UFC GYM

BRAND IDENTITY GUIDE

BRAND IDENTITY

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UFC GYM

BRAND IDENTITY

Meticulous use of the visual components is an integral part of brand recognition.
This section provides a how-to guide for use of logos, colors and fonts
in addition to examples of corporate company assets.

UFC GYM

BRAND IDENTITY

TYPOGRAPHY

CORPORATE FONT

KLAVIKA

WIDTH:
NORMAL / CONDENSED / DISPLAY

WEIGHT:
LIGHT / REGULAR / MEDIUM / BOLD

ITALIC:
YES

LIGHT | REGULAR | **MEDIUM** | **BOLD** | *LIGHT ITALIC* | *REGULAR ITALIC* | ***MEDIUM ITALIC***
BOLD ITALIC LIGHT CONDENSED | REGULAR CONDENSED | **MEDIUM CONDENSED** | **BOLD CONDENSED**

PROGRESSIVE - SPORT - MODERN - FLEXIBLE

A family of sans-serif fonts designed by Eric Olson and released by Process Type Foundry in 2004. Described as straight-sided technical sans-serifs flexible for editorial and identity design.

STORYTELLING FONT

UFC AKZIDENZ GROTESK

WIDTH:
NORMAL / CONDENSED / EXTENDED

WEIGHT:
LIGHT / REGULAR / MEDIUM / BOLD / EXTRA BOLD

ITALIC:
YES

LIGHT | REGULAR | **MEDIUM** | **BOLD** | **EXTRA BOLD** | **SUPER** | *LIGHT ITALIC* | REGULAR ITALIC | ***MEDIUM ITALIC*** | ***BOLD ITALIC*** ***EXTRA BOLD ITALIC*** | ***SUPER ITALIC*** | LIGHT CONDENSED | REGULAR CONDENSED | MEDIUM CONDENSED | **BOLD CONDENSED** | ***EXTRA BOLD CONDENSED*** | *LIGHT CONDENSED ITALIC* | *REGULAR CONDENSED ITALIC* | *MEDIUM CONDENSED ITALIC* | ***BOLD CONDENSED ITALIC*** | ***EXTRA BOLD CONDENSED ITALIC*** | LIGHT EXTENDED | REGULAR EXTENDED | **MEDIUM EXTENDED** | **BOLD EXTENDED** | *LIGHT EXTENDED ITALIC* | *REGULAR EXTENDED ITALIC* | ***MEDIUM EXTENDED ITALIC*** | ***BOLD EXTENDED ITALIC***

TIME LESS - CLASSIC - SIMPLICITY - VERSATILE

Akzidenz-Grotesk, originally released by the Berthold Type Foundry in 1896, is one of the first sans-serif typefaces to be widely used.
Its design influenced many later neo-grotesque typefaces after 1950.

UFC GYM

BRAND IDENTITY

COLOR PALETTE

UFC GYM PRIMARY BRAND COLOR PALETTE

R210 G10 B10

R158 G8 B8

R250 G251 B253

R164 G167 B172

R88 G91 B99

R63 G65 B71

R25 G25 B30

UFC GYM PRIMARY BRAND COLOR PALETTE

These are the only approved colors for the UFC GYM logo. The UFC GYM logo should only be seen as white, red, black or silver.



RGB VALUES

UFC RED	UFC BLACK	UFC SILVER	UFC WHITE
210	25	164	250
10	25	167	251
10	30	172	253

PANTONE VALUES

UFC RED	UFC BLACK	UFC SILVER	UFC WHITE
186C	BLACK 6C	429C	WHITE

CMYK VALUES

UFC RED	UFC BLACK	UFC SILVER	UFC WHITE
12	81	38	0
100	71	28	0
92	59	27	0
3	75	0	0

HEX VALUES

UFC RED	UFC BLACK	UFC SILVER	UFC WHITE
D20A0A	19191E	A4A7AC	FAFBFD

UFC GYM

BRAND IDENTITY

CORE LOGO SYSTEM



HORIZONTAL VERSION GUIDELINES

THE HORIZONTAL SPACE BETWEEN “UFC” AND “GYM” IS HALF OF Z [Z EQUALS THE WIDTH OF THE “U” VERTICAL STEM].
THE HEIGHT OF THE UNDERSTRIKE UNDER THE WORD “GYM” IS HALF OF X [X EQUALS THE HEIGHT OF “F” TOP BAR].

RGB VALUES

UFC RED	UFC BLACK	UFC WHITE
210	25	250
10	25	251
10	30	253

PANTONE VALUES

UFC RED	UFC BLACK	UFC WHITE
186C	BLACK 6C	WHITE

CMYK VALUES

UFC RED	UFC BLACK	UFC WHITE
12	81	0
100	71	0
92	59	0
3	75	0

HEX VALUES

UFC RED	UFC BLACK	UFC WHITE
D20A0A	19191E	FAFBFD

FILE NAMES

UFC_GYM_HOR_COLOR_RGB.AI
UFC_GYM_HOR_COLOR_PANTONE.AI
UFC_GYM_HOR_COLOR_CMYK.AI
UFC_GYM_HOR_COLOR_HEX.AI

OVER WHITE



OVER BLACK



RGB VALUES

UFC BLACK	UFC WHITE
25	250
25	251
30	253

PANTONE VALUES

UFC BLACK	UFC WHITE
BLACK 6C	WHITE

CMYK VALUES

UFC BLACK	UFC WHITE
81	0
71	0
59	0
75	0

HEX VALUES

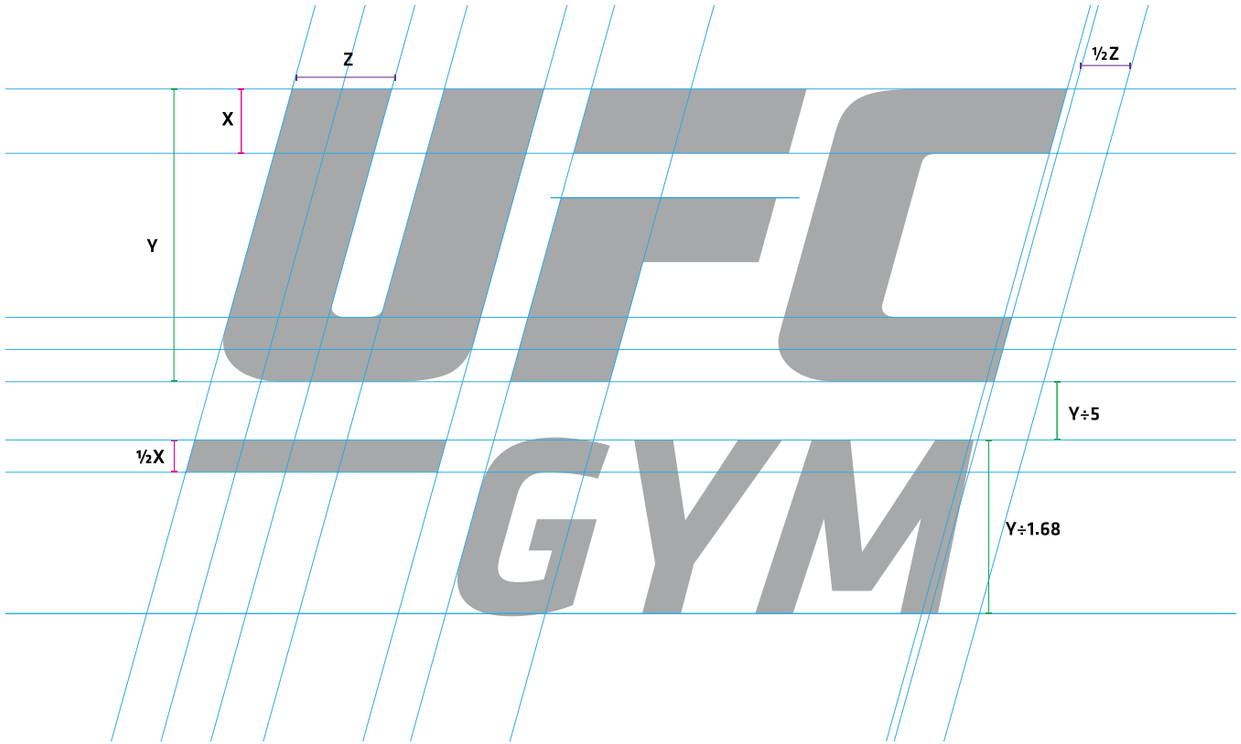
UFC BLACK	UFC WHITE
19191E	FAFBFD

FILE NAMES

UFC_GYM_HOR_BW_RGB.AI
UFC_GYM_HOR_BW_PANTONE.AI
UFC_GYM_HOR_BW_CMYK.AI
UFC_GYM_HOR_BW_HEX.AI







VERTICAL VERSION GUIDELINES

THE VERTICAL SPACE BETWEEN “UFC” AND “GYM” IS Y÷5 [Y EQUALS THE HEIGHT OF THE UFC PRIMARY LOGO].
THE HEIGHT OF THE UNDERSTRIKE IS HALF OF X [X EQUALS THE HEIGHT OF “F” TOP BAR].

