

CommBank
Stadium

CommBank Stadium Digital Assets Guides

2025

For more information contact content@venuesnsw.com

Core Digital Asset Specification

LED

Basic	Location
LED	2450px x 90px
Still	
Format	PNG / JPG
Colour Mode	RGB
Video	
Codec / Format	MP4 / H264
Frame Rate	50fps
Duration	Variable
Level	4:1
Bitrate	CBR 50Mbps
Audio	NA



LED Content Guidelines

To make the maximum use of your LED perimeter signage keep creative simple, bold and clean

Content should adhere to the following guidelines. Should the content submitted be deemed as unsuitable, we will ask that it be re-submitted so that it adheres to our guidelines. All content requires the approval of Venues NSW.

For creative best practice please see below:

- Make use of contrasting colours to ensure logos & messages have maximum legibility
- Text & messages should be concise with a clean legible font & spaced evenly
- Utilise the total width & height available
- Horizontal logos work better than vertical versions
- Using the maximum pixel height to ensure your message is legible, there is no safe zone
- All moving objects should appear to seamlessly to move off one edge and appear on the opposing edge to create the appearance of objects moving simultaneously
- No flashing or fast moving animation that distracts from in game or non-event day activity
- Limit unbranded time - keep brand or logo on most of the time to maximise exposure
- Avoid blank areas that waste space
- Use contrasting colours such as light text & logos on a dark background
- If using a scroll please keep speed to 1 pixel per frame
- Use short messages for maximum exposure
- Avoid thin or complicated fonts

Keep it simple! Most often the simplest messages and animations are the most effective.



Core Digital Asset Specification

SuperScreens

Basic	
Frame Size	1920px x 1080px (16:9)
Visible Ratio	1900px x 800px (~21:9)
Still	
Format	PNG / JPG
Colour Mode	RGB
Video	
Codec / Format	MP4 / H264
Frame Rate	50fps
Duration	Variable
Level	4:1
Bitrate	CBR 50Mbps



Core Digital Asset Specification

IPTV Static

Basic	
Frame Size	1920px x 1080px (16:9)
Visible Ratio	Allow 20px border
Still	
Format	PNG / JPG
Colour Mode	RGB

