

FUELING GLADIATORS
ENTER THE COLOSSEUM

EVAN AUCOIN

GLADIATOR BURGER

RE-BRANDING PITCH

2025

GBDA 202
PROJECT 2
RE-BRANDING GLADIATOR BURGER

TABLE OF CONTENT

1. BIG & SMALL
IDEA

4. TAGLINES
& SLOGANS

2. THE BRAND
STORY

5. VISUAL
IDENTITY

3. NEW LOGO

6. SOCIAL
CAMPAIGN

BIG IDEA

STRATEGIC

'fueling gladiators', giving large portions purpose.

- Pivoting from indulgence to purposeful consumption
- Keeping quality ingredients and large portions intact
- Feeding strength, not just hunger – Gladiators are fueled, not just fed
- Add macro nutrients to menus to highlight protein and nutrition
- Maintain big portions while promoting “straight to the bicep” fueling mindset
- Offer lettuce wraps and low-calorie sauce swaps for calorie-conscious consumers
- Attract both existing customers and a new, fitness-minded audience
- Grow the brand by giving every bite a purpose

2025

SMALL IDEA

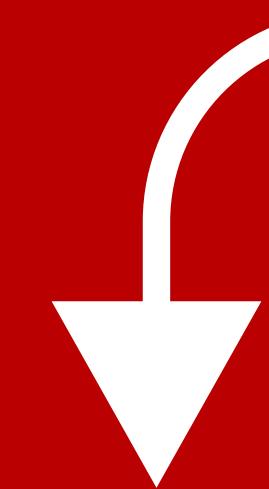
TACTICAL

- “Enter the Colosseum” – invite customers into the Gladiator experience
- Introduce a burger challenge to build excitement and brand buzz
- Lean into big portions as part of the arena mindset
- Create a sense of competition and achievement around eating
- Tie the theme to strength, endurance, and community
- Reinforce the Gladiator identity through in-store events and promotions

2025

THE BRAND STORY

THE AUDIENCE AND
THE ASPIRATIONS.



It starts here

Gladiator Burger
turns craving into
fuel

Modern gladiators
eat with purpose,
not impulse

Every meal powers
progress and drive

Macros guide the
way, choices stay
yours

Every bite builds
strength, focus,
and confidence

Gladiator Burger combines strength and satisfaction, fueling effort rather than just hunger. Modern gladiators – athletes, students, and everyday achievers – eat big with purpose. The experience is built on energy, customization, and confidence. With visible macros, lettuce wraps, and sauce swaps, customers can fuel their goals their way. It's not about eating more – it's about eating smart, staying strong, and feeling ready for anything.

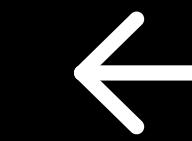
THE NEW LOGO

INTRODUCING YOU TO
THE NEW PICTORIAL
MARK LOGO



TAGLINES & SLOGANS

2025



1. Fueling Gladiators..

Short, powerful, and ties directly to my big idea. Works as both a slogan and brand statement.

2. Big Portions. Bigger Purpose.

Clever play on the existing brand size with my new theme of fuel and intention.

3. Straight to the Bicep.

Unique, fun, and matches tone perfectly. It's catchy and brand-ownable.

VISUAL IDENTITY

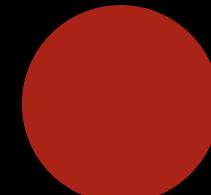
GLADIATOR
BURGER

• FIELD GOTHIc

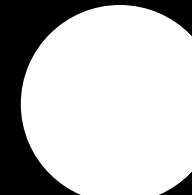
Field Gothic reflects the strength and precision of the Gladiator Burger brand. Its bold, modern structure communicates confidence and power, while its clean lines align with the new focus on purposeful consumption. The typeface balances toughness with clarity, reinforcing a brand that fuels effort, not just appetite.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

• OUR PRIMARY COLOURS



RED
#AA2317



BLACK
#000000

WHITE
#FFFFFF

SOCIAL CAMPAIGN STRATEGY

GLADIATOR BURGER

FUELING MODERN GLADIATORS

Targeting driven individuals – athletes, students, and workers – who eat with purpose, not indulgence.

COMMUNITY & CHALLENGES

Engage followers through hashtags and interactive content like the “Enter the Colosseum” burger challenge.