RGB VALUES

UFC RED	UFC BLACK	UFC WHITE
210	25	250
10	25	251
10	30	253

PANTONE VALUES

UFC RED	UFC BLACK	UFC WHITE
186C	BLACK 6C	WHITE

CMYK VALUES

UFC RED	UFC BLACK	UFC WHITE
12	81	0
100	71	0
92	59	0
3	75	0

HEX VALUES

UFC RED	UFC BLACK	UFC WHITE
D20A0A	19191E	FAFBFD

FILE NAMES

UFC_GYM_VER_COLOR_RGB.AI
UFC_GYM_VER_COLOR_PANTONE.AI
UFC_GYM_VER_COLOR_CMYK.AI
UFC_GYM_VER_COLOR_HEX.AI

OVER WHITE

OVER BLACK

RGB VALUES

UFC BLACK	UFC WHITE
25	250
25	251
30	253

PANTONE VALUES

UFC BLACK	UFC WHITE
BLACK 6C	WHITE

CMYK VALUES

UFC BLACK	UFC WHITE
81	0
71	0
59	0
75	0

HEX VALUES

UFC BLACK	UFC WHITE
19191E	FAFBFD

FILE NAMES

UFC_GYM_VER_BW_RGB.AI
UFC_GYM_VER_BW_PANTONE.AI
UFC_GYM_VER_BW_CMYK.AI
UFC_GYM_VER_BW_HEX.AI



RGB VALUES

UFC RED	UFC BLACK	UFC WHITE
210	25	250
10	25	251
10	30	253

PANTONE VALUES

UFC RED	UFC BLACK	UFC WHITE
186C	BLACK 6C	WHITE

CMYK VALUES

UFC RED	UFC BLACK	UFC WHITE
12	81	0
100	71	0
92	59	0
3	75	0

HEX VALUES

UFC RED	UFC BLACK	UFC WHITE
D20A0A	19191E	FAFBFD

FILE NAMES

UFC_GYM_BJ_HOR_COLOR_RGB.AI
UFC_GYM_BJ_HOR_COLOR_PANTONE.AI
UFC_GYM_BJ_HOR_COLOR_CMYK.AI
UFC_GYM_BJ_HOR_COLOR_HEX.AI

OVER WHITE

OVER BLACK

RGB VALUES

UFC BLACK	UFC WHITE
25	250
25	251
30	253

PANTONE VALUES

UFC BLACK	UFC WHITE
BLACK 6C	WHITE

CMYK VALUES

UFC BLACK	UFC WHITE
81	0
71	0
59	0
75	0

HEX VALUES

UFC BLACK	UFC WHITE
19191E	FAFBFD

FILE NAMES

UFC_GYM_BJ_HOR_BW_RGB.AI
UFC_GYM_BJ_HOR_BW_PANTONE.AI
UFC_GYM_BJ_HOR_BW_CMYK.AI
UFC_GYM_BJ_HOR_BW_HEX.AI

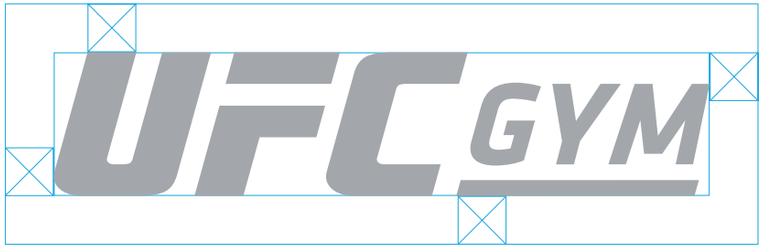
OVER WHITE

OVER BLACK

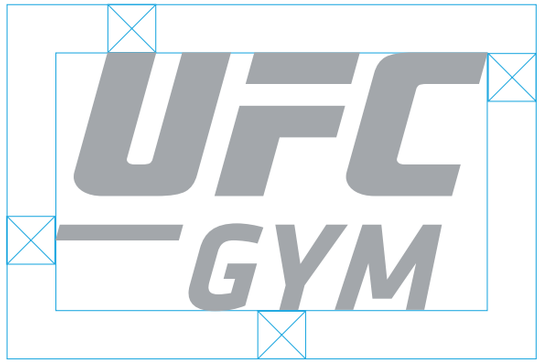
BRAND IDENTITY

PRIMARY LOGO SAFE AREA

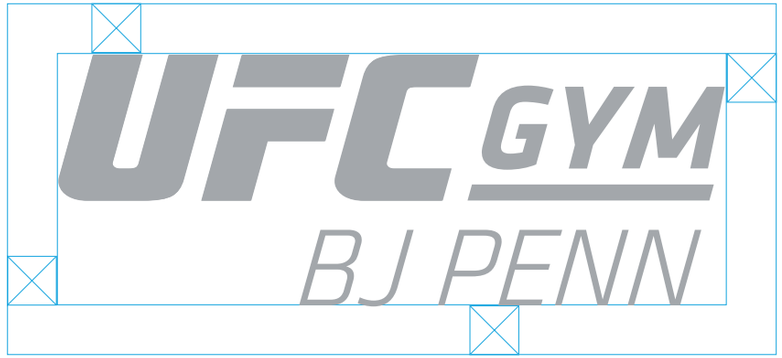
SQUARE [X] IS EQUAL TO THE WIDTH OF
THE “U” VERTICAL STEM.



HORIZONTAL LOGO



VERTICAL LOGO



BJ PENN LOGO

LOGO SAFE AREA

ALWAYS RESPECT THE ESTABLISHED SACRED SPACE AROUND THE LOGO. THE SACRED SPACE [X] IS EQUAL TO THE VERTICAL STEM WIDTH OF THE UFC LETTERFORMS.
THESE DIAGRAMS ILLUSTRATE THE MINIMUM AMOUNT OF SPACE THAT MUST SURROUND THE LOGO.



MINIMUM SPACING









DON'T





NOT KEEPING THE MINIMUM SPACING

SACRED SPACE

WHEN PLACING THE UFC GYM LOGO INSIDE A TAB ELEMENT, ALWAYS POSITION THE UFC LOGO CLOSER TO THE BOTTOM OF THE TAB. ALWAYS MAKE SURE THAT THE UFC GYM LOGO NEVER FEELS CONGESTED OR CONFINED BY THE TAB ELEMENT. ALWAYS RESPECT THE ESTABLISHED SACRED SPACE AROUND THE UFC GYM LOGO. THE SACRED SPACE IS EQUAL TO THE VERTICAL STEM WIDTH OF THE UFC LETTERFORMS.

