



Altrincham Leisure Centre

xsign worked with Kier and Trafford Leisure to deliver the external and internal signage package for the newly redeveloped Altrincham Leisure Centre. The upgraded facility brings together an expanded gym, new studios, improved swimming pools, upgraded changing provision and a revitalised community wellness offer.

The signage scheme includes a combination of illuminated external totems, modular internal wayfinding, frosted Lucite wall signs, and specialist spa signage. All elements were developed to complement the centre's architectural palette while providing clear, robust and long-lasting wayfinding for a high-traffic public environment.

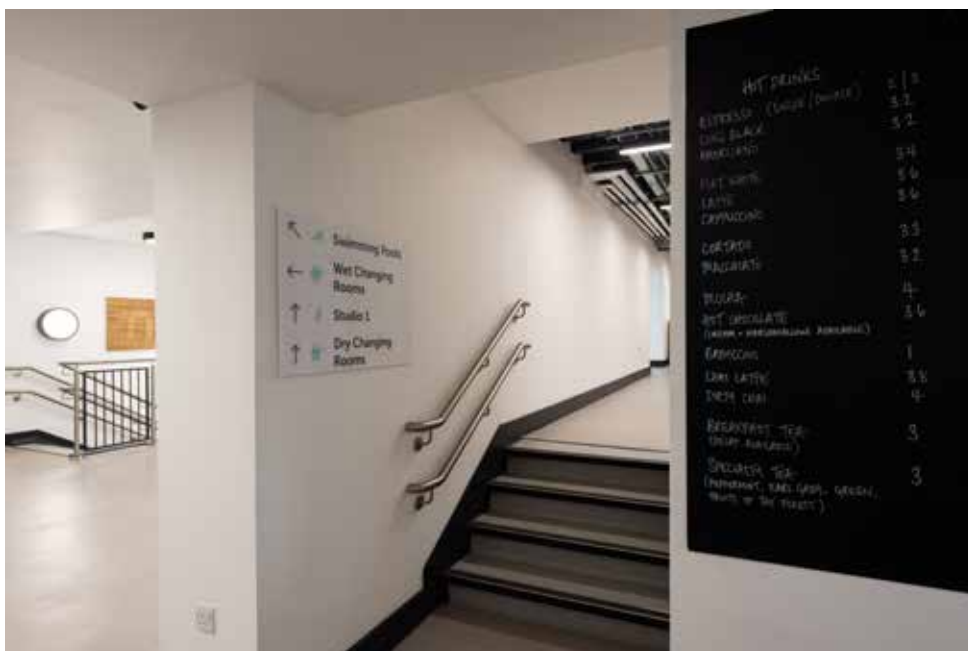
Working collaboratively with the client, xsign manufactured and installed a cohesive signage solution that blends functionality with distinctive visual identity, ensuring visitors can move confidently throughout the building.





A smaller illuminated totem, built to the same specification as the primary sign, provides directional guidance at secondary approach routes. Extended legs allow for ground-sleeve installation, ensuring stability and consistency in finish across the external scheme.

The Cove Spa entrance is highlighted with acrylic feature branding, including UV-printed wall graphics and frosted Lucite room plaques for treatment rooms and spa facilities. The sculpted wave motif and soft tonal palette introduce a premium identity within this dedicated wellness area.



Wall-mounted directionals use frosted Lucite panels with reverse coating and printed text/icons to create clear visual guidance to key destinations such as Swimming Pools, Changing Places, Sports Hall, Dry Change and Fitness Gym. All signs mount to concealed Jigsaw™ rails for clean presentation and future flexibility.

Areas such as Wet Changing and related facilities use larger-format Lucite signs for increased visibility inside pool circulation zones. Reverse coating and printed iconography ensure high contrast and moisture resistance suitable for high-humidity conditions.



Studios and sports courts are identified using large-format stencil-cut digital vinyl graphics applied directly to the wall. The oversized numerals provide immediate clarity in open corridors and multi-use spaces, contributing to strong visual wayfinding.

Self-adhesive digitally printed vinyl locker numbers, used across more than 650 lockers, provide tamper-resistant identification for the changing village, spa, and dry changing areas. The numbering system is structured for quick reference and efficient facility management.

