

THE CENTER WITHIN

Brand & Creative Direction Guide

Version 1.0

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1. BRAND CORE

Brand Name

THE CENTER WITHIN

Founder

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Category

Performance Reset System

Nervous System Regulation + Identity Recalibration

Positioning Statement

The Center Within is a structured 7-day performance reset system designed to restore internal stability, composure, and direction. It integrates applied discipline principles used in elite performance environments with grounded nervous system regulation and identity structure.

This is not therapy.

This is not medical treatment.

This is not spiritual doctrine.

It is a structured internal recalibration system.

2. BRAND PHILOSOPHY

Core Belief

When the nervous system stabilizes, identity clarifies.

When identity clarifies, direction returns.

When direction returns, power stabilizes.

The program is about returning to internal stillness—not adding more intensity.

Emotional Target State

After interacting with the brand, the participant should feel:

- Calm
- Clear
- Self-respecting
- Stabilized
- Internally powerful
- Focused
- Grounded

Not hyped.

Not aggressive.

Not overstimulated.

3. CREDIBILITY & POSITIONING

I do not claim to be a therapist or clinical psychologist. What I teach are applied performance discipline principles widely researched and used in elite sport, integrated through direct experience preparing for high-pressure competition.

For over a decade, I have lived and trained as an elite athlete, operating in environments that demand composure under pressure. I am also a certified trainer with more than ten years of experience coaching physical and performance-based systems.

Beyond sport, I have led creative and entrepreneurial projects centered around clarity, discipline, and human behavior that have impacted thousands globally. Throughout my career, I have invested deeply in studying performance psychology, nervous system regulation, meditation practices, and mindset training—learning from elite athletes, experienced coaches, and respected teachers across multiple disciplines.

This program reflects the integration of those experiences. It is a structured performance reset system.

4. BRAND PILLARS (PROGRAM WHEEL)

The Center Within framework consists of eight integrated elements:

1. Regulation
2. Discipline
3. Focus
4. Identity
5. Commitment
6. Integrity
7. Vision
8. Shadow

The Center Within sits at the middle. Each element reinforces the others. No single pillar dominates.

5. VISUAL IDENTITY SYSTEM

Overall Mood

Minimal. Cinematic. Grounded. Controlled. Timeless.

This is not a high-energy fitness brand. It is a composure brand.

Color Palette

Primary

- Deep Black (#000000 or near black)
- Charcoal (#111111 – #1A1A1A)

Secondary

- Warm Gold Accent (subtle, not metallic)
- Soft Candle Amber
- Muted Earth Tones

Avoid

- Bright reds
- Neon colors
- Oversaturated greens
- Aggressive contrast filters

Typography

Primary Font Style: High-end serif (cinematic, classic, refined)

Examples to reference:

- Trajan style
- Cormorant Garamond
- Playfair Display (refined use)
- Canela style aesthetic

Secondary Font: Clean sans-serif for body text

- Helvetica Neue
- Inter
- Neue Haas Grotesk style

Typography Rules

- Wide letter spacing in titles
- Clean alignment
- No decorative fonts
- No script fonts
- No trendy social fonts

6. OFFICIAL BRAND MARK

Minimal Center Symbol

A centered dot with four main axis lines (vertical and horizontal) and subtle radiating marks.

Symbol meaning: Stillness at the core. Balance in all directions.

Usage

- Book spine
- Skool icon
- IG highlights
- Merch embroidery
- Course thumbnail
- Event backdrops
- Watermark on video

Must always be minimal. Never distorted. Never animated aggressively.

7. CINEMATIC VISUAL DIRECTION

Framing

- Symmetrical compositions
- Subject centered
- Strong negative space
- Eye-level framing
- No chaotic backgrounds

Lighting

- Soft directional light
- Golden hour natural tones
- Candle/incense subtle atmosphere
- Controlled shadow depth
- No harsh gym lighting

Facial Expression

- Calm eyes
- Relaxed jaw
- Neutral mouth
- No exaggerated emotion
- No forced intensity

Movement Style

- Slow transitions
- Long takes
- Minimal camera shake
- Controlled pacing
- Silence is used intentionally

8. LOCATION STANDARDS

Primary Locations

- Thailand lakes
- Mountain backdrops
- Minimal wooden pavilions
- Open-air meditation platforms
- Soft jungle edges
- Calm water surfaces

Secondary

- Minimal indoor black room
- Subtle candle-lit space
- Clean desk with journal

Avoid

- Busy gyms
- Party environments
- Loud city backgrounds
- Flashy luxury visuals

9. MASCULINE–FEMININE BALANCE STRATEGY

The brand must embody grounded masculine structure while remaining emotionally intelligent and open. We are not targeting gender. We are embodying balance.

Masculine Expression

- Structure
- Composure
- Direction
- Stability
- Clear boundaries
- Strong posture

Visual cues: Dark palette. Symmetry. Stillness.

Tone: Measured. Certain. Controlled.

Feminine Resonance

- Emotional awareness
- Warmth
- Reflection
- Breath
- Presence
- Depth

Visual cues: Golden light. Soft shadows. Nature integration. Water. Subtle incense smoke.

Tone: Grounded. Attuned. Calm.

The Balance

Never:

- Aggressive
- Hyper-macho
- Over-spiritual
- Performative

Always: Composed strength with emotional depth.

10. BRAND VOICE

Voice is:

- Calm
- Direct
- Minimal
- Structured
- Mature
- Non-reactive

Avoid:

- Overuse of exclamation marks
- Overuse of emojis
- Clickbait phrasing
- Hype energy

11. CORE MESSAGING LINES

Primary Taglines

- Return to Your Center
- Stabilize. Reclaim. Move Forward.
- Control Your Nervous System. Regain Direction.
- Stillness Creates Power.

12. PROGRAM STRUCTURE OVERVIEW

DAY 0 – Orientation

Understanding The Center Within. Responsibility + Commitment

DAY 1 – Nervous System Regulation

Breath. Cold exposure. Stabilization.

DAY 2 – Discipline

Structure. Non-negotiables. Behavioral control.

DAY 3 – Movement

Body alignment. Shadow boxing flow. Core balance.

DAY 4 – Shadow

Confront avoidance patterns.

DAY 5 – Vision

Clarity building. 90-day structure.

DAY 6 – Identity

Self-trust. Identity solidification.

DAY 7 – Integration & Commitment

Integration ritual. Written commitment. Next-phase structure.

13. PSYCHOLOGICAL IMPACT GOAL

The participant should feel:

- "I feel calmer."
- "I feel stable."
- "I trust this."
- "I want this structure."
- "I want to return to that place."

14. WHAT THIS BRAND IS NOT

- Not a guru movement
- Not therapy
- Not spiritual escapism
- Not aggressive masculinity
- Not hustle culture

It is internal stabilization.

15. FINAL STANDARD

Every piece of content must pass this question:

Does this feel centered?

If not—it does not belong.

— END OF BRAND GUIDE —

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FIGHT CVMP

For internal use and creative direction only.