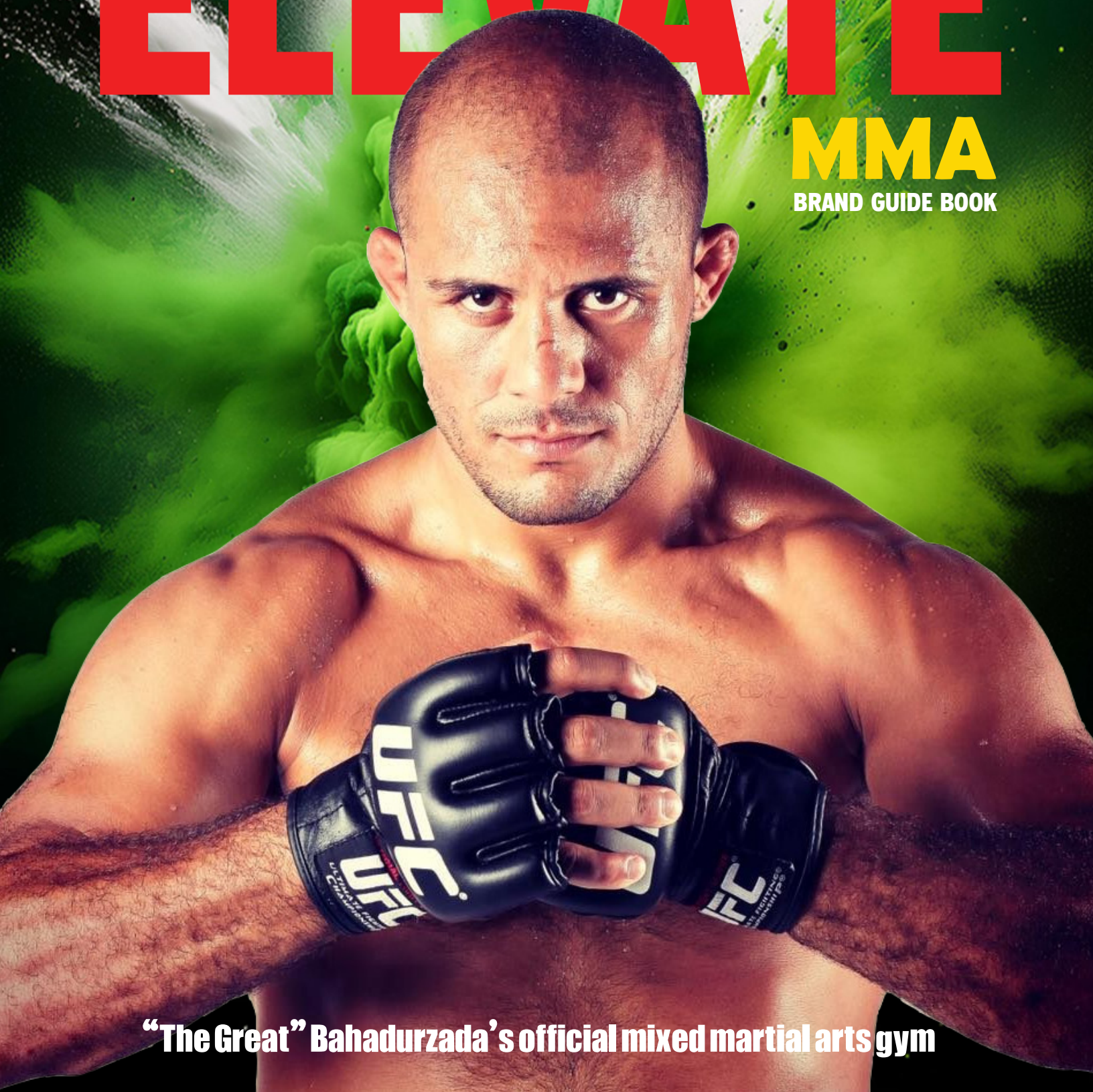


ELEVATE  
M M A

# ELEVATE

MMA

BRAND GUIDE BOOK



“The Great” Bahadurzada’s official mixed martial arts gym



## ELEVATE MMA LOGO

The Elevate MMA logo represents strength, precision, and dynamic movement, qualities that are central to mixed martial arts. The bold and modern design of the “ELEVATE” wordmark, with its sharp lines and symmetrical spacing, reflects the discipline and determination required in combat sports. The use of solid white against a striking red background emphasizes power and visibility, ensuring the brand stands out with clarity and impact. The minimalist approach underscores the brand’s focus on performance, while the “MMA” acronym beneath signifies its deep-rooted connection to the world of Mixed Martial Arts.

