



ANZ Stadium

The Challenge

The previous sky signs designed by Claude Neon made sure that ANZ became both the name and the face of Sydney's sporting venue.

ANZ required an updated signage solution, with a new logo design at the fore of its rebranding strategy, and recognised Claude Neon's experience and expertise in the field.

The Result

The new 42x9m sky signs will include blue LED floodlights and large internally lit LED letters that stand 3.9m high, mounted on perforated aluminium cladding.

Using LED technology instead of neon reduces CO2 emissions by 33 tonnes per year, and cuts running costs by 47%, without compromising quality.

Nick Rigney, General Manager of Sales at Claude Neon said "Having only been installed for one and a half years, it made environmental and financial sense to use the same LEDs for the remainder of their five year lifespan."

The perforated aluminium cladding is also being recycled and it has been repainted in line with ANZ's new logo.

The landmark display will be viewed by one million stadium patrons annually and will be visible from neighbouring motorways and suburbs and even from aircraft entering Sydney. The new sky signs from Claude Neon will ensure ANZ's new logo receives prominent exposure.

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