



WORLD CHAMPIONSHIP

250/450 PLATES & JERSEYS

2024



SMX BRAND COLORS

Our colors are strong, premium and energetic.

We utilize a Premier Purple as our dominant color contrasted with a High-Vis Lime that exudes energy and excitement

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

450 & 250 FRONT PLATE, SIDE PLATE, JERSEY LOGOS

450 & 250 FRONT PLATE



450/250 SIDE PLATE AND JERSEY LOGO

450 SIDE PLATE

ON WHITE



2.75" wide x 1.35" high
.25" corner radius

250 SIDE PLATE

ON BLACK



2.75" wide x 1.35" high
.25" corner radius

COLOR USAGE GUIDE FOR JERSEYS

COLOR USAGE GUIDE

JERSEY COLOR AND PATTERNS VARY, PLEASE USE BEST JUDGEMENT BASED ON THE COLOR USAGE RECOMMENDATIONS BELOW