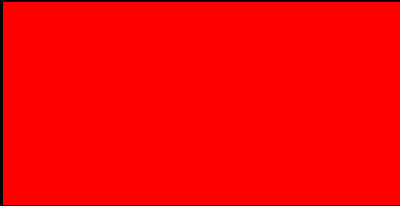




## COLOR SCHEME

### RED, BLACK, AND WHITE

The combination of red, black, and white in our brand represents power, elegance, and clarity. Red conveys energy, passion, and strength—qualities that drive our athletes to push their limits. Black adds a sense of sophistication and authority, while white symbolizes purity, focus, and balance. Together, these colors create a bold and impactful visual identity that reflects the intensity and discipline of our sport.



Our brand's color scheme draws inspiration from the colors of the national flag of Khorasan: green, white, and black. Green symbolizes growth, vitality, and hope, while white stands for peace, clarity, and balance. Black represents strength, resilience, and authority. Together, these colors create a powerful and symbolic visual identity that reflects both our cultural heritage and our commitment to excellence in sport.

## FONT CHOICE

For our brand, we've selected Brenat as the primary font for titles and headings. Brenat's bold and modern style exudes strength, clarity, and confidence, perfectly capturing the dynamic and energetic nature of our brand. For body text, we use Minion Pro, a classic and highly readable serif font that ensures legibility while maintaining a professional and refined appearance. Together, these fonts create a balanced visual hierarchy, offering both impact and elegance across all communications.



A shirtless male MMA fighter is shown in a fighting stance, wearing white hand wraps and red shorts. He is looking intently forward, with his right fist raised and his left hand near his chin. The background is dark, and the lighting highlights his muscular physique and the texture of his hand wraps.

## STEP INTO GREATNESS!

ELEVATE MIXED MARTIAL ARTS is the premier championship brand for martial arts. Headquartered in Falls Church, Virginia, Elevate Mixed Martial Arts day to day training is run by multiple times MMA world champion and UFC veteran Siyar Bahadurzada.

As a fighter, throughout his decorated MMA career, Siyar has won many world championships in Brazil, Japan and Russia. But not only is he an accomplished Mixed Martial Arts athlete and a multiple times MMA World champion, he's also an accomplished coach.

Siyar has changed the lives of many athletes and helped them become world champions at the highest level of the sports in MMA and kickboxing. Siyar has a nag for making superstars. Will you be his next champion and superstar? Book your free trial class Now.

# MISSION

Our mission at Elevate Mixed Martial Arts is to help you become the champion you've always wanted to be.

We create a safe, inspiring and friendly environment for our students so they can become the best version of themselves. We are determined to build a community of like-minded people where they can build their confidence, discipline and self-control. At the same time, you can enjoy the benefits of Martial Arts such as physical fitness, mental strength and self-defense.

# FOCUS

Elevate Mixed Martial Arts offers classes for complete beginners (who have never trained Martial Arts before) as well as world champions and aspiring athletes who want to become world champions in Mixed Martial Arts regardless of their skill level, gender, age and background in Martial Arts. Our head coach Siyar Bahadurzada, a UFC veteran, and multiple times MMA world champion with over two decades of fighting experience has competed all over the world such as USA, Europe, Japan, Brazil and Russia. He has trained several world champions in all disciplines of mixed martial arts such as Kickboxing, Muay Thai, Brazilian Jiu Jitsu and wrestling.

# PHILOSOPHY

At Elevate Mixed Martial Arts our goal is to help you become the best version of yourself every time you step on our mats. We are dedicated to help you build confidence, physical fitness, mental and emotional strength, self-control and self-defense that will translate to all areas of your life. The classes and techniques that we provide are battle-tested and street certified and will keep you engaged and energized.

