
MXGP AUSTRALIA

EVENT TOOLKIT

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MXGP AUSTRALIA



Proudly brought to you by
Northern Territory
**MAJOR
EVENTS**
Company



**NORTHERN
TERRITORY**

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COME CHECK THIS

The inaugural FIM Motocross World Championship [MXGP] revs up from **19 - 21 September 2025**. Join in the Territory's first global motorsport event as motocross fans around the world descend on Darwin for three exhilarating days of action.

MXGP of Australia will bring high-octane action to Hidden Valley Motor Sports Complex as the world's best riders take on the new purpose-built track. This family friendly event is an opportunity to showcase the unique region we call home, from Aboriginal culture and stunning nature to delectable food and must-do unique tourism experiences. With adventure-seeking fans from around the world expected to attend, it's an event you don't want to miss!

Help us spread the word and excitement of MXGP of Australia far and wide. This toolkit contains everything you need to excite your customers and make the most of this incredible debut event for you and your business. You'll find event information, social media and brand assets to assist with promoting this global event that will boost the local economy and showcase all the Northern Territory has to offer.

UNLEASHING THE POWER OF MXGP KEY SELLING POINTS



**TERRITORY'S FIRST GLOBAL
MOTORSPORT EVENT**

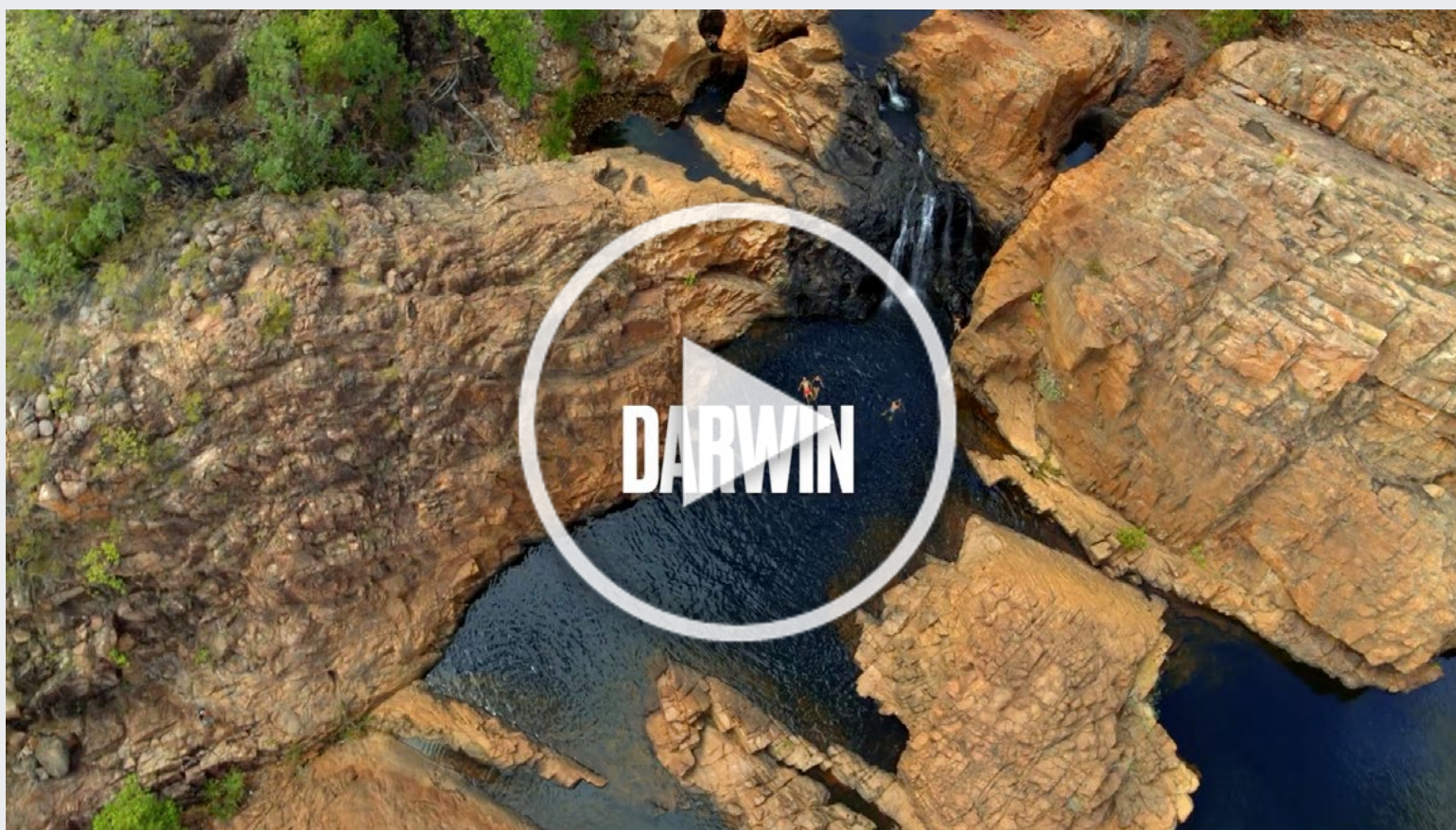


UNIQUE DESTINATION EXPERIENCE



FAMILY AND GROUP FRIENDLY

2024 PROMOTIONAL VIDEO



MXGP OF AUSTRALIA LOGO

The MXGP of Australia logo captures the excitement and spirit of motocross with its dynamic design and bold colors.

It represents not only the event but also the passion and camaraderie of the motocross community, serving as a proud emblem of the thrilling experience that awaits fans and participants alike.

[DOWNLOAD LOGOS](#) ↗



PRIMARY



INVERSE



FLAT



FLAT INVERSE



MONO



MONO INVERSE

LOGO USAGE

When using the MXGP of Australia logo, it is crucial to maintain clear space around it to ensure visibility and impact.

The logo should be resized proportionally, and never stretched, to preserve its integrity.

When the MXGP of Australia logo is used as a decorative element, it can be tilted with a 15° angle.

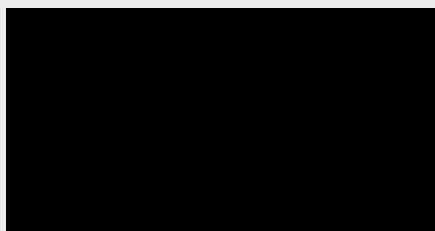
