

WORLD CHAMPIONSHIP

BRAND STYLE GUIDE

MAY 1, 2023, Release



The SuperMotocross World Championship[™] is the world's premier off-road motorcycle racing series where the sport's elite racers compete for the ultimate title.

As both brand stewards and fans, how we feel about this new sport's league is the result of CUMULATIVE CONSISTENCY in the way we see the brand (i.e., logos, typography, color, graphical elements, etc.) and how we speak to the brand (i.e., language, tone of voice, etc.) The consistency applies across every brand touchpoint is both visually and verbally defined on the pages that follow. It's important to refer and add to the sensibility herein.

And it's befitting, as a creator of the premier world championship, to do so.



PRIMARY BRAND ARCHITECTURE

League

31 Races Series

2 Seasons 1 Post Season







WORLD CHAMPIONSHIP



Sub Brands









LOGO SYSTEM

Dark Background



SUPER MOTO CROSS

31-Race Series (Horizontal version)

League

31-Race Series

(Primary Logo)



3 Event Post Season



3 Event Post Season Horizontal





Light Background







Notes & Use Cases

- Reserved for industry use cases and communication from the league
- Example uses: B2B communications, press release header, rider jerseys, number plates
- Primary logo referring to 31 race series
- Note: Version with year is ONLY used on schedules
- Examples uses: every consumer touch point related to the 31-race series
- Horizontal version of the primary logo for use when vertical space is limited
- Example usage: ribbon boards
- Use to promote the final 3 events
- Example uses: every consumer touch point related to the 3 Event Post-Season



PRIMARY LOGO

The SuperMotocross World Championship ™ word mark is the **PRIMARY LOGO** for SMX communications, marketing and merchandise.

*The Primary Logo WITH YEAR is for use *only* in instances where required as a clarifying element—a schedule release communication, for example.

Required **CLEAR SPACE** is for logo legibility and recognition. Minimum clear space is defined by the height of the 'M'.









HORIZONTAL LOGO

Very limited use. Only for placement where space is limited.





LEAGUE LOGO

The SuperMotocross (SMX) League logo is used for *industry-wide* announcements.

IMPORTANT NOTE: This logo is NOT a replacement for the SuperMotocross World Championship™ logo in that they represent different entities.





VIDEO PASS LOGOS

International streaming

Covers all 31 Rounds

SuperMotocross.TV



Video Pass Primary logo Vertical on dark background



Video Pass Primary logo Horizontal on light background



App Icon



Video Pass Primary logo Horizontal on dark background



Video Pass Primary logo Vertical on light background

SMX INSIDER LOGOS

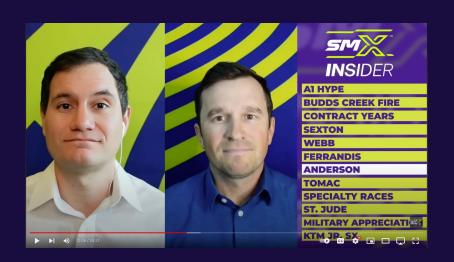
Official SuperMotocross sports talk show

Get all the industry insight as we go behind the scenes with SMX INSIDER!





Primary logo Horizontal on dark and light backgrounds







Primary logo Vertical on dark and light backgrounds

BRAND COLORS

Primary colors include High-Vis Lime and Premier Purple.

Secondary colors should be used **SPARINGLY** to supplement primary colors.

Hi-Vis Purple can be used as another bright accent color (ie callouts for buttons) while Carbon Black and White are used as neutrals.

High-Vis Lime

PMS 389 C

R: 206 C: 24 G: 255 M: 0 B: 0 Y: 100 HEX: CEFF00 K: 0

Premier Purple

PMS 2755 C

R: 25 C: 97 G: 13 M: 100 B: 64 Y: 37 HEX: 190d40 K: 50

SECONDARY COLORS

Hi-Vis Purple PMS 2090 C

R: 84 C: 80 G: 37 M: 90 B: 175 Y: HEX: 5425AF K:

> Carbon Black PMS Black 6 C

R: 21 C: 60 G: 21 M: 60 B: 30 Y: 60 HEX: 15151E K: 100

White

R: 255 C: 0 G: 255 M: 0 B: 255 Y: 0 HEX: FFFFFF K: 0

TYPOGRAPHY

MONSTSERRAT is our primary font for SuperMotocross.

Headlines should be set in all caps in **EXTRABOLD ITALIC** with 0 tracking.

Body copy set in REGULAR with 0 tracking.

Available here: Montserrat

MONTSERRAT

ABCDEFGHIJKLMN OPQRSTUVWXYZ 0123456789

The SuperMotocross World Championship™ is the premier off-road motorcycle racing series.

Our secondary font is Holiday New Style.

Reserved for **SPECIAL OCCASIONS** on social media, such as a champion's birthday or holiday card.

Happy Birthday Champion!

This will typically only be used 3-4 times a year.