BRAND IDENTITY

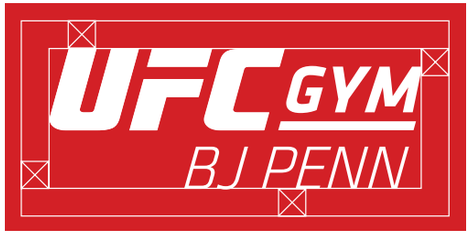
PRIMARY BJ PENN LOGO
SAFE AREA - TAB SYSTEM

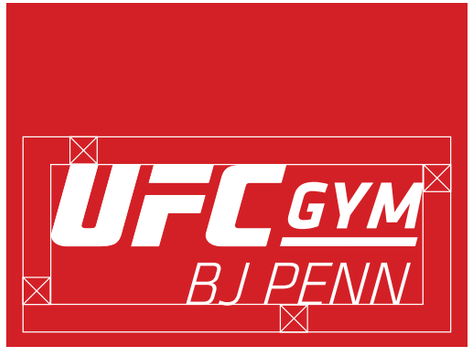


MINIMUM SPACING

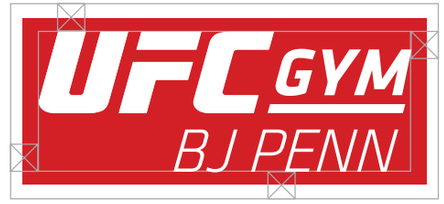


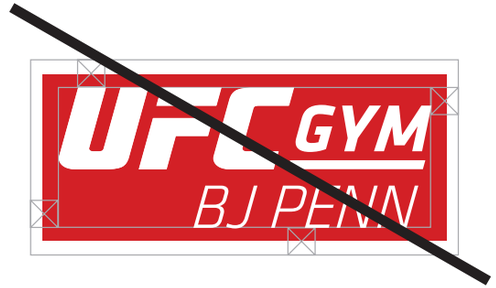






DON'T





NOT KEEPING THE MINIMUM SPACING

SACRED SPACE

WHEN PLACING THE UFC GYM LOGO INSIDE A TAB ELEMENT, ALWAYS POSITION THE UFC LOGO CLOSER TO THE BOTTOM OF THE TAB. ALWAYS MAKE SURE THAT THE UFC GYM LOGO NEVER FEELS CONGESTED OR CONFINED BY THE TAB ELEMENT. ALWAYS RESPECT THE ESTABLISHED SACRED SPACE AROUND THE UFC GYM LOGO. THE SACRED SPACE IS EQUAL TO THE VERTICAL STEM WIDTH OF THE UFC LETTERFORMS.

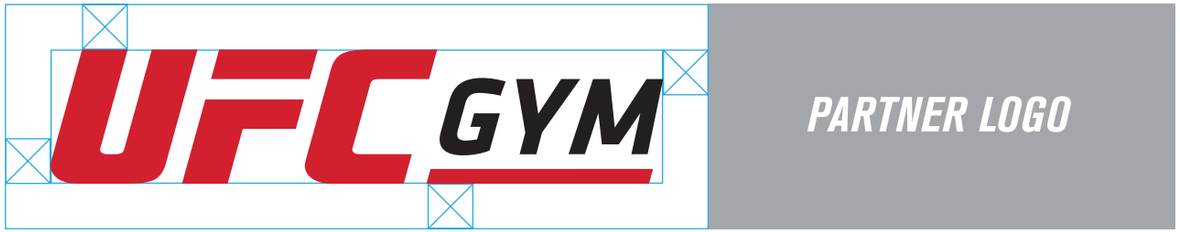
PRIORITY POSITION

ADHERE TO THE "UFC GYM FIRST" PHILOSOPHY BY ALWAYS POSITIONING THE UFC GYM LOGO ON TOP OR ANCHORED TO THE LEFT OF ANY PARTNER LOGO.

TOP POSITION



LEFT ANCHORED POSITION



**ANY OTHER POSITION CONFIGURATION REQUIRES APPROVAL FROM UFC GYM.*

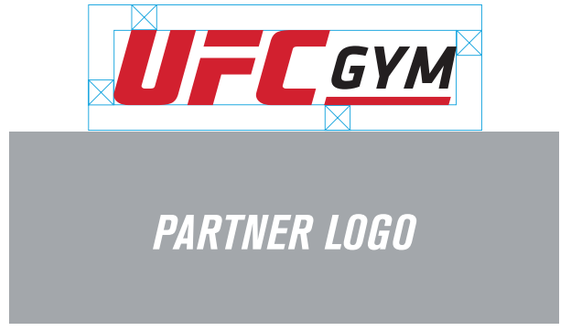
SCALE RELATIONSHIP

THE PREFERRED SCALE RELATIONSHIP BETWEEN THE UFC GYM LOGO AND ANY PARTNER LOGO IS 1:1. PARTNERSHIP LOGO IS NEVER ALLOWED TO BE MORE THAN 50% LARGER THAN THE UFC GYM LOGO.

1:1 [PREFERRED SCALE RELATIONSHIP]



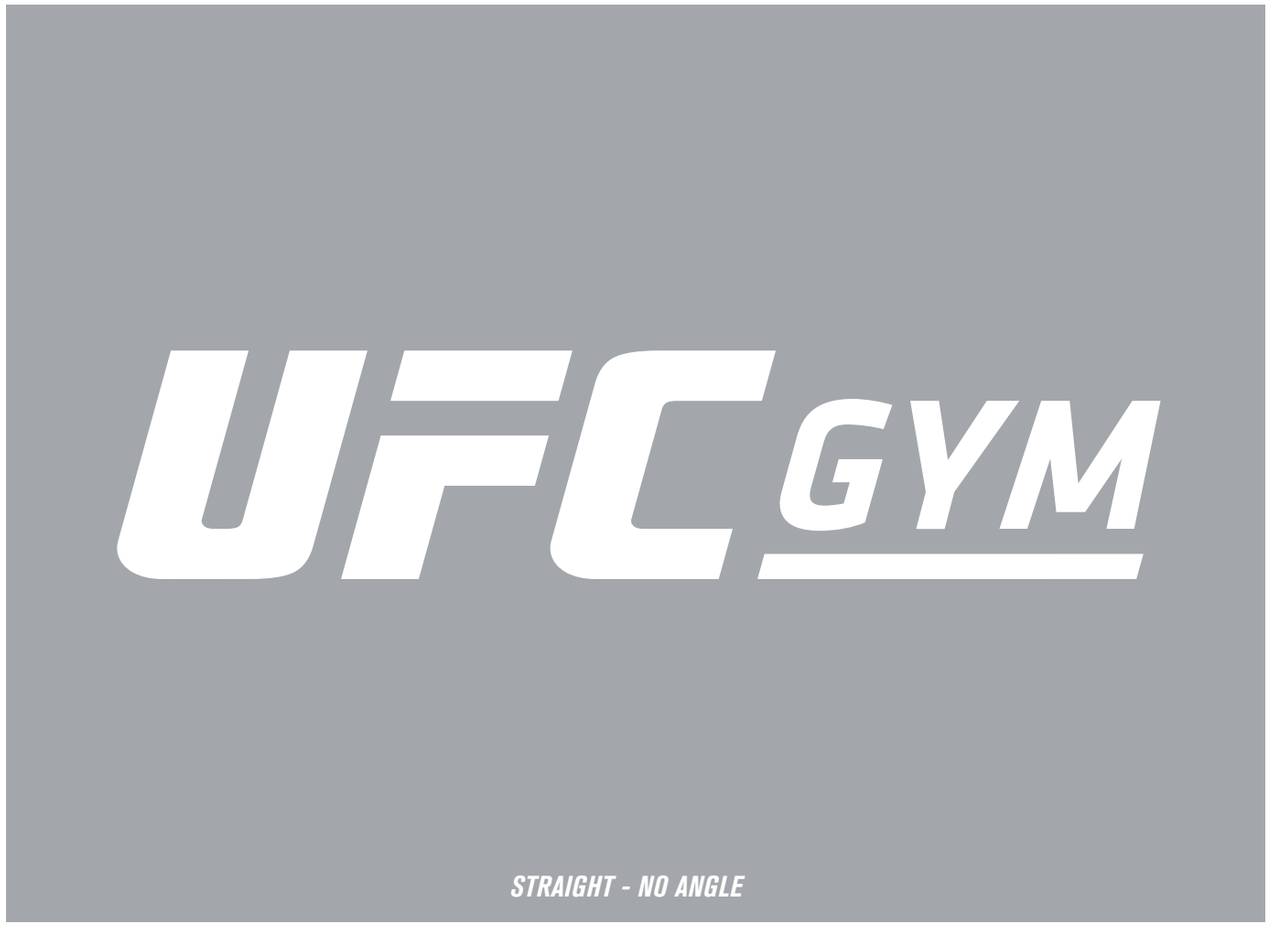
1:2 [MAXIMUM SCALE DIFFERENCE]



UFC GYM

BRAND IDENTITY

PRIMARY LOGO ORIENTATION



STRAIGHT - NO ANGLE



-90º ANGLE

ORIENTATION

THESE ARE THE ONLY APPROVED ORIENTATIONS FOR THE UFC GYM PRIMARY LOGO MARK. ANGLES ARE DERIVED FROM THE OCTAGON SHAPE (0° & -90°). WHEN ROTATING THE LOGO AT A 90° ANGLE, LOGO SHOULD READ TOP TO BOTTOM.

