



The Gracie Barra Legacy and Its Official Uniform

A Gracie Barra Instructor carries centuries of martial arts knowledge in his or her mind, body, and soul. For instructors to uphold this warrior legacy they must hold their students to the same set of high standards they set for themselves and those instructors around them.





Students may not immediately realize that training with Gracie Barra is an honor and a privilege, and as a result the instructors must constantly educate students about the legacy they all represent.

The uniform, the 5th building block of the Gracie Barra Method, is a representation of that legacy and the pride that anyone who wears the GB uniform feels – on or off the mats. This is WHY the GB uniform can never be compared to a generic kimono from other brands.

GB Wear, our official designer and development division of GB uniforms, is tasked with the mission to express Master Carlos Gracie Jr.'s vision and the Gracie Barra culture into uniforms and apparel that empower and inspire thousands of team members across the world, fortifying the loyalty and pride among our GB community!

We have decades of history translated into our uniforms that are designed by Gracie Barra to reflect its philosophy, values, and legacy. No other Jiu-Jitsu team or brand has this unique and legitimate uniform history. We should all be very honored and proud of what we've done as a team, helping implement Master Carlos' vision from when he was developing the uniform concept with professors Marco Joca and Marcio Feitosa:

“One day, we will have a presence all around the globe, and when people see someone wearing a Gracie Barra uniform they will already know exactly what that means, what it stands for, who it belongs to! It will be an honor to wear the official Gracie Barra kimono and represent the generations of students, competitors, professors and leaders that gave and give their best to keep our GB legacy alive!”

The Gracie Barra Uniform



The fifth building block of the Gracie Barra Method is the GB Uniform. As we progress through each element of the GB Method we see more and more how interconnected they are – each one building upon the next and supporting those that follow. The GB Uniform building block helps to define one of the most important elements of the Gracie Barra learning experience. The uniform is a powerful tool in the hands of the instructor to empower and inspire, fortifying the loyalty and pride among the students, and fostering a positive culture aligned with the three core values of Gracie Barra (Brotherhood, Integrity, and Development) within the school.

History of the Gracie Barra Uniform

For centuries, communities around the world have used garments and accessories as forms of nonverbal communication to indicate occupation, rank, location, class, or group affiliation. The clothing we wear identifies us as individuals within our societal circles. It is only natural that being part of several social groups requires the use of different forms of garments to identify a person's affiliation with each.

Also sometimes referred to as the gi (the formal Japanese name for the traditional uniform used in Jiu-Jitsu), the uniform today resembles those used even 100 years ago. These uniforms have also heavily influenced martial arts uniforms in general, especially those used in karate.

During the early 1990s, Prof. Marco Joca was a young athlete studying Jiu-Jitsu in Rio de Janeiro. It was difficult to find gis, and almost impossible to find the coveted Gracie Barra patch. He wanted very much to be able to wear the symbol of the school at which he trained. The popularity of tournaments was growing, as were the opportunities to represent the schools that were leading students to the mats.



As the schools grew there was a realization that some type of more formal uniform was needed, especially as the popularity of competitions grew. A uniform would represent schools at competitions, but also unify students and allow them to identify as a part of a group – the Gracie Barra community.

In 2003, the first Gracie Barra kimono was inspired by Master Carlos Gracie Jr. and designed by Prof. Marco Joca (and would eventually lead to GB Wear). When Prof. Marco Joca presented his first design proposal to Master Carlos, the response was mixed. Master Carlos was enthused, but he still wanted to make some adjustments that would be crucial to the overall look and feel of our GB Uniform as we know today.

It was during this design process that the current Red Shield logo was developed in conjunction with the GB Uniform. Master Carlos wanted to make sure that the students of Gracie Barra were recognizable across the mats – and would bear a symbol of all that GB represents.

Perhaps it is in a quote from Great Grand Master Carlos Gracie Senior that we get our first glimpse into the power of identification through clothing.

"Each person who puts on the kimono and believes in Jiu-Jitsu that myself and my family teaches is the realization of my life's work." – Grand Master Carlos Gracie Senior

The Red Shield – specifically the color red – by Master Carlos Gracie Jr.:

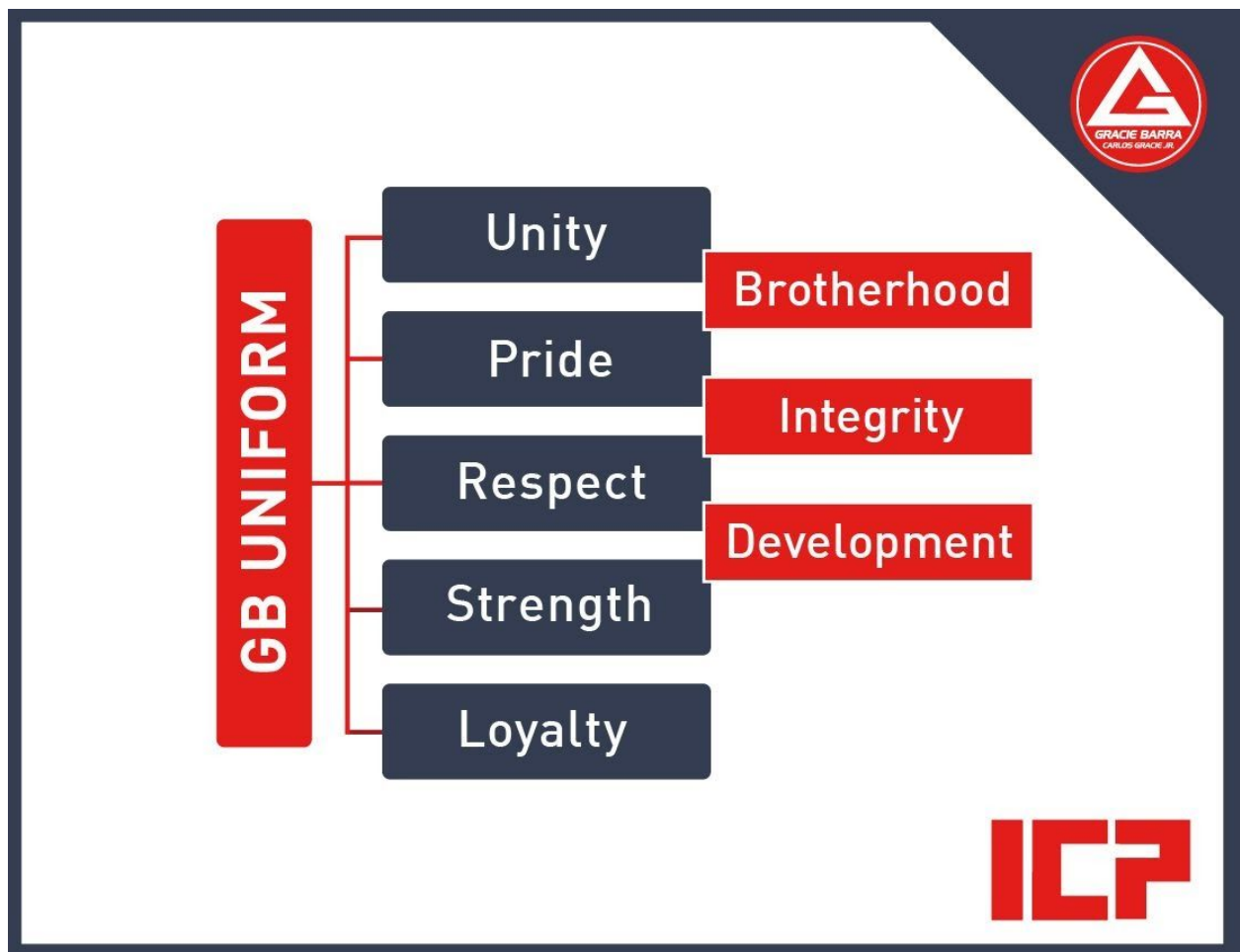
"I want red because it represents heart, blood, and love; All my students fight with heart, have the GB Jiu-Jitsu in their blood, and love our team...Gracie Barra! I also want the patches bigger; I want everyone inside a gymnasium to see, and instantly



recognize our uniform, our red shield, and they will know that whoever is wearing the official Gracie Barra kimono, is a member of the Gracie Barra family representing our philosophy and protecting our values!"

Thus, the Red Shield and all it represents was born and implemented on that very first GB kimono out of Barra da Tijuca, Rio de Janeiro, Brazil.

Purpose of the Gracie Barra Uniform





The Gracie Barra Uniforms were implemented to instill core characteristics among the professors, students, and athletes, to reflect the school and Gracie Barra in a positive and strong image.

When your school requires all students to train in the official Gracie Barra Uniform, it fosters an environment into which professors, students, parents of students, and community members are drawn. The uniform promotes equality and makes for a less intimidating environment. That environment is welcoming, structured, clean, and represents those ideals shown in the above graphic.

Wearing the GB Uniform

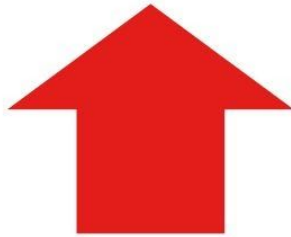
A uniform projects a unified image of the school, and Gracie Barra in general. This is consistently reinforced during tournaments or social events and helps to promote Gracie Barra in a positive and professional way.

