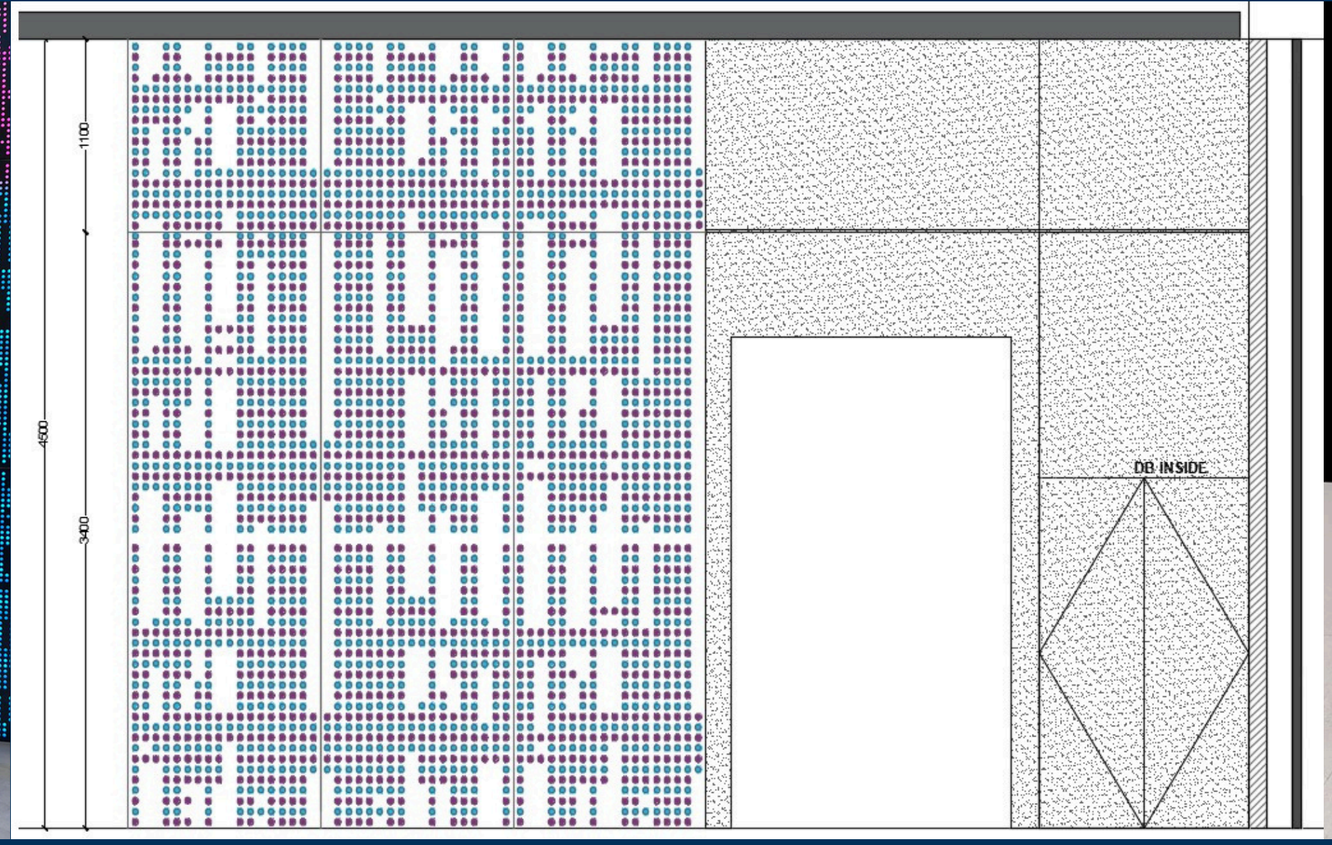


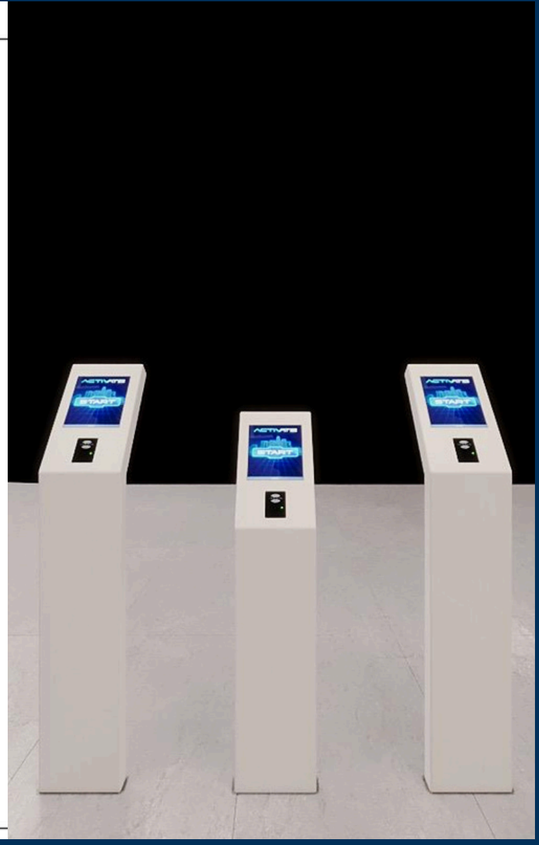


CATEGORY C

SOLID SURFACE: Laminate
Description: While Solid Surface
Product Type: Laminate







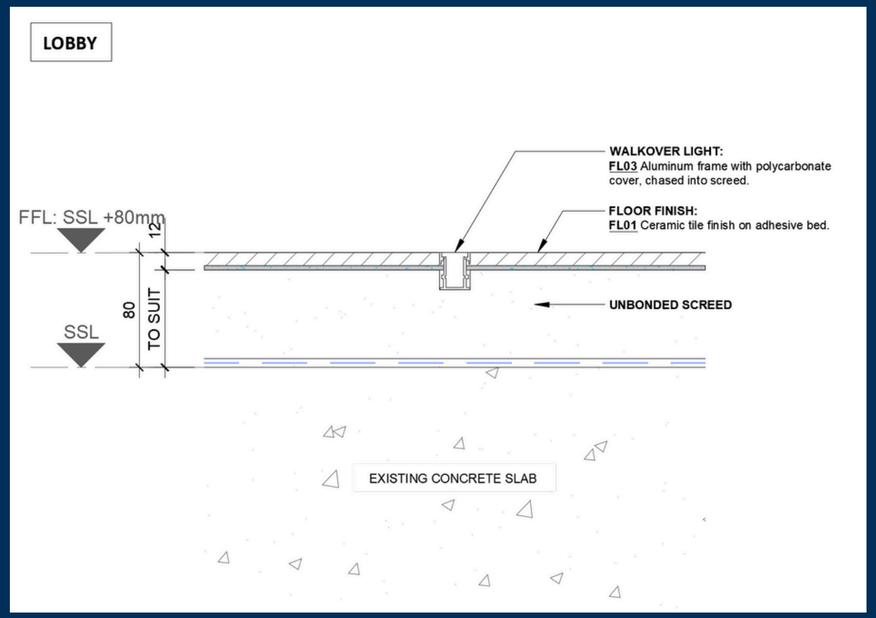