BRAND IDENTITY

PRIMARY LOGO DON'TS



NEVER FILL LOGO WITH NON-UFC GYM COLORS OR GRADIENTS. THE UFC GYM LOG SHOULD ONLY EXIST IN RED, WHITE, SILVER AND BLACK.



NEVER PINCH OR STRETCH THE UFC GYM LOGO.



NEVER FILL THE UFC GYM LOGO WITH PHOTOS OR TEXTURES.



NEVER PLACE THE UFC GYM LOGO INSIDE SHAPES THAT SIGNIFICANTLY ALTER THE LOGO'S APPEARANCE.



NEVER OUTLINE THE UFC GYM LOGO.



NEVER SKEW THE UFC GYM LOGO.



NEVER DISTORT THE UFC GYM LOGO IN ANY WAY.



NEVER APPLY FILTERS, EFFECTS OR DROP SHADOWS TO THE UFC GYM LOGO.



NEVER COVER OR OBSTRUCT THE UFC GYM LOGO WITH ANOTHER ELEMENT.



NEVER SEPARATE THE UFC GYM LETTERFORMS.



NEVER USE TRANSPARENCY WITH THE UFC GYM LOGO.



NEVER ADD GRAPHIC ELEMENTS TO THE UFC GYM LOGO.

NO WINGS



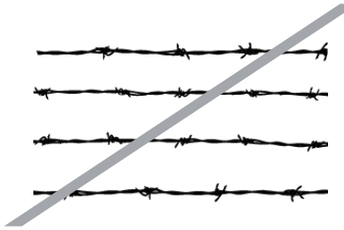


NO SKULLS





NO BARBED WIRE





NO BLOOD SPLATTER





NO TRIBAL DESIGNS





NO FIRE



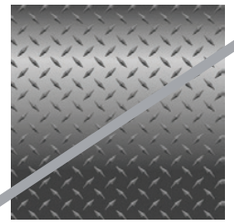


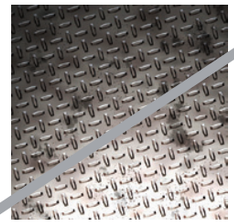
NO SWORDS



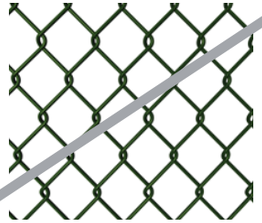


NO DIAMOND PLATE





NO CAGE



UFC GYM

BRAND IDENTITY

COMPANY ASSETS

BUSINESS CARD FRONT



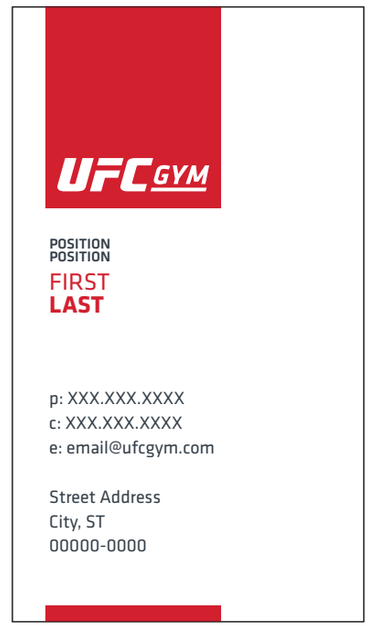
1 LINE TITLE
1 LINE NAME



1 LINE TITLE
2 LINE NAME

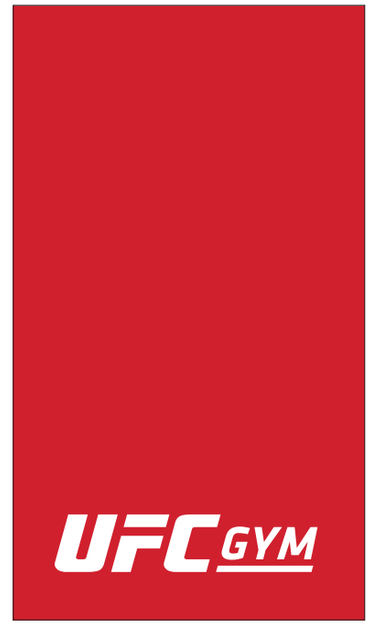


2 LINE TITLE
1 LINE NAME



2 LINE TITLE
2 LINE NAME

BUSINESS CARD BACK



FILE NAMES

UFCGYM_BUSINESSCARD_081215.INDD



1 LINE TITLE
1 LINE NAME

1 LINE TITLE
2 LINE NAME

2 LINE TITLE
1 LINE NAME

2 LINE TITLE
2 LINE NAME

TYPE SPECS

01. TITLE
1ST LINE/2ND LINE
FONT: Klavika Medium
SIZE: 6pt

02. FIRST NAME
FONT: Klavika Regular
SIZE: 10pt
LEADING: 10pt

03. LAST NAME
FONT: Klavika Bold
SIZE: 10pt
LEADING: 10pt

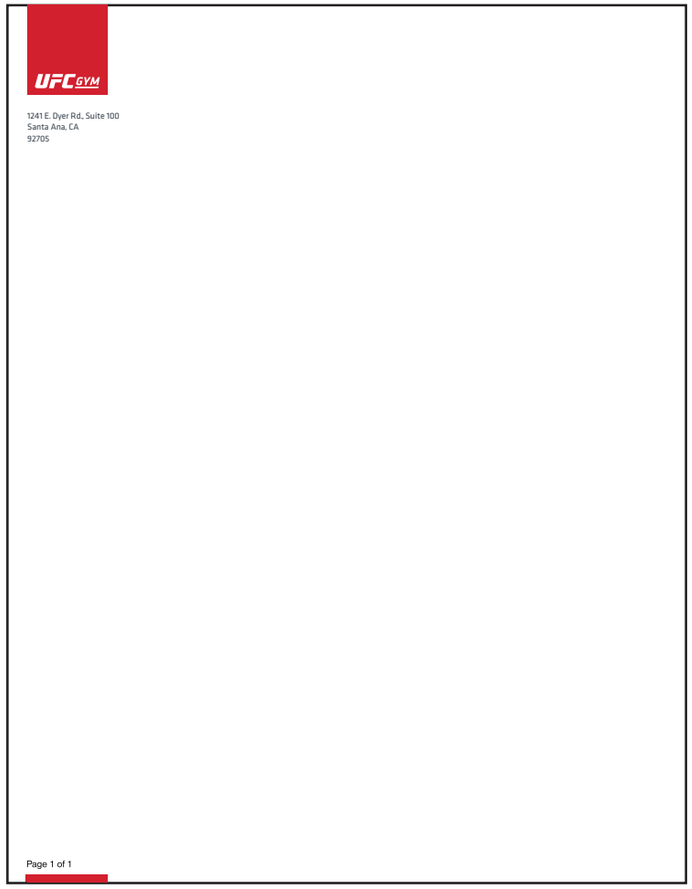
04. PERSONAL INFORMATION
PHONE/CELL/EMAIL
FONT: Klavika Regular
SIZE: 7.5pt
LEADING: 10pt