# PROGRAMS

## DUTCH-STYLE KICKBOXING



This exciting fighting style incorporates the best of both worlds – the grace and precision of Muay Thai and the raw power of Western boxing. One of the reasons that Dutch-style kickboxing has become so popular among accomplished MMA athletes is that it offers a unique and highly effective combination of multi-layer attacks with kicks, punches and knees.

Dutch-style kickboxing is a great workout for people of all levels of fitness. It promotes good cardiovascular health, improves endurance, and builds confidence as well as physical and mental strength. But more importantly, it teaches discipline, perseverance, respect, and humility – values that are essential not just in the ring, but in life as well. Our Dutch-style kickboxing program is designed by our head coach Siyar Bahadurzada who has more than two decades of experience in this art and has helped athletes become world champions in Kickboxing at the highest level of competition.

## BRAZILIAN JIU JITSU/

## SUBMISSION GRAPPLING

Submission grappling is a beautiful and challenging art form that combines the physical prowess of wrestling with the technical intricacies of Brazilian Jiu-Jitsu. This means that instead of relying on grabbing the fabric of an opponent's uniform (Gi), athletes must learn to use their bodyweight, leverage and technique to outmaneuver and submit their opponents.

The art of submission grappling (No Gi) includes a wide variety of techniques that allow the practitioner to control their opponents using their own body weight and strength. This includes locks, chokes, throws, sweeps, and ground control techniques. These techniques are based on the principle of leverage and are highly effective, allowing even smaller fighters to take down larger opponents and control them. Therefore, Submission grappling, is a dynamic and intricate martial art that has captured the attention of self-defense enthusiasts as well.

Submission grappling (No Gi) is great for you as it helps you develop physical and mental strength. Through regular training, practitioners will improve their cardio, endurance, flexibility, and strength. Additionally, submission grappling promotes problem-solving, patience, perseverance and determination on the mat and outside the mat in real life situations.

Submission grappling is commonly used in Mixed Martial Arts (MMA) for its practicality in a real-life scenario. It teaches athletes to be patient, strategic thinkers and to use their bodies in the most efficient and effective ways possible.

So, whether you're a seasoned athlete or a curious beginner, submission grappling is an art form that offers countless benefits for the mind, body, and spirit. It requires discipline, humility, and courage, and through the struggles and triumphs of training and competition, it can help you become the best version of yourself.





## MIXED MARTIAL ARTS



Mixed martial arts (MMA) is the ultimate blend of artistry and physical combat, representing a beautiful and powerful display of various martial arts techniques. MMA is an intense mix of grappling, striking, and submission techniques, bringing together a wide range of different combat sports into one dynamic and exciting whole.

At our classes, we welcome martial artists of all levels, whether you are a seasoned professional or a complete beginner. We offer a safe, fun and supportive and inclusive environment where students can learn, grow, and challenge themselves to become the best fighters and individuals they can be. With our expert training and guidance, you too can experience the thrill and excitement of mixed martial arts and its unique blend of artistic and martial arts values.

That being said, Elevate mixed martial arts is the only gym in Wahsington D.C., Maryland and Virginia area with MMA classes that are taught by multiple time MMA world champion and elite world-class professional fighter, Siyar Bahadurzada. He has over two decades of combat experience in the biggest and most prestigious organization as the UFC and has fought in the biggest arenas around the world. The technique and experience he brings to the table from the two decades of training with UFC, K-1, Bellator, ONE Championship and many other prestigious organizations' champions is truly unmatched. He has trained multiple MMA and kickboxing world champions and has a wealth of knowledge of the sport and fight game.

## SELF-DEFENSE

Our Self-defense program not only teaches you how to protect yourself from physical harm. It also focuses on building confidence, discipline, and mental fortitude to overcome any obstacle that life throws at you.

Incorporating self-defense into your daily life does not require you to be a black belt in martial arts. With proper training and guidance, mastery of self-defense techniques can be achieved by anyone. It's essential to remember that self-defense is not about brute force, but rather about using the most effective combat techniques at the right time to protect yourself.

Another benefit of self-defense is the sense of empowerment that comes with it. Knowing that you can defend yourself against an attacker gives you a level of confidence that radiates in every aspect of your life. It helps you to build mental and emotional strength that empowers you to overcome any fear or anxiety.