WALL FINISH

Description: 2mm thk GI Sheet with 10mm
Perforated Holes of Dia
Colour: RAL 7016 Powder Coated.

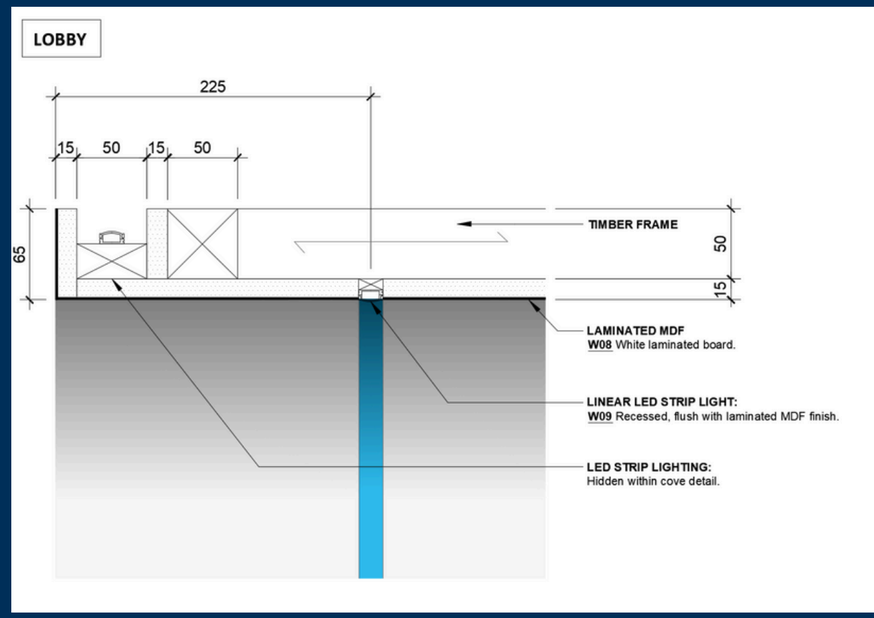
Lighting: LED Lights
Description: Colour #1ABEF5
Product Type: LED Strips