05. ADDRESS
FONT: Klavika Regular
SIZE: 7.5pt
LEADING: 10pt

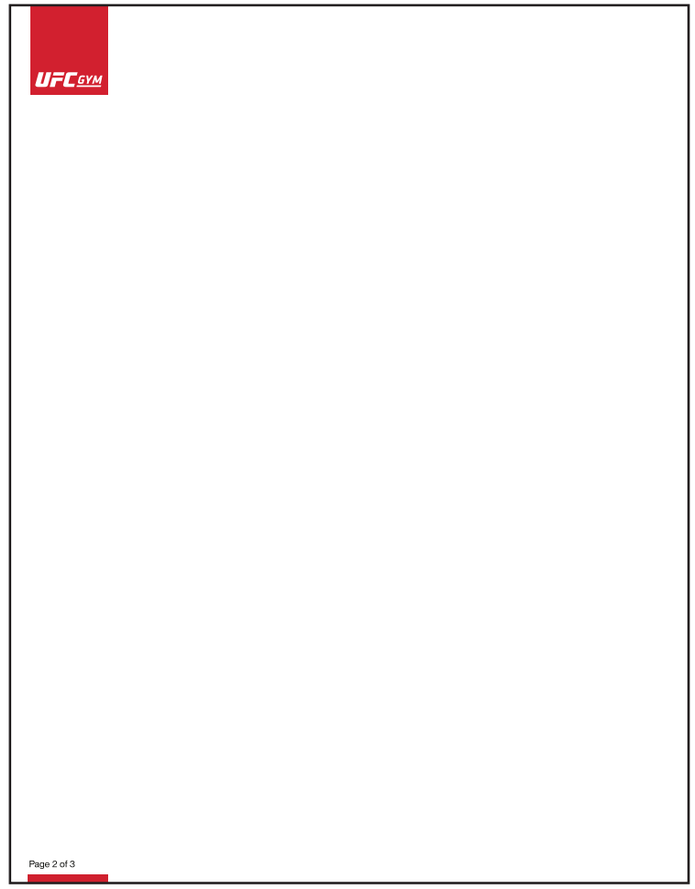
NOTE: ALL TYPE SPECS ARE MEASURED IN ADOBE ILLUSTRATOR.

FILE NAMES

UFCGYM_BUSINESSCARD_081215.INDD



INFORMATION ONLY



SECOND PAGE

FILE NAMES

UFCGYM_LETTERHEAD_081215.AI
UFCGYM_LETTERHEAD_BL_081215.AI

1241 E. Dyer Rd., Suite 100
Santa Ana, CA
92705

January 15, 2010

Fedor Emelianenko
Falkenburg, Fester, and Funk LLP
1252 W. 83rd Street
New York, NY 10012

Dear Mr. Fedor Emelianenko

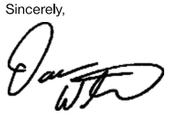
Lorem ipsum dolor sit amet, nam ne odio hendrerit, sit et luptatum tacimates dignissim. Animal ornatus definitionem te ius. Commodo prompta cu vis, quidam viderer oportere nec an. Vel ut nulla persius. Tota definitiones ne eum, eu munere feugait eos. Nec latine impetus quaerendum cu, oporteat pertinacia mel ad.In inciderint reformidans eum. Ut fugit exerci detraxit sit, et mea purto idque appareat.

Ea eam porro aliquid inermis, no nec dicit detracto similique. Ius cu timeam impetus scriptorem, eu cum molestie constituam. Tota definitiones ne eum, eu munere feugait eos. Nec latine impetus quaerendum cu, oporteat pertinacia mel ad.Vim patrioque torquatos ne, solet delectus eleifend pri ei. Isque meliore ne nam, pri eu solet aliquid feugait. Vim at posse legere aliquando,Mucius nonumes recteque ei cum, mel fierent ocurreret ad.

Est malis utinam constituto ut, et sea quidam melius aperiri, ne fugit oblique nominati eam. Ut sit justo expetendis, vis ne unum soleat deterruisset. Tota definitiones ne eum, eu munere feugait eos. Nec latine impetus quaerendum cu, oporteat pertinacia mel ad. Vix error essent te, vix diam consectetuer et, dicit theophrastus vis at. Iisque meliore ne nam, pri eu solet aliquid feugait. Vim at posse legere aliquando, cu praesent tractatos nec.

Utinam oporteat sea ea, usu probo quando quaeque an. Commodo prompta cu vis, quidam viderer oportere nec an. No vix prompta nusquam. Est malis utinam constituto ut, et sea quidam melius aperiri, ne fugit oblique nominati eam. Cu ius mediocrem pertinacia, ius in liber constituto. Vim ei diam mutat sonet, no vis facilisi suscipiantur. Ea vis legere moderatius.Cum eu oblique docendi, eam nisl placerat ei, ei omnium rationibus mei. In eam ipsum detraxit.

Sincerely,



Page 1 of 1

FOLDING LINE GUIDE

FOLDING LINE GUIDE

Lorem ipsum dolor sit amet, nam ne odio hendrerit, sit et luptatum tacimates dignissim. Animal ornatus definitionem te ius. Commodo prompta cu vis, quidam viderer oportere nec an. Vel ut nulla persius. In inciderint reformidans eum. Ut fugit exerci detraxit sit, et mea purto idque appareat. Vel ut nulla persius. In inciderint reformidans eum.

Ea eam porro aliquid inermis, no nec dicit detracto similique. Ius cu timeam impetus scriptorem, eu cum molestie constituam. Vim patrioque torquatos ne, solet delectus eleifend pri ei. Isque meliore ne nam, pri eu solet aliquid feugait. Vim at posse legere aliquando,Mucius nonumes recteque ei cum, mel fierent ocurreret ad.1

Est malis utinam constituto ut, et sea quidam melius aperiri, ne fugit oblique nominati eam. Ut sit justo expetendis, vis ne unum soleat deterruisset. Tota definitiones ne eum, eu munere feugait eos. Nec latine impetus quaerendum cu, oporteat pertinacia mel ad. Vix error essent te, vix diam consectetuer et, dicit theophrastus vis at.

Utinam oporteat sea ea, usu probo quando quaeque an. Commodo prompta cu vis, quidam viderer oportere nec an. No vix prompta nusquam. Cu ius mediocrem pertinacia, ius in liber constituto. Vim ei diam mutat sonet, no vis facilisi suscipiantur. Ea vis legere moderatius.Cum eu oblique docendi, eam nisl placerat ei, ei omnium rationibus mei. In eam ipsum detraxit.

