



House of Social, Manchester

- Case Study

xsign worked with Vita Group and main contractor, Renaker, to manufacture and install the external and internal signage package for the vibrant new House of Social development at First Street, Manchester. The scheme is a landmark student living and social destination, bringing together shared dining, leisure, and residential amenities in a strikingly designed environment.

The external scheme features face-illuminated built-up aluminium letters with white opal acrylic lenses, and double sided illuminating projecting signs. Internally, we've supplied a broad range of illuminated signage including lettering and lightboxes, digitally printed high tack vinyls and bespoke illuminated house number signs.

Working with the project team, we delivered a cohesive signage solution that blends functionality and bold visual identity, ensuring residents and visitors can navigate effortlessly while the design reflects the creative energy of the space.





The external façade features face-illuminated aluminium built up lettering through white opal acrylic lenses. The letters are mechanically fixed via a ladder frame on to mullions.

The House of Social identity appears on externally applied bold orange vinyl graphics to exterior balustrade panels. This subtle yet striking detail extends the brand presence into the outdoor environment, ensuring visibility and continuity as visitors approach the building.



High-resolution vinyl graphics with bold numerals and symbols are set out at a consistent FFL for legible, compliant guidance at lift lobbies and adjacent walls

Internally illuminated lightboxes project from corridor walls, offering instant visibility for key amenities such as the bike store, laundry, and stairwells. Their crisp lettering and clean design add function and style.



Each apartment is marked with a bespoke illuminated circular number sign. The warm opal acrylic face combined with bold red-orange detailing creates a clear and welcoming feature in the corridors.

Digitally printed high-tack vinyl panels applied directly to smooth wall substrates provide crisp, tamper-resistant arrows and messaging in a clean keyline layout

