



BRAND GUIDELINES

2026-2027 SEASON VERSION 1.0 OCTOBER 2026

INSIDE THIS GUIDE

Everything a venue, partner, broadcaster, or vendor needs to put the championship in front of fans the right way. When in doubt, use the files on the marketing hub as supplied and ask us before you modify anything.

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LOUD, CLOSE, AND REAL.

The AMA Partzilla National Arenacross Championship brings professional and amateur supercross-style racing indoors, into hockey and basketball arenas across America. Fans sit close enough to feel the roost. Riders race tight tracks built on the arena floor, under the lights, two nights per stop.

The brand should feel like that: high contrast, high energy, a little bit dirty, and always professional. It is a sanctioned national championship, not a local race, and it should look the part.

BRAND PERSONALITY

- 1 Bold.** Big type, hard angles, red that hits. Never timid or pastel.
- 2 Arena-lit.** Dark fields with light cutting through. Cinematic, not flat.
- 3 Accessible.** Premium, but a family can show up on Friday night and feel at home.
- 4 Confident.** Numbers, results, and real riders front and center.

CHAMPIONSHIP ROUNDS

STOPS, EAST + WEST

PARTZILLA PLAYOFFS FINALE

SANCTIONED NATIONAL

SAY IT RIGHT

AMA PARTZILLA NATIONAL ARENACROSS CHAMPIONSHIP

OFFICIAL FULL NAME · USE ON FIRST REFERENCE IN PRESS, BROADCAST, AND LEGAL COPY

APPROVED SHORT FORMS

✓ Partzilla Arenacross	Second reference, social, signage
✓ Partzilla Arenacross Championship	Headlines where AMA appears in the logo
✓ Partzilla Playoffs	The season finale (Casey, IL). Separate from the 28 rounds
✓ PZAX	Hashtags, file names, internal shorthand only

AVOID

✗ ~~Partzilla - PARTZILLA (in body copy)~~	Partzilla is one word, capital P only
✗ ~~Arena Cross - Arena-Cross~~	Arenacross is always one word
✗ ~~Partzilla Regional Arenacross Series~~	Retired name. It is a National Championship now
✗ ~~Round 1 in the event title~~	List the city and venue. Round numbers go in body copy



CHAMPIONSHIP BADGE

The badge is the championship's signature. Use it whenever the brand appears on its own: event posters, tickets, credentials, broadcast bugs, merchandise, and venue signage. It carries its own dark shield, so it holds up on almost any background.

- 1 **AMA mark.** Sanctioning body. Always part of the lockup.
- 2 **Partzilla.** Title partner icon + wordmark.
- 3 **National.** Championship tier.
- 4 **Arenacross / Championship.** Chrome block type with hi-vis script.
- 5 **Checkered flag.** Anchors the base of the shield.

Files: pzax-championship-badge.svg / -4000w.png / -1600w.png



HORIZONTAL LOCKUP

For wide formats where the badge would float in empty space: website headers, banners, step-and-repeats, email headers, trailer sides, and broadcast lower thirds.

THE MASCOT

The Partzilla ape in the red cap is part of this lockup. Do not separate the mascot from the wordmark or use it as a standalone icon without approval.

CHOOSING A LOGO

Square or tall space: badge.

Wide space (wider than 3:1): horizontal lockup. Never use both at the same size on one layout.



CLEAR SPACE

x = the height of the AMA mark at the top of the badge. Keep at least 1x of open space on every side of either logo. No text, sponsor marks, or frame edges inside that zone. More space is always better.

MINIMUM SIZE

Below these sizes the AMA wordmark and Championship script break down. Go bigger whenever you can.



Badge
1 in print • 120 px screen



Horizontal
1.75 in print • 200 px screen

LARGE FORMAT

Use the SVG for banners, wraps, and signage. Large-format files are typically built at 1:10 scale; the SVG scales to any size with no loss.



CARBON BLACK

Preferred. The default for all brand work.



DARKENED PHOTO

Darken busy images so the badge reads first.