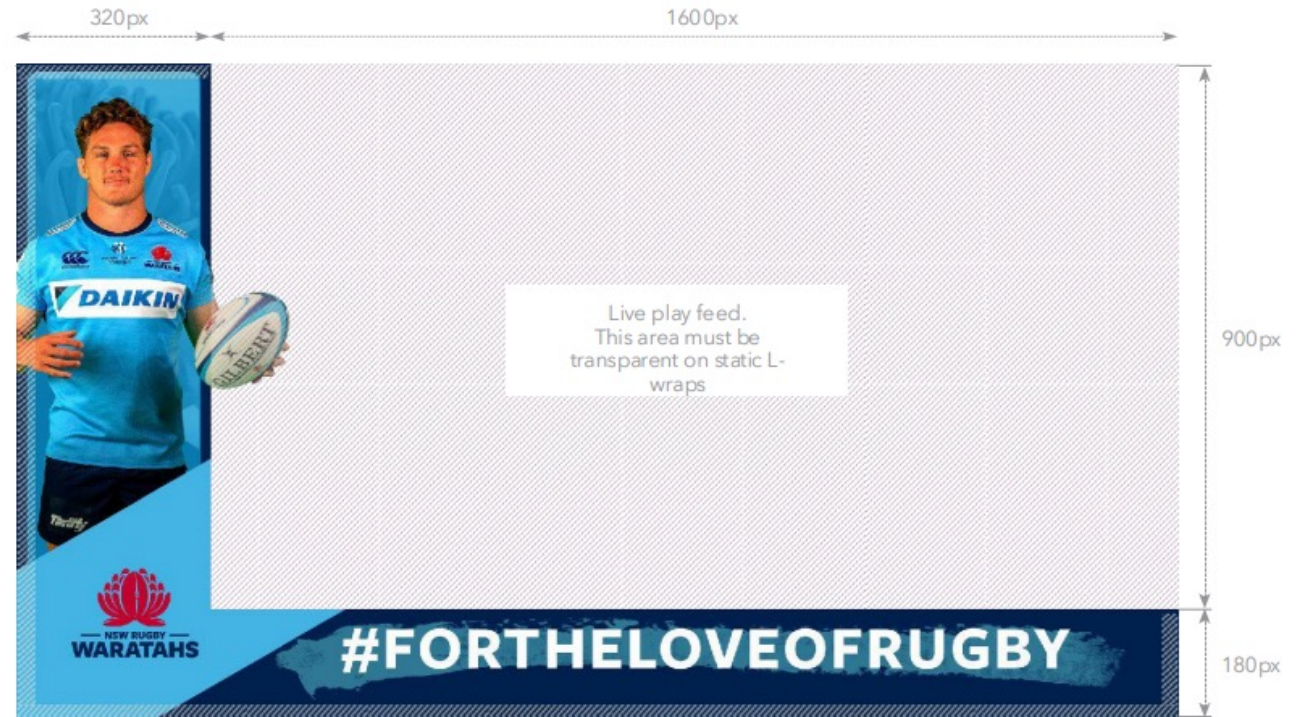


 Denotes **20px** exclusion area. Text and other important information should not be placed within this area.

Core Digital Asset Specification

IPTV – LWrap

Basic	
Frame Size	1920px x 1080px (16:9)
Resolution	72dpi
Safe Area	1890px x 1050px
Image Area	As shown
Format	PNG
Colour Mode	RGB
File Restrictions	Under 3mb. Transparent background. Do not interlace. Do not embed colour profile.



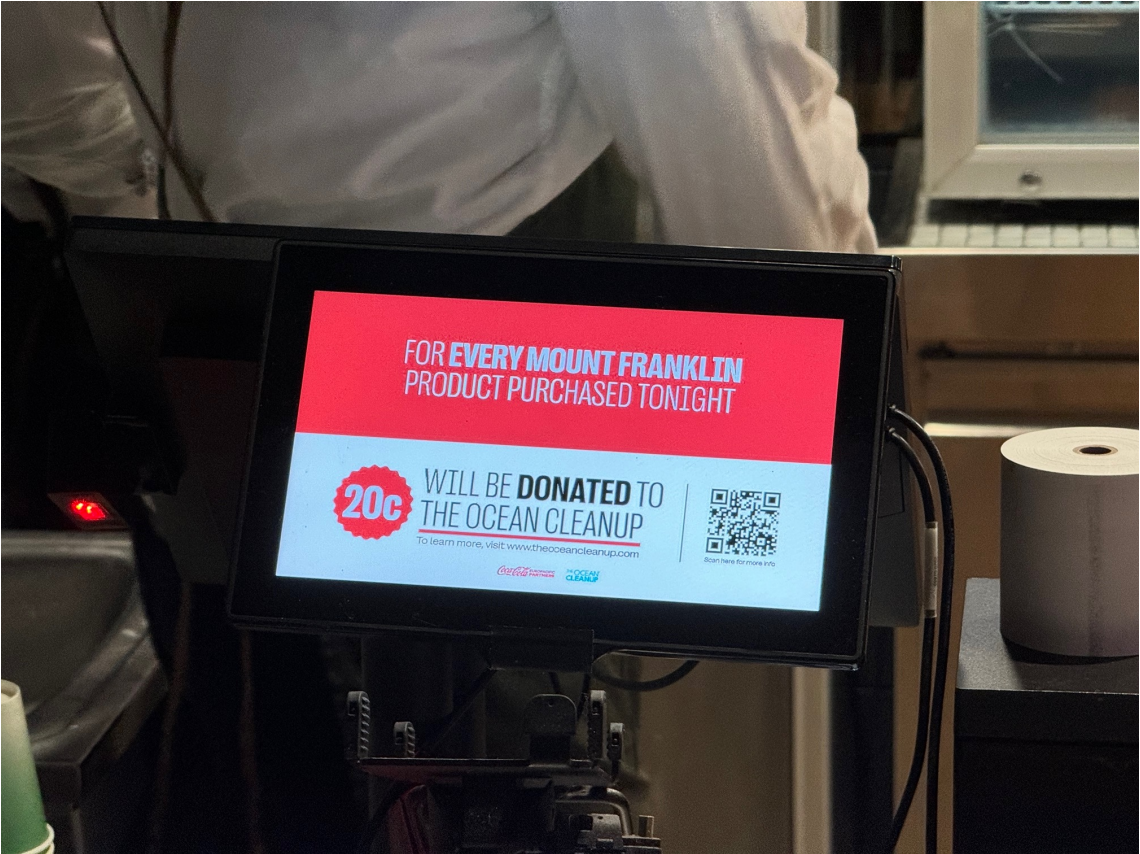
 Denotes **15px** exclusion area. Text and other important information should not be placed within this area.

