

SERAO ACADEMY CREATIVE BRIEF

Overall Tone

Trusted, **Strength**, **Honor**, Loyalty

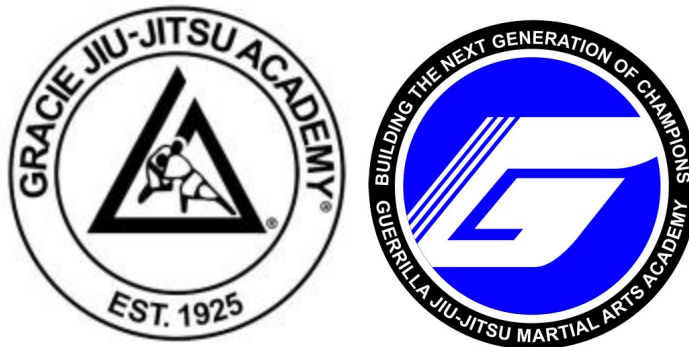
Key Messaging

1. Owner and Lead Instructor Leopoldo Serao First degree Black belt (under Eugenio Tadeu) started coaching in 1995 while going on to be a 5-time Brazilian Luta Livre champ, 5-time state champ, as well as twice being chosen by the media and sport competitors as the best grappler in the 175-185 pound weight category in Brazil.
2. With over 350 Luta Livre fights to his credit, and a professional mixed martial arts record of 17 wins under his belt (including a Middleweight Championship belt), Serao has fought in Brazil's CVI, MECA, Japan's SHOOTO, the American IFL, the PFC, and the TPF.
3. In other gyms where students rarely get to train with their professors, Leopoldo uniquely trains with each and every student as much as possible.

Context

Interested in seeing examples without the lion. A circle shaped logo is not required. The initials LS should be integrated into the logo (see LS below).

Competitive Context



Existing Logo