RACE RED

Great for event creative and promo fields.



WHITE

Allowed for print, forms, and partner sheets.

NEVER



STRETCH OR SQUASH

Always scale proportionally.



ROTATE OR TILT

The badge always sits level.



RECOLOR

No team or sponsor colorways.



ADD EFFECTS

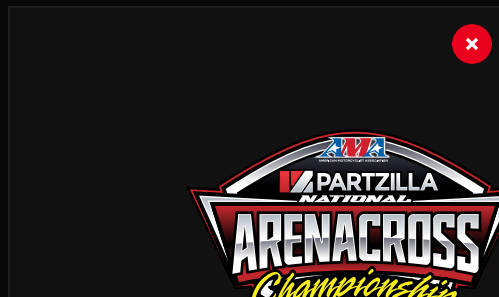
No glows, bevels, or outlines.



LOSE IT IN A BUSY PHOTO

Darken or move to a clean area.

AMA PARTZILLA NATIONAL ARENACROSS CHAMPIONSHIP · BRAND GUIDELINES



CROP

Show the whole mark, always.



RETYPE IT

Use the supplied files, never recreate.



CROWD IT

Respect clear space. No marks inside it.

RACE RED

PRIMARY · CTAS, EMPHASIS

HEX #E8001D
RGB 232 0 29
CMYK 0 100 90 5

**CARBON
BLACK**

PRIMARY · BACKGROUNDS

HEX #080808
RGB 8 8 8
CMYK 60 40 40 100 (rich)

WHITE

PRIMARY · TYPE

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

**HI-VIS
YELLOW**

ACCENT · DATES, PRICES

#F3EC21 · RGB 243 236 33
CMYK 5 0 95 0

DEEP RED

SUPPORT · PRESSED, SHADOW

#A80015 · RGB 168 0 21
CMYK 0 100 85 35

SURFACE

SUPPORT · CARDS, PANELS

#181818 · RGB 24 24 24
CMYK 0 0 0 90

**SIGNAL
RED**

DIGITAL ONLY · SMALL RED TEXT

#FF2A3E · RGB 255 42 62
Screen use only

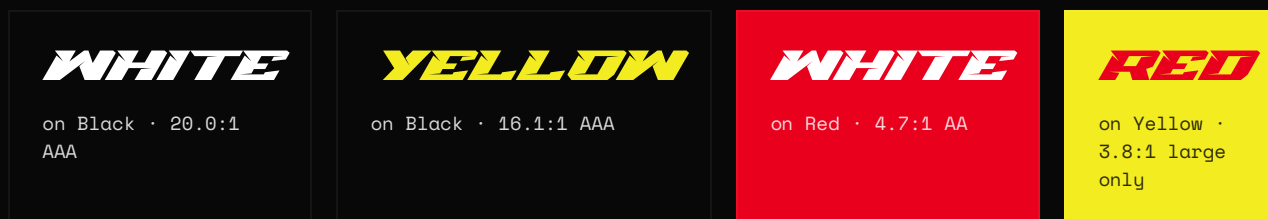
CMYK values are recommended builds for coated stock. Always request a printed proof for large-format and merchandise runs.

PROPORTION

Black carries the layout. Red is the punch, yellow is the spark. If everything is red, nothing is.



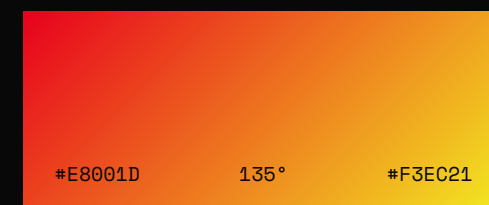
ACCESSIBLE PAIRINGS



Race Red text on black is 4.2:1. Fine for headlines; for small red text on screen use Signal Red (5.4:1).

EVENT GRADIENT

Event creative runs hot: a red-to-yellow field behind riders, like arena light through dust. Use it for posters, social, and promo backgrounds, not behind body copy.



TEAM & SPONSOR COLORS

Partner and team marks keep their own colors. Championship colors never get swapped for a sponsor's palette, and partner logos never get recolored to championship red.

