



**SUPER
MOTO
CROSS**™
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.



**BRAND ARCHITECTURE
LOGO & IDENTITY**

PRIMARY BRAND ARCHITECTURE

League



31 Races Series



2 Seasons
1 Post Season



Sub Brands



LOGO SYSTEM

Dark Background

Light Background

Notes & Use Cases

League



- Reserved for industry use cases and communication from the league
- Example uses: B2B communications, press release header, rider jerseys, number plates

31-Race Series
(Primary Logo)



- 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

31-Race Series
(Horizontal version)



- Horizontal version of the primary logo for use when vertical space is limited
- Example usage: ribbon boards

3 Event Post Season



- Use to promote the final 3 events
- Example uses: every consumer touch point related to the 3 Event Post-Season

3 Event Post Season
Horizontal



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

***SUPER
MOTO
CROSS***

VIDEOPASS 

Video Pass Primary logo
Vertical on dark background

***SUPER
MOTO
CROSS***

VIDEOPASS 

Video Pass Primary logo
Horizontal on light background



App Icon

SUPERMOTOCROSSTM
VIDEOPASS 

Video Pass Primary logo
Horizontal on dark background

SUPERMOTOCROSSTM
VIDEOPASS 

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: FFFFFFFF K: 0

TYPOGRAPHY

MONTSERRAT 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.

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

Happy Birthday Champion!

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



FUNCTIONAL LANGUAGE

FUNCTIONAL LANGUAGE

REVISED 2.8.23

The sport we both lead and compete in:

- Off-road motorcycle racing

The SuperMotocross World Championship™ description:

- The SuperMotocross World Championship™ 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™**

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**

FUNCTIONAL LANGUAGE

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, and Round 18 of SMX World Championship™ series

FUNCTIONAL LANGUAGE

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.**

FUNCTIONAL LANGUAGE

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.

FUNCTIONAL LANGUAGE

The Prize:

- **“The sport’s biggest prize”**
- The ultimate World Championship title.
- The SMX World Championship™ 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

BRAND CALENDAR

2023

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

31 ROUND SERIES

SUPERCROSS

17 ROUND SEASON

Anaheim 1
Opening Round

Salt Lake City
Championship

MOTOCROSS

11 ROUND SEASON

Fox Raceway
National

Ironman
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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THANK YOU