Ensure that there is always enough contrast between the logo and the background. Place the logo on a quiet area of the picture and choose the appropriate version (positive/negative) to enforce the legibility of the logo.



BRAND COLOURS

MXGP of Australia has a distinctive colour palette which plays an essential role in our overall visual identity.

PRIMARY



CMYK: **40, 20, 20, 100**

RGB: **0, 0, 0**

HEX: **#000000**

PMS: **Black C**



CMYK: **0, 100, 100, 0**

RGB: **255, 0, 0**

HEX: **#ED1C24**

PMS: **485 C**



CMYK: **0, 100, 100, 44**

RGB: **148, 7, 0**

HEX: **#96080B**

PMS: **1805 C**

SECONDARY



CMYK: **89, 79, 0, 0**

RGB: **0, 0, 244**

HEX: **#0000F4**

PMS: **Black C**

COBRANDING - NTMEC LOCKUP

The NT Major Events Company / Northern Territory Government logo lockup is to be used on all event collateral that is promoted **locally**.

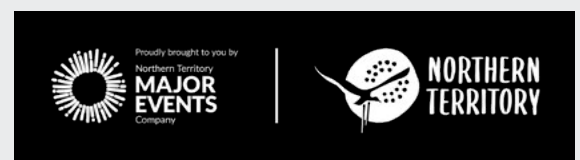
The NT Major Events Company / Tourism NT logo lockup is to be used when there is a specific tourism message and visitation outcome required. This logo will need to feature on all **national** media assets where possible.

Always adhere to the minimum size rules set by NT Major Events Company, Tourism NT and Northern Territory Government logo guidelines.

NTMEC / NTG Lockup



NTMEC / Tourism NT Lockup



[DOWNLOAD LOCKUP ↗](#)

2025 CREATIVE CAMPAIGN

The 2025 Creative Campaign for MXGP of Australia follows the global MXGP look and feel, which typically includes a collage of bikes in action, conveying the adrenaline-fueled essence of motocross.

Key local adaptations from the global poster are the decal, Australian flag, and "Come Check This" tagline which have been developed to reinforce brand recognition of the Australian Round. This approach allows for a balance between global brand consistency and local relevance, ensuring that the Darwin event stands out while still feeling part of the broader MXGP series.



DOWNLOAD POSTER ↗

SOCIAL GUIDE

Hashtags #MXGPAustralia #NTAustralia

Mentions Tag us at @MXGPAustralia (Facebook and Instagram) so we can see your posts and share where possible.

Asset Sizing 1:1 for Instagram and Facebook,
9:16 for Tiktok / stories / reels



DOWNLOAD ASSETS ↗

HAVE ANY QUESTIONS?

These branding guidelines were prepared for MXGP of Australia by Northern Territory Major Events Company.

If you have any questions or you need guidance on how to use any of the MXGP of Australia brand assets, please get in touch with our Marketing Department via email to major.events@nt.gov.au.

