



B R A V E™

BE BOLD. BE BRAVE. BEGIN.

## DESIGN OBJECTIVE:

Create a campaign that invokes a dynamic quality of kinetic momentum through repetition and placement of typography, imagery, and texture.

## NARRATIVE:

Brave (in all its iterations) is targeted toward someone who is the parent of or teaches a beginner—or is a beginner themselves! And more specifically a beginning enthusiast. Not just a hobbyist. Anyone can buy a Brave glove, but the design is for the aspiring expert. Someone who will one day be a top tier student.

Schools that purchase Brave equipment need gear that is quality, cost efficient, while also being durable and easy to use.

## COPY & WORKING FILES:

<afp://cenmac01.centuryfitness.com/Working/Official Style Guides/Century Campaigns>

## DIGITAL STYLE GUIDE:

<https://indd.adobe.com/view/0b8384e6-ea7a-4c05-b629-7c7a5e644acf>



BE BOLD / NOT FOR THE TIMID

BE BRAVE

BEGIN



ONLY THE STRONG SURVIVE

**ONLY THE BOLD WILL THRIVE**

BE BOLD

BE BRAVE

BEGIN

/ BRAVE FOR THE BRAVE

/ BRAVE FOR THE BRAVE

/ BRAVE FOR THE BRAVE



YOU HAVE THE COURAGE

**LET US SUPPLY THE REST**



THERE IS NOTHING BOLDER THAN

**RAW AMBITION**

BE BOLD

BE BRAVE

BEGIN

## CALL-OUT TO PARAGRAPH LAYOUT:

The following examples demonstrate how to convert a call-out layout to a paragraph style. This application can be used on all variations of media sizes and applications.

BE BOLD  
BE BRAVE  
BEGIN

/ BRAVE FOR THE BRAVE  
/ BRAVE FOR THE BRAVE  
/ BRAVE FOR THE BRAVE



YOU HAVE THE COURAGE  
**LET US SUPPLY THE REST**

CALL-OUT LAYOUT

BE BOLD  
BE BRAVE  
BEGIN

FROM FIRST-DAY TRAINING TO A  
PRE-CHAMPIONSHIP WORKOUT.  
BRAVE FOR THE BRAVE.