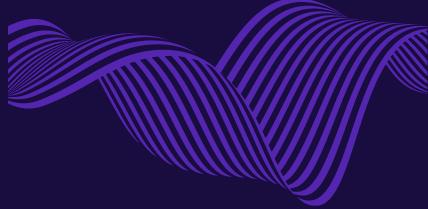
GRAPHICAL ELEMENTS



Separated Bars | Are used to separate objects

*Metallic Separated Bars are specifically used for the **Finals**





Racer Lines

Racer Lines are our supporting graphic element used to provide dynamic motion and visual interest in a layout or behind rider photography. They should have natural start and end points and should not flow out of the logo or be made to look like an extension of the logo



REVISED 2.8.23

The sport we both lead and compete in:

Off-road motorcycle racing

The SuperMotocross World Championship™ description:

■ The SuperMotocross World ChampionshipTM is the **premier off-road motorcycle racing series.**

Note: The full names we own are SuperMotocross World Championship™ and SMX World Championship™. Avoid the use of just "SuperMotocross" or just SMX." The name is italicized for PR writing but not for Marketing.

Use of trademark when referring to the SuperMotocross World Championship™:

- First use: SuperMotocross World Championship™
- All other subsequent mentions: **SMX World Championship**TM

Supercross and Pro Motocross inclusion:

- The Monster Energy® AMA Supercross Championship is **part of** the SuperMotocross World Championship™
- The AMA Pro Motocross Championship is part of the SuperMotocross World Championship™
- The Monster Energy® AMA Supercross and AMA Pro Racing Championship **seasons** are **part of** the SuperMotocross World Championship™ **series**

The collection of races:

- The SuperMotocross World Championship™ is a series (i.e., "The SuperMotocross World Championship™ is the premier off-road motorcycle racing series.").
- Monster Energy® AMA Supercross and AMA Pro Motocross are stadium-racing and outdoor-racing seasons.

There is a total of 31 SuperMotocross World Championship™ Rounds:

17 SX Rounds

11 MX Rounds

3 SuperMotocross World Championship™ Finals Rounds:

SuperMotocross World Championship™ Playoff 1

SuperMotocross World Championship™ Playoff 2

SuperMotocross World Championship™ Final

Round 1 of SX season is Round 1 of SMX World Championship™ series

Round 1 of MX season is Round 1 of MX, <u>and</u> Round 18 of SMX World Championship™ series

How we refer to the competitors:

- The world's elite riders in off-road motorcycle racing
- "Athletes" can also be used in place of "riders" when talking about physical ability, training and when comparing to other sports.

When referring to points:

- It's a race for points.
- Points are cumulative.
- Riders and teams earn points (e.g., Beginning in 2023, Monster Energy® Supercross and Pro Motocross riders earn points towards the SuperMotocross World Championship™).

The combination of "Supercross stadium racing" and "Pro Motocross outdoor racing":

• The SuperMotocross World Championship™ combines the technical precision of stadium racing with the all-out speed and endurance of outdoor racing.

The Track:

- "The world's most challenging tracks."
- Challenging the athletes both physically and mentally, challenging the teams technically with the bike set-up and challenging the fans' perceptions of what's possible.
- The SuperMotocross World Championship™ track requires unique discipline and challenges the riders, teams and equipment like no other.
- The world's most physically-, mentally- and equipment-challenging track combines defining elements from both stadium and outdoor racing.
 - Big Air, Rhythm Sections, Rollers, High Speed Straights, Elevation

The Title:

- The sport's ultimate title.
- The sport's ultimate championship.
- The winner is the reigning SuperMotocross World Champion.

The Prize:

- "The sport's biggest prize"
- The ultimate World Championship title.
- The SMX World ChampionshipTM trophy.
- More total prize money than any off-road motorcycle racing series.
- Prestige and bragging rights among the sport's biggest fan base and following as the SuperMotocross World Champion.

The League:

- The **SuperMotocross League** unifies the differences between Supercross stadium-racing and Pro Motocross outdoor racing to create the sport's ultimate championship.
- The **SuperMotocross League** has created a new and unique discipline for the sport.
- The **SuperMotocross League** has unified the different elements of the Supercross and Pro Motocross seasons—the riders, race teams, sponsors, organizers, and the fans—to create the SuperMotocross World Championship[™] series.



BRAND CALENDAR

2023 JUN JUL DEC FEB MAR APR MAY SEP NOV JAN 31 ROUND SERIES 11 ROUND SEASON 17 ROUND SEASON Anaheim 1 Salt Lake City Fox Raceway Ironman Championship National **Opening Round** Raceway Championship 3 ROUND **POST SEASON** Championship Final L.A. Memorial Coliseum Playoff 2 * Chicagoland Speedway Playoff 1 ZMAX Dragway at Charlotte Motor

Speedway Concord, NC

This Brand Style Guide is a living document.

Please confirm you have the latest version before applying it.

For questions, considerations and updates contact:

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