DISPLAY

**BRING
RACE**

Headlines, city names, numbers,
buttons. Uppercase by design.

Multype Studio · commercial license
multypestudio.com

GATE DROPS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 !?
&\$#**

LABELS

Oswald

Section labels, nav, kickers, data.
Uppercase with wide tracking
(12-24em).

Google Fonts · SIL Open Font License
Medium 500 · SemiBold 600 · Bold 700

ROUNDS 1-2 · F&M BANK ARENA

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Medium SemiBold Bold

BODY

Anybody

Paragraphs, descriptions, forms, fine
print. Sentence case.

Google Fonts · SIL Open Font License
Regular 400 · Medium 500 · SemiBold
600 · Bold 700

Pit passes and track walk available.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Regular Medium SemiBold Bold

Download all three from partzillaaarenacross.com/marketing#branding. If Bring Race isn't licensed on your machine, use the supplied logo and headline art rather than substituting another display face. Fallback for system use: Impact (display), Arial Narrow (labels), Arial (body).

HERO

Bring Race
Line-height .9 ·
+.02em

CLARKSVILLE

HEADLINE

Bring Race
Line-height .95 ·
uppercase

FRIDAY NIGHT PROS

KICKER / LABEL

Oswald 600
Tracking .2em ·
Signal Red

ROUNDS 1-2 · OCTOBER 16-17

SUBHEAD

Anybody 600
Line-height 1.3

Two nights of pro racing at F&M Bank Arena.

BODY

Anybody 400
Line-height 1.7 · 70%
white

Friday night opens with the pros and All-Stars under the lights. Saturday brings amateur racing by day and the main event at night.

DATA

Bring Race / Space
Mono

\$25

DOORS 6:00 PM · RACING 7:00 PM

ROUNDS 1-2

CLARKSVILLE
OCT 16-17

F&M Bank Arena. Pro and All-Star racing both nights, amateurs Saturday day.

BUY TICKETS





REAL RACING

Use championship photos from our own events. No generic stock motocross, no outdoor nationals passed off as arenacross.



TIGHT & LIT

Crop in on riders. Favor arena lighting, roost, and motion. Let the background fall to black.

PEOPLE MATTER

Fans, families, and pit moments sell tickets as well as racing does. Show both.



FLYER · 8.5×11



SOCIAL · 1080×1350



DIGITAL BILLBOARD · 1920×1080

THE FORMULA

- 1 Badge up top, full size, never cropped.
- 2 City in chrome Bring Race, the biggest type on the page.
- 3 Dates in hi-vis yellow, venue directly under the city.
- 4 A real rider cut out over the hot red-to-yellow field.
- 5 Partner band along the bottom edge when required.

Ready-made graphics for every stop live on the marketing hub. Use those first; request custom sizes rather than rebuilding.

CO-BRANDING

When a partner, venue, or team appears beside the championship, separate the marks with a thin vertical rule and match their visual weight. The championship mark sits on the left.



Sponsor marks go on a **partner band**, never inside the badge or the clear space.



VOICE

Talk like the announcer, not the brochure. Short, punchy, specific. Lead with the city, the date, and what fans will feel. Keep the hype honest: real names, real numbers.

**CLARKSVILLE.
GATE DROPS
FRIDAY.**

Specific and urgent.

**EXCITING
MOTORSPORT
EVENT**

Generic, could be anything.

**PIT PASSES
ON SALE NOW**

Tells fans what to do.

**DON'T MISS
OUT!!!**

Shouting without information.

House rules: no em dashes in copy. Spell out "and" in body text. Class names as published (e.g. 85 All-Stars). Prices and times always checked against the event page.



QUESTIONS? **ASK** **FIRST.**

Need a size we don't have, a co-branded lockup, or approval on a layout?
Reach out before it goes to print. We turn requests around fast.

BRAND ASSETS

partzillaarenacross.com/marketing

EMAIL

info@tristarmx.com

PHONE

931-278-7775