Lighting: LED Lights
Description: Colour #6F44CF
Product Type: LED Strips

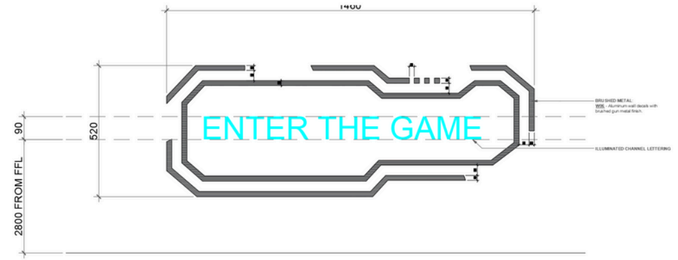
LOBBY & RECEPTION

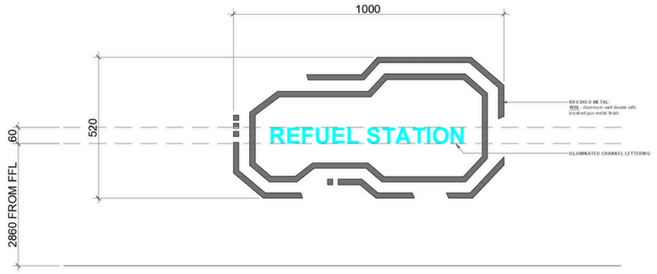


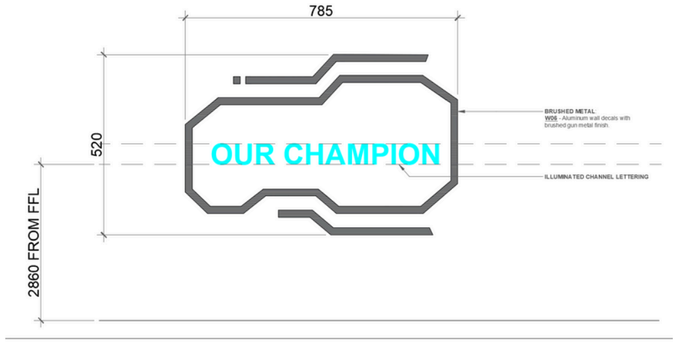
LOBBY RECESSED FLOOR LIGHT

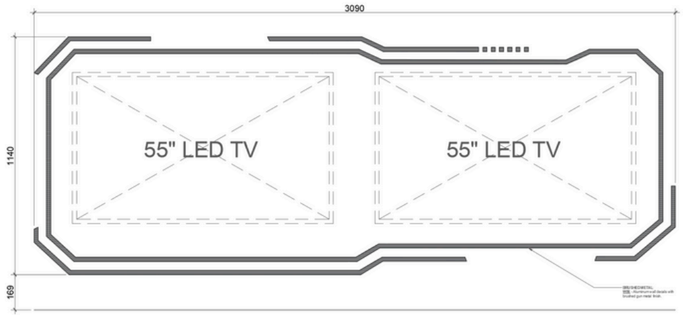


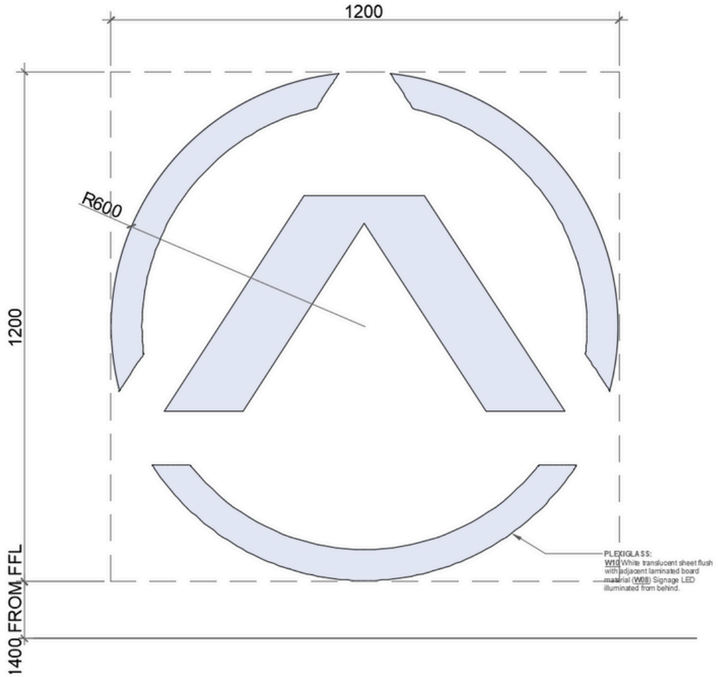