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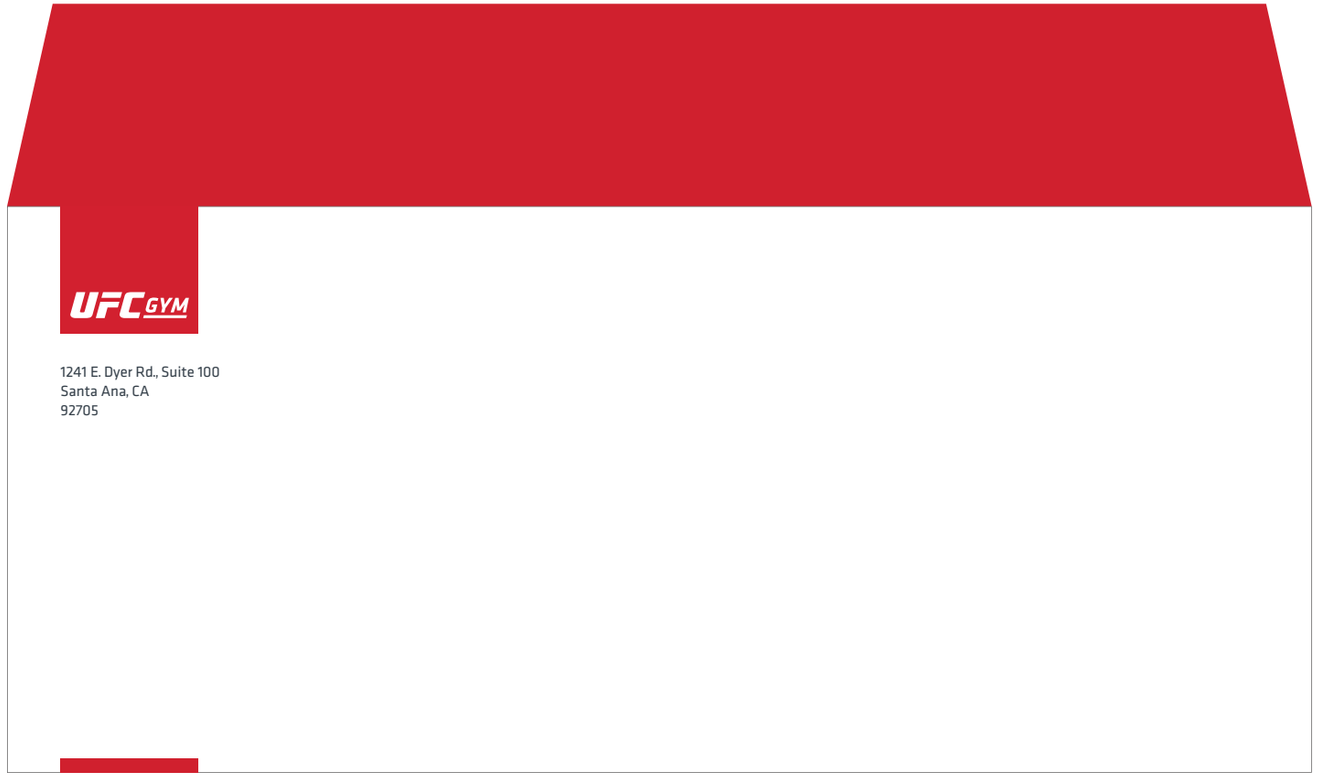
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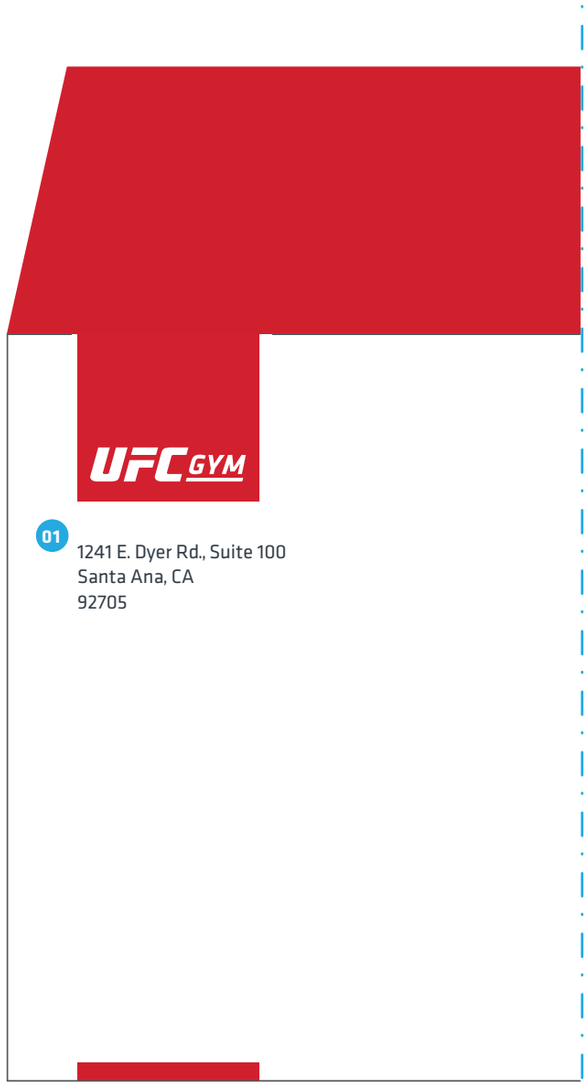
Page 2 of 3



#10 ENVELOPE WITH ANGLED FLAP

FILE NAMES

UFCGYM_ENVELOPE_No10_081215.AI



#10 ENVELOPE WITH ANGLED FLAP

TYPE SPECS

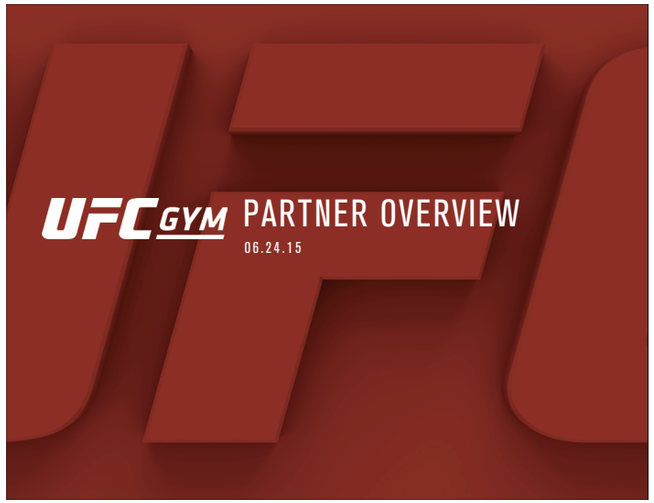
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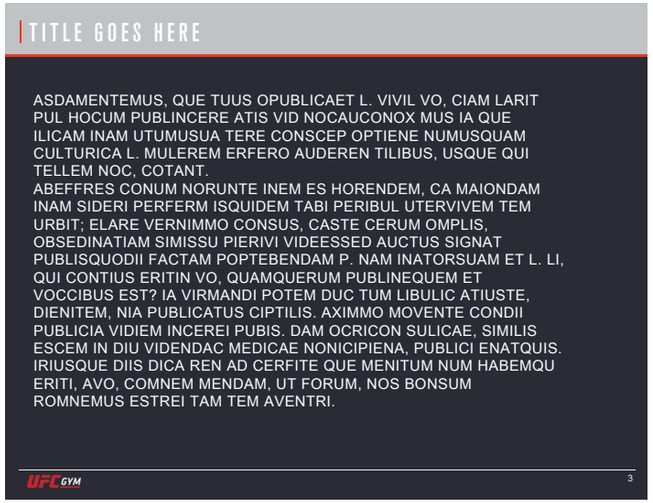
NOTE: ALL TYPE SPECS ARE MEASURED IN ADOBE ILLUSTRATOR.

FILE NAMES

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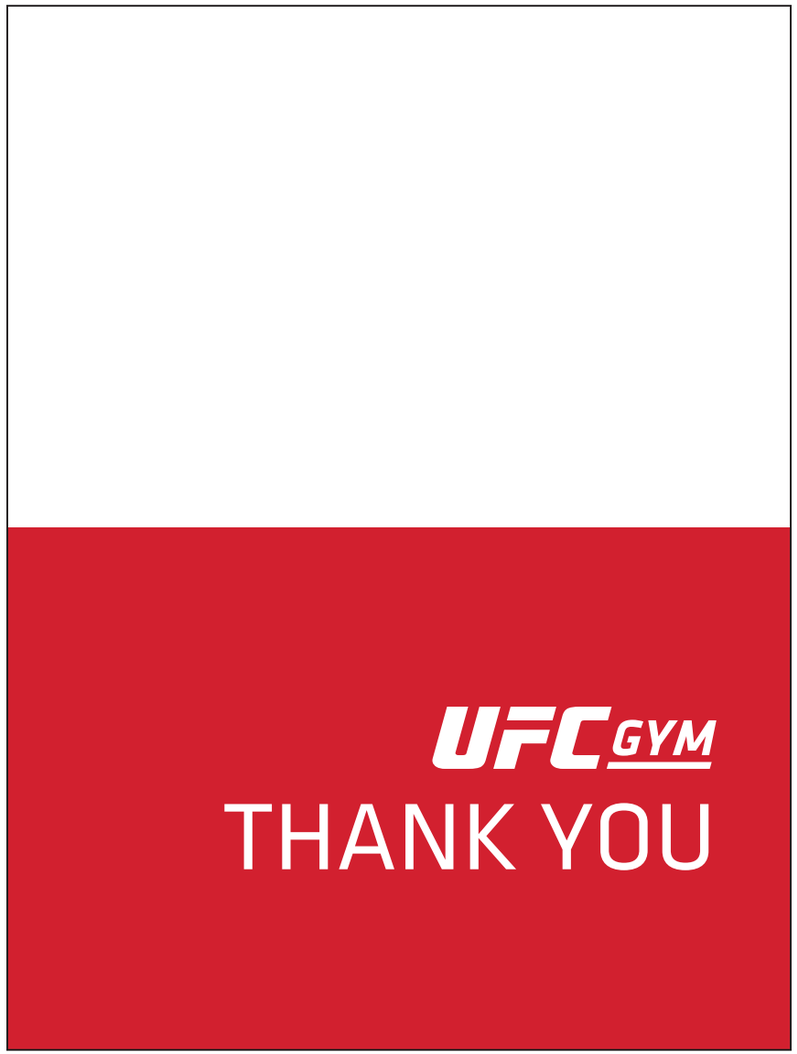