YOU HAVE THE COURAGE  
**LET US SUPPLY THE REST**

PARAGRAPH CONVERSION LAYOUT

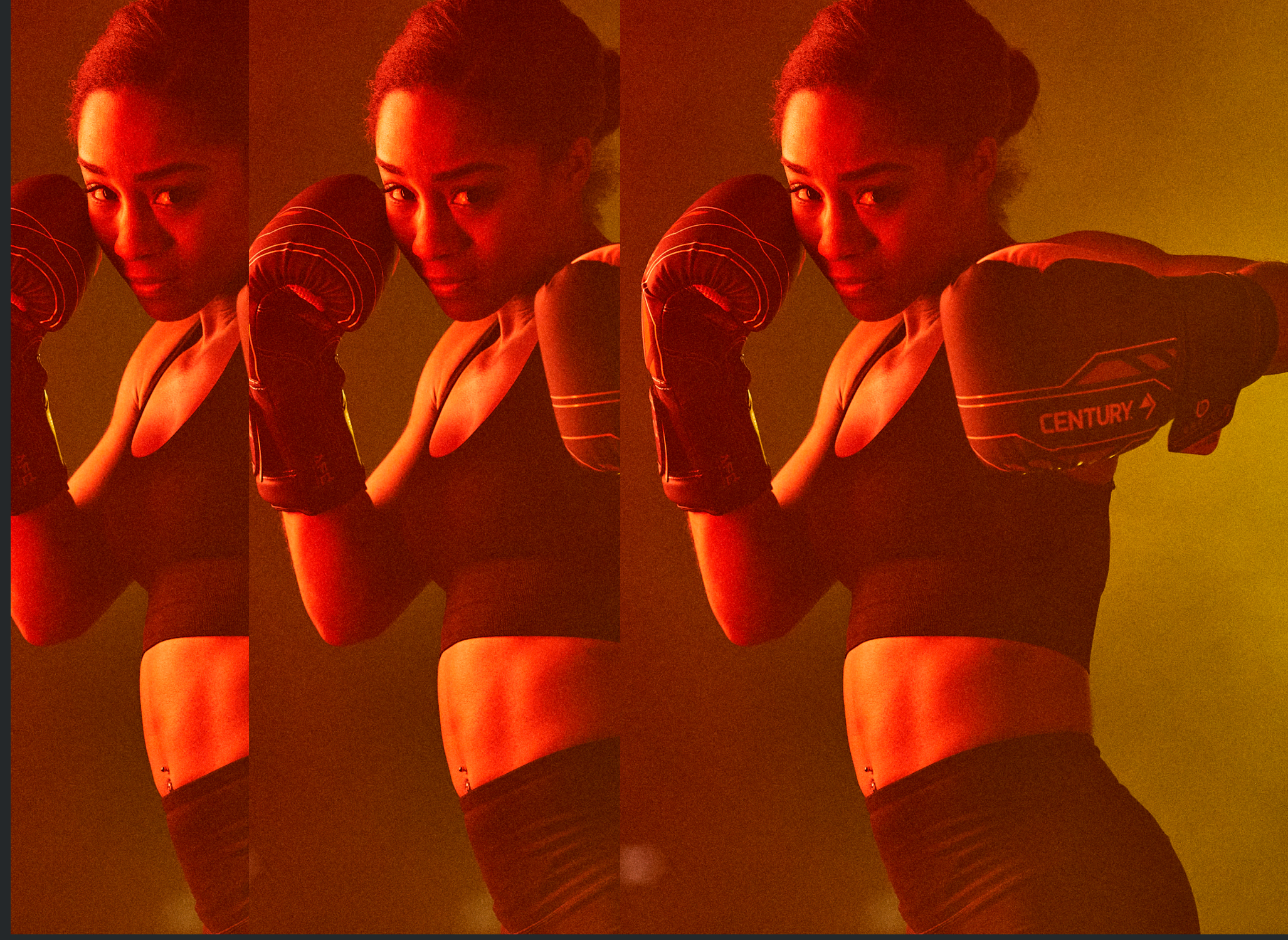
BE BRAVE, WORK HARD,

**& FIGHT WELL**

ODOR CRUNCH POLYGIENE MATERIAL

PULL TAB STRAP FOR NO-ASSIST

RADLOCK WRIST SUPPORT



/ NOT FOR THE TIMID

BE BOLD. BE BRAVE. BEGIN.

BE BOLD. BE BRAVE. BEGIN.

BE BOLD. BE BRAVE. BEGIN.

BE BOLD. BE BRAVE. BEGIN.

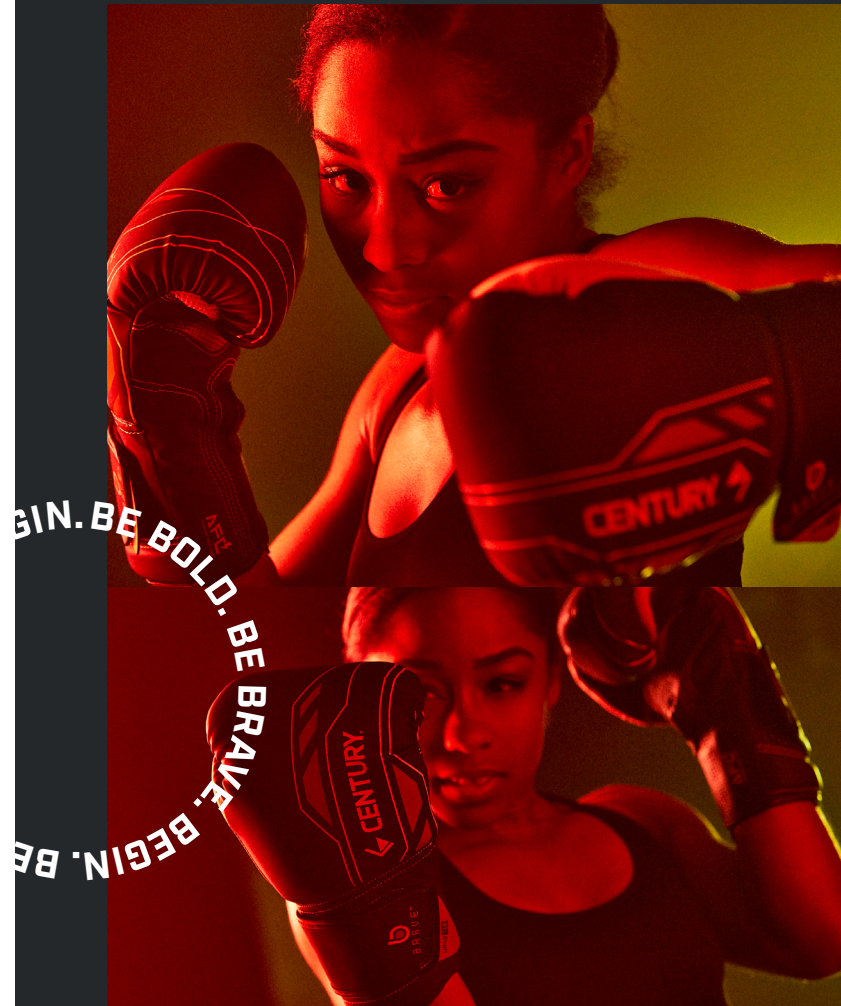


ONLY THE STRONG SURVIVE

# ONLY THE BOLD WILL THRIVE

FROM FIRST-DAY TRAINING TO A PRE-CHAMPIONSHIP WORKOUT, CENTURY HAS YOU COVERED. BRAVE FOR THE BRAVE.

SHOP NOW



YOU HAVE THE COURAGE

# LET US SUPPLY THE REST

FROM FIRST-DAY TRAINING TO A PRE-CHAMPIONSHIP WORKOUT, CENTURY HAS YOU COVERED. BRAVE FOR THE BRAVE.

SHOP NOW

BE BOLD

BE BRAVE

BEGIN



BE BRAVE, WORK HARD,  
& FIGHT WELL

FROM FIRST-DAY TRAINING TO A PRE-CHAMPIONSHIP WORKOUT, CENTURY HAS YOU COVERED. BRAVE FOR THE BRAVE.

SHOP NOW



EXIST TO INSPIRE