LOBBY RECESSED CEILING LIGHT











Lighting: LED Lights
Description: Colour #1ABEF5
Product Type: LED Strips

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4 / GAMES AREA

TYPICAL GAMES AREA LAYOUT

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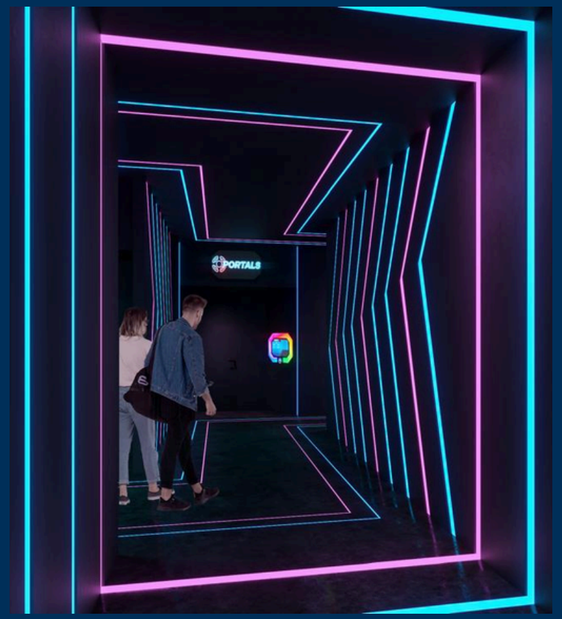
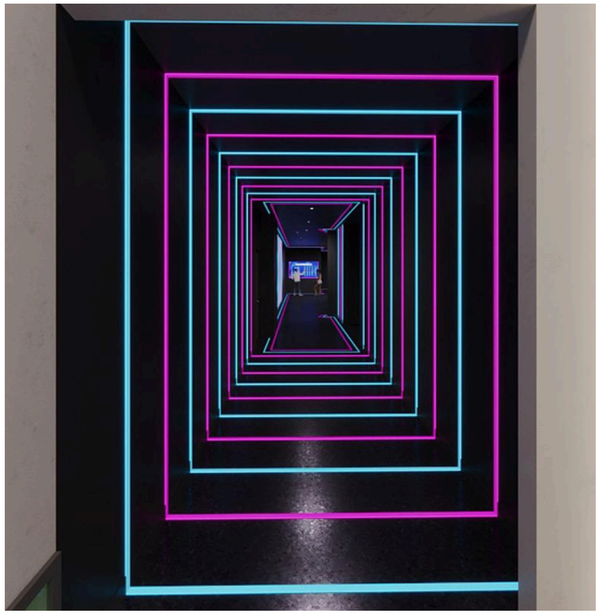
CATEGORY A



