



Woolgate Exchange

- Case Study

xsign delivered the internal and external signage schemes for Woolgate Exchange – a prestigious office redevelopment in the City of London. Working with Mace and a design team led by Stiff + Trevillion Architects, we were tasked with delivering a modern, brand-led wayfinding system that complements the building's premium finishes and functional layout.

Externally, the signage package includes large-scale branding to key elevations using aluminium and acrylic signs, edge-lit with 2700K lighting. The Woolgate logotype signage was placed at multiple entrances including Basinghall Street and Coleman Street, with dimensional letters fixed to planters and façade panels to help create a sense of arrival.

Internally, we supplied a broad range of directional and amenity signage across 9 floors. This included powder-coated folded steel signs with vinyl lettering, acrylic cut lettering, and digitally printed vinyl signs. These were used for primary messaging such as core identifiers, stairwells, WC designations and key facilities. We applied standardised font styles and colour schemes to ensure consistency throughout.





The high-level Woolgate sign is fabricated from aluminium and acrylic, and features the distinctive Woolgate logotype and is edge-illuminated with a warm 2700K LED system to ensure visibility day and night. Mounted using a discreet structural frame, the signage provides a striking, elegant identity marker, highly visible at street level.

The Woolgate planter signage comprises individual aluminium and acrylic letters, precision-cut and edge-illuminated with 2700K LEDs for subtle, sophisticated lighting. Positioned at bench height within the planter structure, the signage offers a branding statement that integrates seamlessly with the landscaping, delivering visual impact at pedestrian level without dominating the space.



Set against the stone cladding by the entrance barriers, the illuminated Woolgate branding signage creates a refined focal point in the reception space, reinforcing the building's identity and providing a warm, welcoming first impression for visitors and occupants.

The elevator signage comprises individually cut letters in powder-coated bronze, finished in a matt tone to complement the interior material palette. Installed adjacent to the lift banks, the signs display floor level information using the project's signature typeface.



The basement wall graphics feature bold, painted chevron motifs applied directly to the concrete surface. Finished in contrasting colours and sealed for durability, the graphics enhance wayfinding in lower ground areas while adding a dynamic visual element to the space.

External wayfinding signage is fabricated from powder-coated steel with precision-applied vinyl lettering in the project's signature typeface. The signage is wall-mounted to provide clear, durable identification to key facilities.