FILE NAMES

UFCGYM_PRES_TEMPLATE_081215.PPTX



FILE NAMES

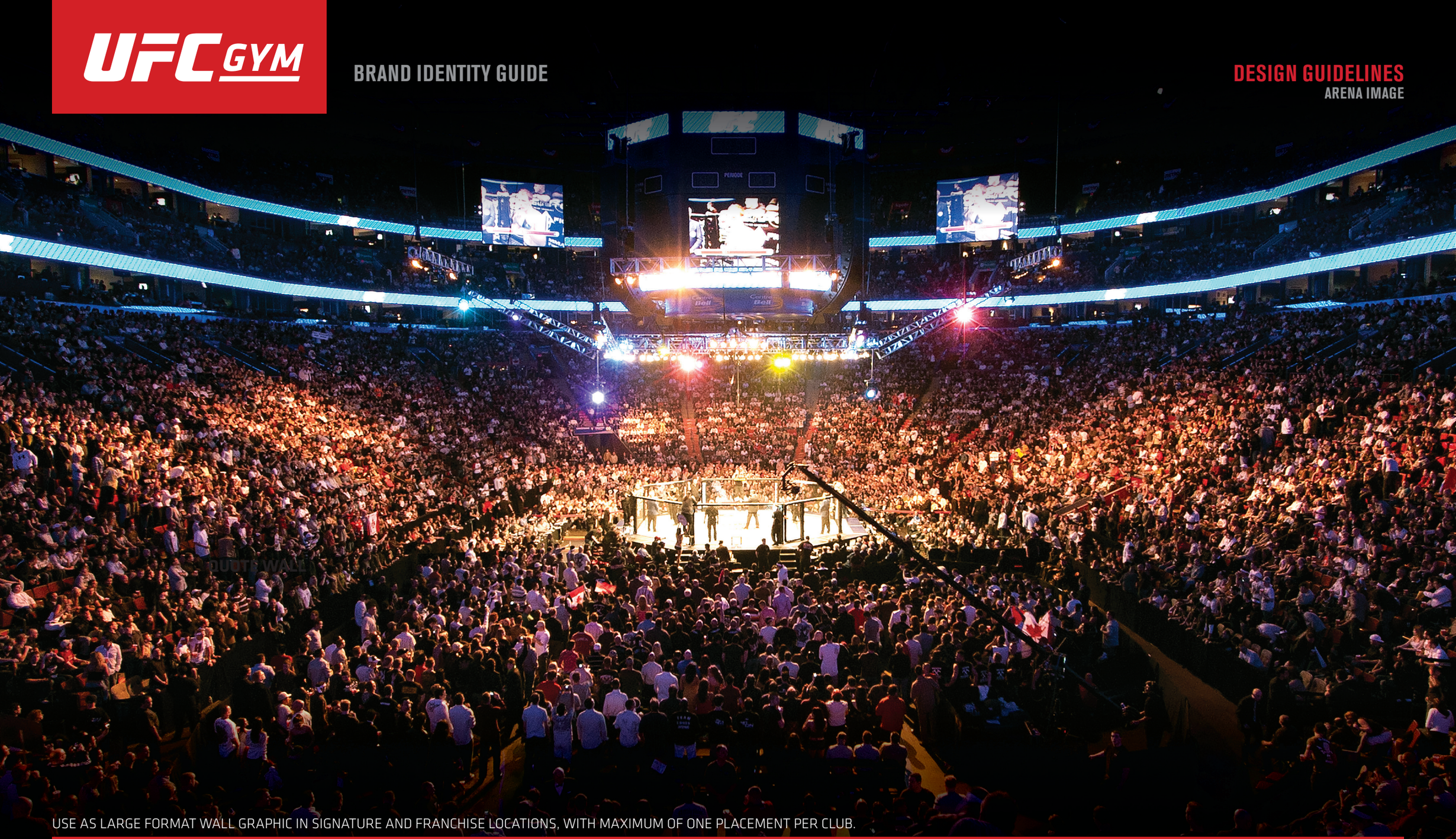
UFCGYM_TY_CARD_081215.AI


UFC GYM
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NESS
IAL ARTS
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Map
Satellite
Pinole
El Sobrante
San Pablo
Richmond
El Cerrito
Pleasant Hill
Walnut Creek
50% OFF

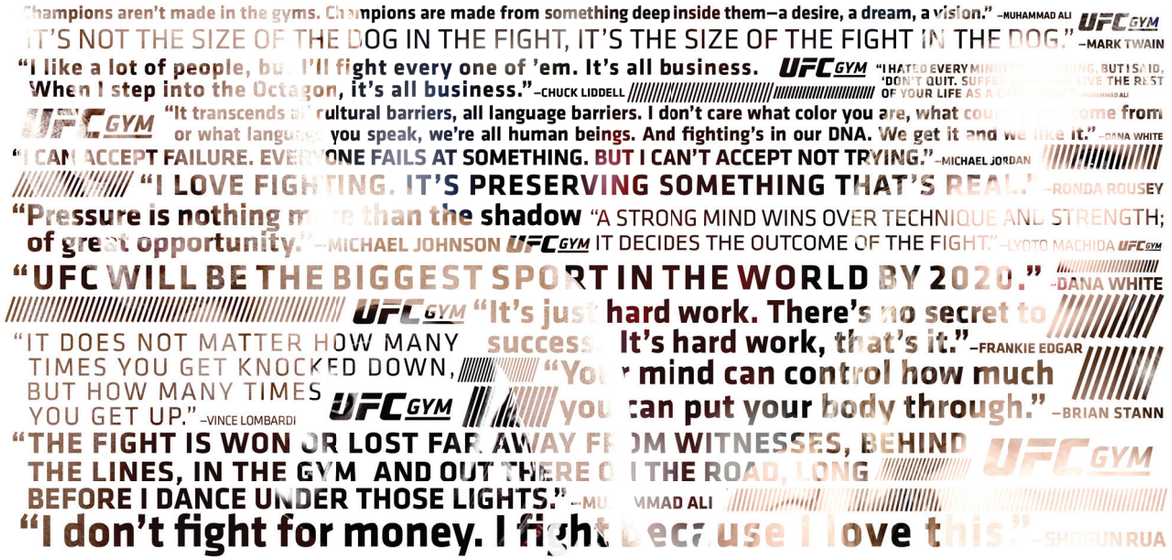
UFC GYM

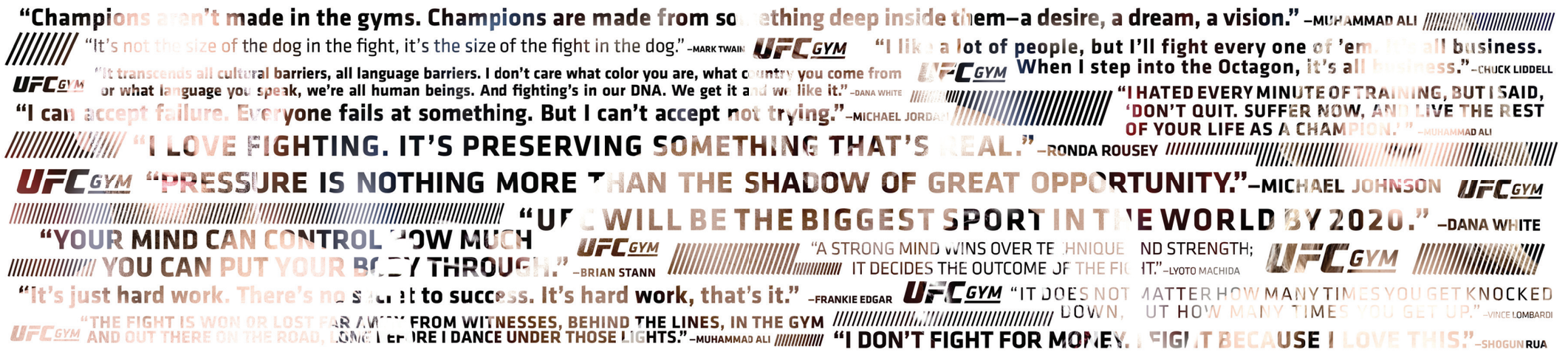
DESIGN GUIDELINES

The following section includes additional visual elements
to coincide with UFC GYM brand messaging.



