

# THE CENTER WITHIN

*Brand & Creative Direction Guide*

Version 1.0

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# 1. BRAND CORE

## Brand Name

THE CENTER WITHIN

## Founder

Juan Grey

## 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.