 Denotes live play feed. This area must be transparent on static L-wraps.

Core Digital Asset Specification

Point of Sale Screens

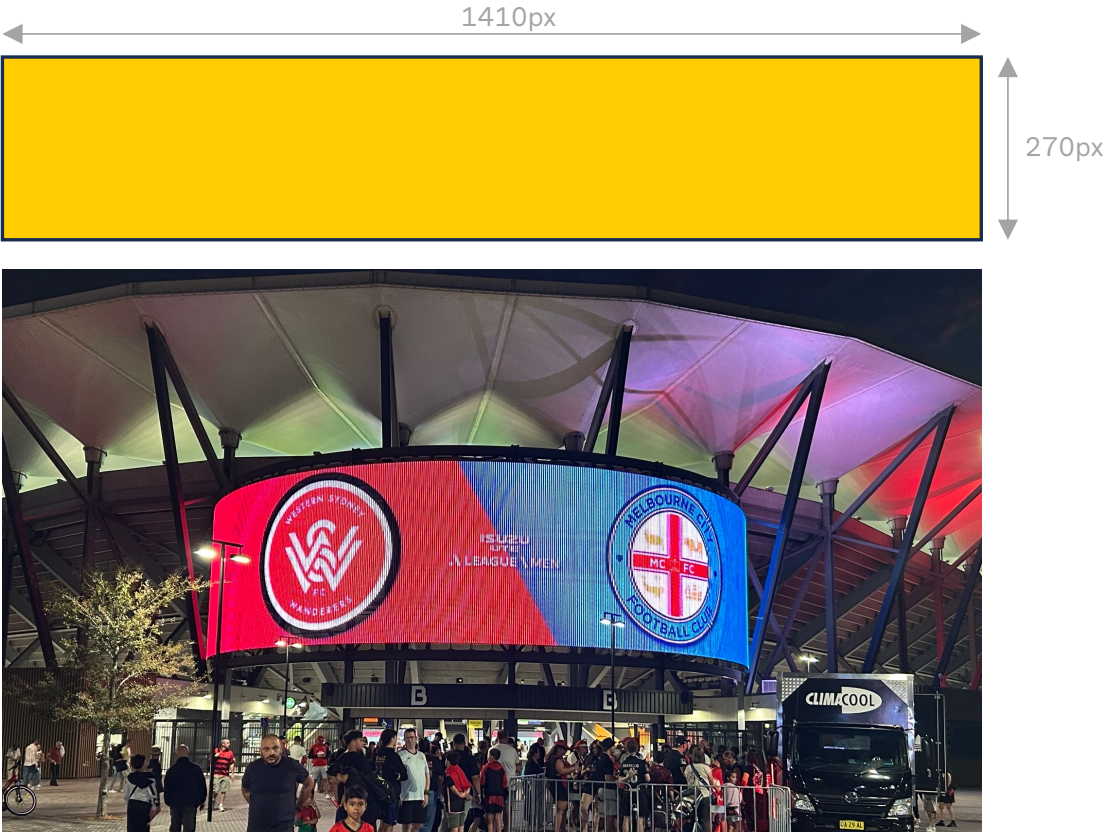
Basic	
Frame Size	1024 x 600
Resolution	72dpi
Image Area	As shown
Format	JPG
Colour Mode	RGB



Core Digital Asset Specification

Lantern – 1410 x 270 px

Basic	
Frame Size	1410 x 270 px
Image Area	As shown
Format	JPG
Colour Mode	RGB





CommBank
Stadium

a proud part of
venues.
new south wales