Lighting: LED Lights
Description: Colour #6F44CF
Product Type: LED Strips

Lighting: LED Lights
Description: Colour #1ABEF5
Product Type: LED Strips

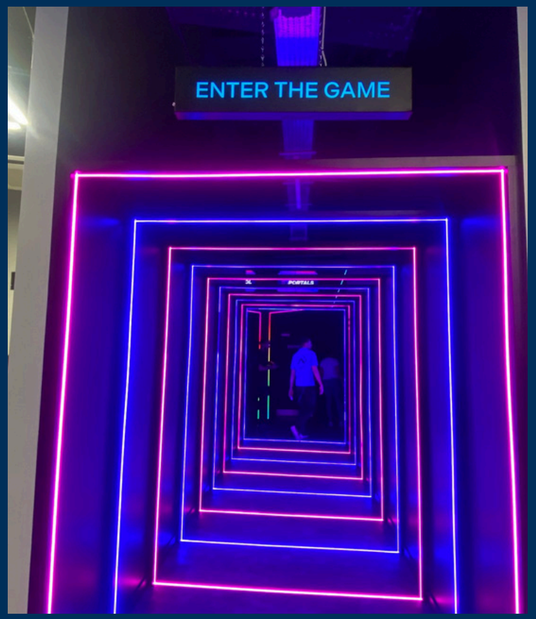
CATEGORY B



Lighting: LED Lights
Description: Colour #6F44CF
Product Type: LED Strips

Lighting: LED Lights
Description: Colour #1ABEF5
Product Type: LED Strips

CATEGORY C



Lighting: LED Lights
Description: Colour #6F44CF
Product Type: LED Strips

Lighting: LED Lights
Description: Colour #1ABEF5
Product Type: LED Strips

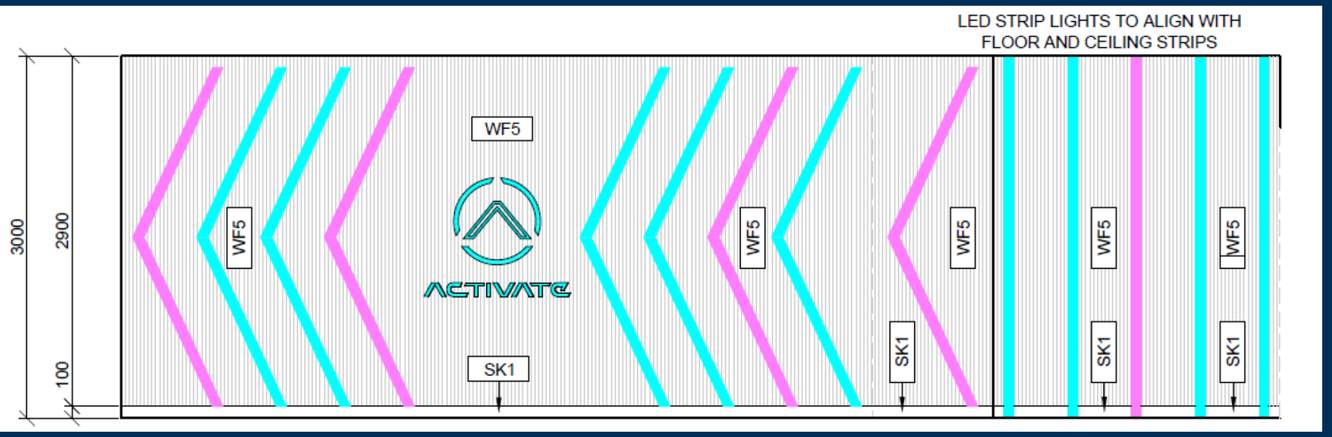
CATEGORY

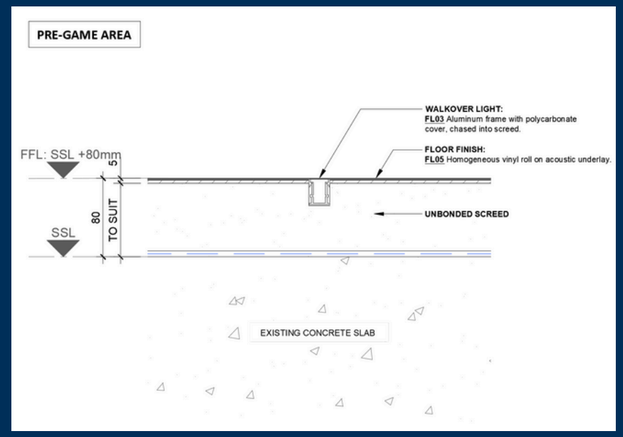
FLOORS FINISH
Description: Vinyl standard black 0500 Black
Supplier - Tarkett or equal and approved

CEILING FINISHES
Description: Black painted plasterboard ceiling RAL 9005
Supplier - Local Supplier

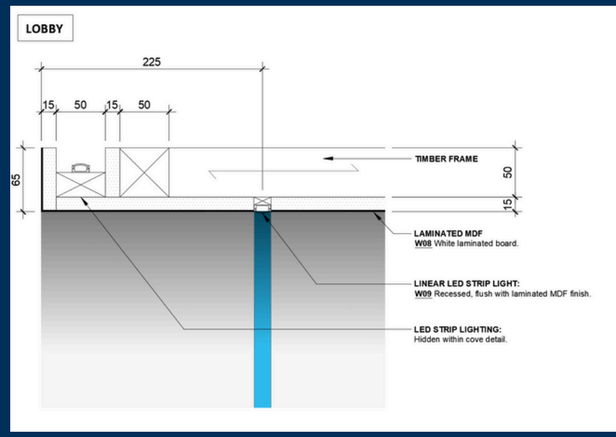
WALL FINISH
Description: Textured Paint, matt finish RAL 9005, jet black
Supplier - Local supplier

CEILING FINISHES
Description: No ceiling, MEP painted black RAL 9005
Supplier - Local Supplier





GAME AREA RECESSED FLOOR LIGHT



GAME AREA RECESSED CEILING LIGHT

Lighting: LED Lights
Description: Colour #1ABEF5
Product Type: LED Strips

Lighting: LED Lights
Description: Colour #6F44CF
Product Type: LED Strips

DESIGNING TOMORROW TODAY.

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DESIGN CONSULTANCY

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