



BRANDING & DIGITAL MARKETING GUIDELINES 2025



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Bridgestone CSBK Mission & Goals

Mission

The Bridgestone Canadian Superbike Championship's mission is to develop and showcase rider talent by providing a venue for professional motorcycle road racing in Canada and supporting top-level riders on the path to international championships.

Goal	Objectives
Promote and encourage support for motorsports across Canada, with an emphasis on motorcycle road racing.	Develop consistent and engaging marketing campaigns that align with the CSBK brand.
Retain current fans and regain lost ones.	Continue to increase the volume and improve the quality of our social media content.
Gain exposure for the CSBK brand worldwide.	Promote the CSBK series and share related content with our audience year-round.
Expose a new generation of riders and fans to motorcycle racing.	Target younger demographics with organic and paid social media campaigns in addition to our existing audience.
Foster diversity among our followers on social media.	Feature a diverse range of CSBK competitors, supporters, and staff.
Promote CSBK and its supporting partners, to enable the series to grow and continue working toward its mission.	Grow subscribers/followers and increase audience engagement by 20-25% in 2025 on all CSBK digital platforms (Facebook, Instagram, Twitter, YouTube).

Bridgestone CSBK Logo

The Bridgestone Canadian Superbike Championship’s official logos combine the CSBK logo with the Bridgestone “B” logo.

There are two versions of the primary logo: one with the elements on a solid, gradient-filled pill-shaped background and one without the “pill”, on a transparent background.



Primary “Pill” Logo



Primary Logo without “Pill”

The secondary, “stacked” logo may be used in applications where a square version is better suited.



Secondary Logo

It is imperative to position the logo so that it is always legible, in case of technical needs such as one-color prints, it is possible to use the monochrome logo in either black or white.



Monochrome Logo

Under no circumstance may the logo be modified or altered in any way. For example:



Do not change the colour of the elements.



Do not change the proportions of the logo.



Do not change the composition of the logo.

On any colour background other than white, a PNG logo file with transparent background must be used so that there is no visible white rectangle surrounding the logo.



Do not use the logo with a white background.



Use a transparent PNG logo file.

Bridgestone CSBK Class Names

The Bridgestone Canadian Superbike Championship consists of seven national classes. If a title sponsor exists for a class, the correct class name (INCLUDING sponsor name) must be used.

CSBK National Class	Class Name WITH Sponsor
Pro Superbike	GP Bikes Pro Superbike
Pro Supersport	
Twins Cup	Importations Thibault Twins Cup
Ninja ZX-4RR Cup	Niagara Race Crafters Ninja ZX-4RR Cup
Lightweight Sportbike	Super Sonic Road Race School Lightweight Sportbike
Amateur Superbike	AIM Insurance Amateur Superbike
Amateur Supersport	EBC Brakes Amateur Supersport

Bridgestone CSBK Race Titles

The 2025 Bridgestone Canadian Superbike Championship schedule consists of four doubleheader rounds, with each round featuring two races for each of the 7 classes.

Race titles are written in the following format:

[Class Name WITH Sponsor] + [Round #, Race #]

Examples:

GP Bikes Pro Superbike Round 1, Race 2

EBC Brakes Amateur Supersport Round 4, Race 1

Bridgestone CSBK Social Media

Bridgestone CSBK is committed to promoting and encouraging support for motorsports across Canada. Communication and engagement with our target demographics using relevant social media platforms is key to achieving this goal.

It is critical that the series and its representatives maintain high standards of quality and professionalism in any content posted or shared on social media.

Competitors and partners of the Bridgestone CSBK series are encouraged to amplify the series' messaging on social media. Anyone who is affiliated with the series is expected to adhere to the guidelines in this document and conduct themselves in a professional manner when posting content or comments on their own social media OR commenting on CSBK's social media. Comments will be monitored and removed if necessary.

No hate speech

No profanity

No disclosure of confidential information

No conduct or posting content that could harm the reputation of Bridgestone CSBK and/or its partners, sponsors, venues, competitors and/or other affiliates

Use proper spelling and grammar

Use proper class names, race titles and sponsor names

References to Bridgestone CSBK as an organization and its events, staff, partners, sponsors, venues, competitors and/or other affiliates should be respectful, positive, and professional

Primary keywords/hashtags:

#CSBK #CSBKonTSN #BridgestoneCSBK #BridgestoneMoto
#BridgestoneMotoUSA #motorsport #racing #motorcycles

Secondary keywords/hashtags:

#BATTLAX #BATTLAXV02 #superbike #sportbike #SBK #motorcyclerracing

Bridgestone CSBK Official Web Site

Content posted on the official Bridgestone CSBK web site (csbk.ca) must be accurate, relevant, and informative.

If you have a press release you would like to see on csbk.ca, please send it by email to info@csbk.ca. Please note that press releases are posted as a courtesy and at our discretion. Proper series name and official class names must be used. Include a photo that you have the rights to use – we will not post images with watermarks. Not all submitted press releases will be posted.