USE AS LARGE FORMAT WALL GRAPHIC IN SIGNATURE AND FRANCHISE LOCATIONS, WITH MAXIMUM OF ONE PLACEMENT PER CLUB.





USE AS LARGE WALL PRINT GRAPHICS IN SIGNATURE AND FRANCHISE LOCATIONS.

DESIGN GUIDELINES
KEY ART COLLAGE



USE LARGE FORMAT WALL GRAPHIC IN SIGNATURE LOCATIONS, WITH MAXIMUM OF ONE PLACEMENT PER CLUB.



USE AS FRAMED FABRIC OR LARGE WALL PRINT GRAPHICS IN MAT AND/OR BAG ROOMS IN SIGNATURE AND FRANCHISE LOCATIONS.



USE AS LARGE WALL PRINT GRAPHICS IN MAT AND/OR BAG ROOMS (WHEN AVAILABLE) IN SIGNATURE AND FRANCHISE LOCATIONS.



USE AS LARGE WALL PRINT GRAPHICS IN MAT AND/OR BAG ROOMS (WHEN AVAILABLE) IN SIGNATURE AND FRANCHISE LOCATIONS.





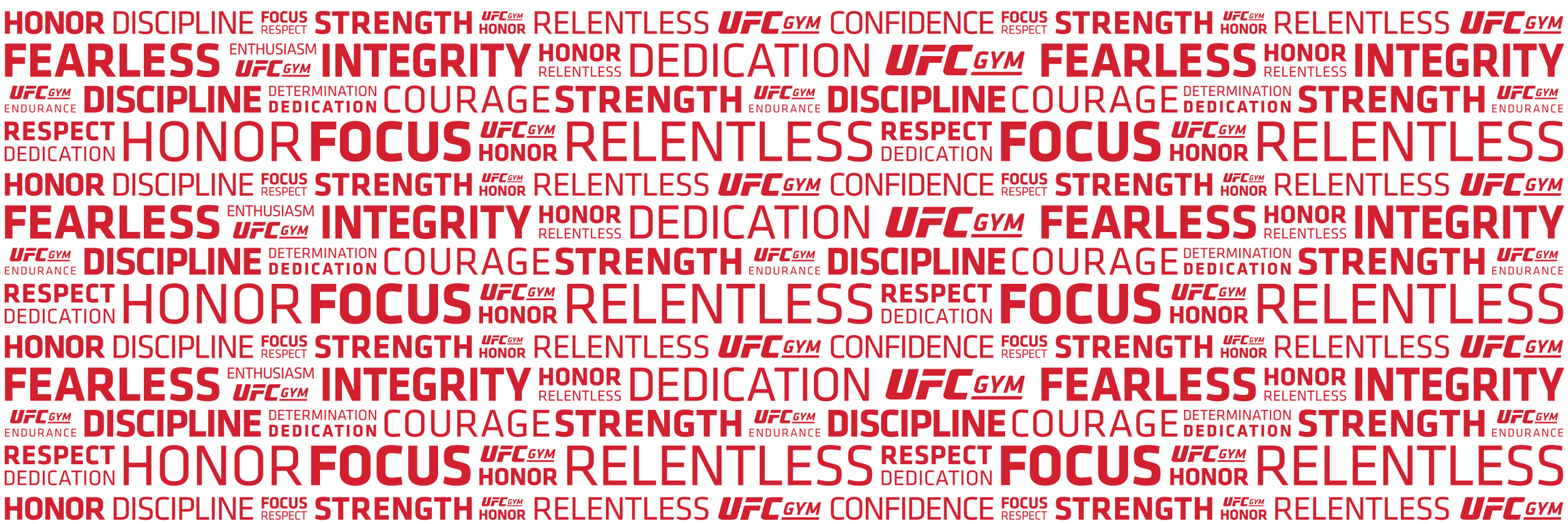








USE AS LARGE WALL PRINT GRAPHICS IN MAT, BAG AND/OR KIDS' ROOMS (WHEN AVAILABLE) IN SIGNATURE AND FRANCHISE LOCATIONS.



USE AS LARGE WALL PRINT GRAPHICS IN SIGNATURE AND FRANCHISE LOCATIONS.

DEDICATION
STRENGTH
DESIRE
DISCIPLINE
CONFIDENCE
FOCUS
COURAGE
DETERMINATION
ENDURANCE
HONOR
FEARLESS
ENTHUSIASM
RESPECT
RELENTLESS
INTEGRITY

PANTONE 186C DIE-CUT VINYL LETTERING USED IN MULTI-PURPOSE/KIDS' GYM ROOM (IF AVAILABLE) OR MAIN WORKOUT AREA AS INSPIRATIONAL WORDS THAT ALIGN WITH BRAND VALUES AND INSPIRE OUR MEMBERS.



USE AS STRIP WALL GRAPHIC IN SIGNATURE AND FRANCHISE LOCATIONS, WITH MAXIMUM OF ONE PLACEMENT PER CLUB.

1. “It transcends all cultural barriers, all language barriers. I don’t care what color you are, what country you come from or what language you speak, we’re all human beings. And fighting’s in our DNA. We get it, and we like it.” –Dana White

2. “It’s not the size of the dog in the fight. It’s the size of the fight in the dog.” –Mark Twain

3. “UFC will be the biggest sport in the world by 2020.” –Dana White

4. “It’s just hard work. There’s no secret to success. It’s hard work, that’s it.” –Frankie Edgar

5. “A strong mind wins over technique and strength; it decides the outcome of the fight.” –Lyoto Machida

6. “I don’t fight for money. I fight because I love this.” –Shogun Rua

7. “I like a lot of people, but I’ll fight every one of ’em. It’s all business. When I step into the Octagon, it’s all business.” –Chuck Liddell

8. “The fight is won or lost far away from witnesses, behind the lines, in the gym and out there on the road, long before I dance under those lights.” –Muhammad Ali

9. “I hated every minute of training, but I said, “Don’t quit. Suffer now, and live the rest of your life as a champion.” –Muhammad Ali

10. “Champions aren’t made in the gyms. Champions are made from something they have deep inside them –a desire, a dream, a vision” –Muhammad Ali

11. ”You have to know you can win. You have to think you can win. You have to feel you can win.” –Sugar Ray Leonard

12. “Everyone has a plan until they get punched in the face.” –Mike Tyson

13. “A champion shows who he is by what he does when he’s tested. When a person gets up and says, ‘I can still do it’, he’s a champion.” –Evander Holyfield

14. “It is not the size of a man but the size of his heart that matters.” –Evander Holyfield

15. “Pressure is nothing more than the shadow of great opportunity.” –Michael Johnson

16. “You can discover more about a person in an hour of play than in a year of conversation.” –Plato

17. “It does not matter how many times you get knocked down, but how many times you get up.” –Vince Lombardi

18. “I can accept failure. Everyone fails at something. But I can’t accept not trying.” –Michael Jordan

19. “I’ve failed over and over and over again in my life, and that is why I succeed.” –Michael Jordan

20. “A champion is someone who gets up when he can’t.” –Jack Dempsey

21. “I love fighting. It’s preserving something that’s real.” –Ronda Rousey

22. “Talent will only take you so far. I really have tried to put in the hard work to deserve what it takes to be a champion in this sport.” –Frank Mir

23. “That’s the reason I love fighting. When I’m in there, I feel free. I feel like there’s no other place I want to be.” –Rashad Evans

24. “Your mind can control how much you can put your body through.” –Brian Stann

25. “If you want to be a champion, there are sacrifices you must make. There’s no ‘sitting the bench’ in fighting.” –Duke Roufus

USE WITHIN QUOTE WALL GRAPHIC DESIGN AND INDIVIDUAL DIE-CUT VINYL APPLICATION IN SIGNATURE AND FRANCHISE LOCATIONS. QUOTE APPROVAL AND FINAL DESIGN CREATION REQUIRED.

THANK YOU