Whether you are a male or female, young or old, self-defense is a crucial skill in these chaotic times that can save your life and the lives of your loved ones.



## CHILDREN PROGRAM

The idea behind our children program (including our after-school program) at Elevate Mixed Martial Arts is to teach the kids life skills through martial arts. We believe our children program will help them become confident, bully-proof, respectful and disciplined young individuals with humility and honor.

Martial arts training is an opportunity for children to develop leadership skills and teamwork. It will also encourage kids to work together, communicate effectively, and develop problem-solving skills, all while learning to set goals and complete them. These qualities are essential for any successful child, and martial arts provides an effective means of developing them in your children.

Besides their physical, mental and emotional wellbeing, this program will also help them relief stress and enhance their self-defensive skills which will automatically translate into more confidence and self-control in all areas of their life.

## CORPORATE PROGRAM

Corporate training is not just an investment in your employees; it's an investment in the performance and success of your company. As a business leader, you know that a happy workforce is a productive workforce, and that mental and physical wellbeing translates into better results at work and at home.

Training martial arts provides an opportunity for your employees to develop both their mental and physical wellbeing. The discipline and focus required in martial arts instill a sense of motivation and drive in individuals that can be applied in all areas of life. According to a

study by Forbes, employees who participated in activities like martial arts showed a 28% reduction in stress levels and a 23% boost in confidence. These employees were also able to focus better, had increased productivity, and felt more engaged in their work.

Beyond mental and physical health benefits, martial arts training is an opportunity for employees to develop leadership skills and teamwork. It will also keep their life in balance and relief stress which will translate into productivity and focus at work.

## ELEVATE ACCELERATED PROGRAM

Step into the fast lane of success with our accelerated program designed to launch you 500% ahead of the competition! Our program offers students private one-on-one coaching sessions with world-renowned Coach Siyar Bahadurzada, who has an impressive formula of creating world champions in Kickboxing and MMA. Coach Siyar's expertise and guidance combined with our accelerated program's powerful and personalized approach with proven techniques and strategies will skyrocket your progress. With our accelerated program in your arsenal, you'll be unstoppable on the path to success. So, get ready to launch your journey towards greatness in record time!





## WHO'S SIYAR BAHADURZADA?

### THE CHAMPION MARTIAL ARTIST AND ELITE TRAINER

Siyar Bahadurzada is an Afghan-Dutch mixed martial artist with a storied career that spans more than two decades. Born in Afghanistan and moving to the Netherlands in 1999, Siyar's passion for martial arts began in childhood. At 16, he started training in MMA and kickboxing, honing his skills under legendary Dutch trainer Lucien Carbin in Amsterdam. Throughout his career, Siyar trained alongside renowned fighters like Tyrone Spong and Gilbert

Yvel, establishing himself as a force in both MMA and kickboxing.


In 2006, Siyar joined the elite Golden Glory team, where he trained under master Cor Hemmers alongside K-1 champions like Alistair Overeem, Gokhan Saki, and Ramon Dekkers. While sharpening his kickboxing, Siyar continued to focus on his MMA career, winning the Shooto Light Heavyweight World Championship in Tokyo at just 23. He successfully defended his title twice, securing knockouts in both bouts.


Siyar's MMA journey took him to top gyms across the globe, including Reign Training Center and Kings MMA in California, where he trained with elite fighters like Fabricio Werdum and Wanderlei Silva. In 2011, he won the Glory World Series MMA Championship in Moscow, knocking out three opponents to claim the title and \$150,000 prize, leading to his UFC debut.

Known for his powerful striking and resilience, Siyar quickly made his mark in the UFC, earning Knockout of the Night in his first-round victory over Paulo Thiago. Training with the Blackzilians in Florida and later joining JacksonWink MMA under Greg Jackson's mentorship, Siyar trained alongside UFC champions like Jon Jones, Holly Holm, and Alistair Overeem. His career revival in 2018 saw him winning three consecutive UFC fights, including another Knockout of the Night in Atlantic City.


Today, Siyar Bahadurzada continues to build on his legacy as both a fighter and a coach. With decades of experience, he now shares his knowledge and expertise with the next generation of fighters. Join Siyar and learn from a martial artist who has competed at the highest levels and trained with the best in the world.


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