- The uniform promotes equality. By wearing the GB Uniform we all become one, and the one becomes all. We embrace the values of Gracie Barra. A student of one of us, becomes a student of all of us while we are all students of Master Carlos Gracie Jr.
- The GB Uniform also fosters a structured and positive learning environment, and implies and promotes discipline and increased student motivation.
- These positive reactions to the GB Uniform in turn result in long-term benefits for the school and Gracie Barra.
- The GB Uniforms were designed with functionality elements to keep our students safe and protected while practicing Jiu-Jitsu. Besides being functional, wearing the GB Uniform is also a component of discipline and respect, which are crucial characteristics for safety. When students respect the Red Shield and all it represents, they are more inclined to respect the lessons and training our instructors provide.
- The GB Uniform creates a positive connotation of shared commitment and unity, and this projects on the school having a strong positive impact on the culture of the team.



The GB Uniform also counteracts social pollution. Gang-related patches and unconventional gi color modifications once posed a deep concern for school owners, parents, students and staff.

However, the implementation of the GB Uniform standards has proven to significantly and positively change these social issues. There are lower reporting numbers of disruptive behaviors associated with the inclusion of non-approved modifications in clothing at the school. In addition, parent-cancelled memberships have decreased, demonstrating that parent confidence is increasing since the adoption of the GB Uniform at our schools and in the tournaments when our students represent GB.



Strict Use of GB Uniforms

- Discipline
- Positive Attitudes
- Unity
- Pride
- Confidence



Non-Strict Use of the GB Uniform

- Disruptive Behaviors
- Dillution of Team spirit
- Parent-Cancelled Memberships
- Personal Ego issues



GB Uniform Guidelines

The GB Uniform is an integral part of the training experience of a Gracie Barra school. As explained above it has great benefits to each member and the school as a whole, having a direct impact on the culture within the school and how outsiders perceive Gracie Barra in tournaments or even when first walking into the school. To make sure you understand the exact expectations of Gracie Barra in regards to the use of the uniform, here is a complete list of guidelines related to the Gracie Barra Uniform Policy.



The Gracie Barra Uniform

Gi



Rashguard



Belt



ICP

1. All Instructors and students must wear the complete official Gracie Barra Uniform when participating in classes at a GB school. The official GB Uniform includes the GB kimono, GB rashguard, and GB Belt.
2. The GB Uniform top and pants must be of the same color.
3. The GB Uniform must be kept clean.
4. Instructors and students must wear appropriate athletic underwear under the GB Kimono pants.



5. Instructors and students cannot make modifications to the visual identity of the GB Uniform when training at a GB school. For example, GB Uniforms with patches from other brands or symbols should not be allowed at a GB school.

6. Instructors and students are not allowed to train at a GB school with a uniform of another brand, even if the GB patches are applied to it.

7. Students of the GBK Program must adhere to the GB Uniform policy described above. Rashguards are a requirement for kids.

8. Students taking Intro Classes must wear the Complete Official Uniform, including GB kimono and black GB rashguard. The school must offer a clean Complete GB Official Uniform for new students trying the class for the first time.

9. Instructors and students are required to write their first name on the collar of the right side.

10. GB athletes should compete in an official GB Kimono.

11. GB Instructors and students should wear the GB Competition Team Red T-Shirt of the current year when attending tournaments or other outside events representing Gracie Barra.

12. BarraFIT students are required to use the GB Official No-Gi Uniform or Official BarraFIT Uniform when taking BarraFIT Classes. Women are allowed to use black leggings pants as part of their BarraFIT Uniform.



13. During Jiu-Jitsu No-Gi Classes, students and instructors must choose one of the following options:

1. Top


1. GB Official Black Rashguard + Belt, or
2. GB Official Ranked Rashguard







2. Bottom


1. GB Official No-Gi Training Shorts Black
2. Gi Pants

The Do's and Don'ts of the Gracie Barra Uniform

In an effort to help you follow the Gracie Barra Method 100% while exploring opportunities to tailor the students' experiences based on your own experience and adding your personal touch to the classes, here is a list of Do's and Don'ts for GB Instructors in regards to the GB Uniform.



Do's	Don'ts
 <p>Make sure all members and new members understand the purpose of the GB Uniform.</p>	 <p>Don't enforce the GB Uniform as just a bland rule. Make an effort to help all your members understand why the GB Uniform is important for the school and for them.</p>
 <p>GB athletes should be allowed to compete in GB Official Uniforms with patches from their sponsors.</p>	 <p>Don't let students make any modifications to their GB Uniforms.</p>
 <p>Keep a few GB Kimonos and GB Rash Guards of different sizes available for trial students.</p>	 <p>Don't allow students to train without the uniform, under no circumstances.</p>



Privilege and Responsibility

We all must understand that it is a great honor and a huge privilege to wear the official Gracie Barra Uniform, representing generations of students, competitors, professors and masters who gave and give their best to keep our GB legacy alive! We all have a responsibility to respect, protect, and carry on this legacy!