PLATFORM FOCUS

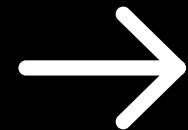
Leverage Instagram, TikTok, and YouTube Shorts for motivational, visually powerful storytelling.

MOTIVATIONAL ENERGY

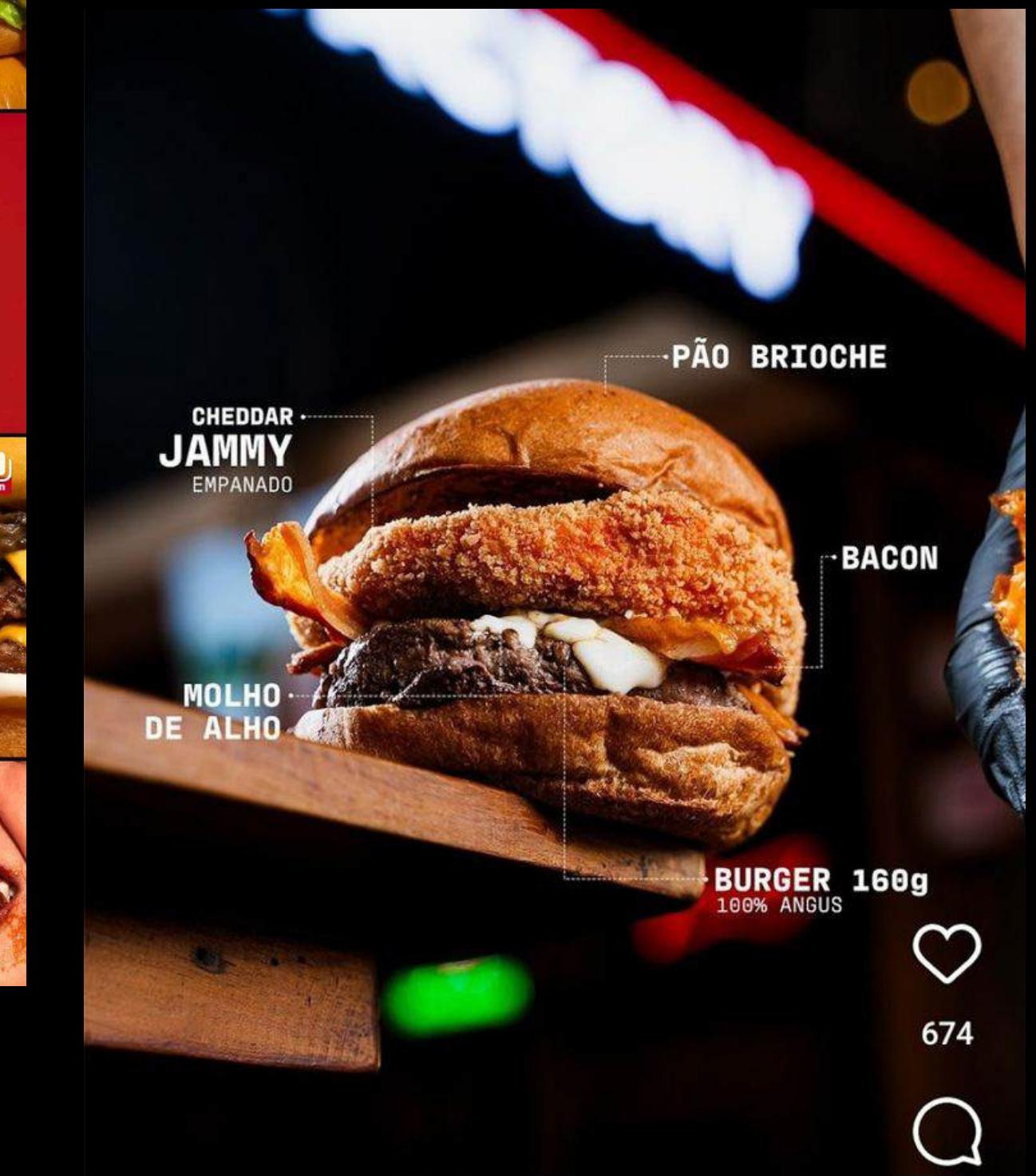
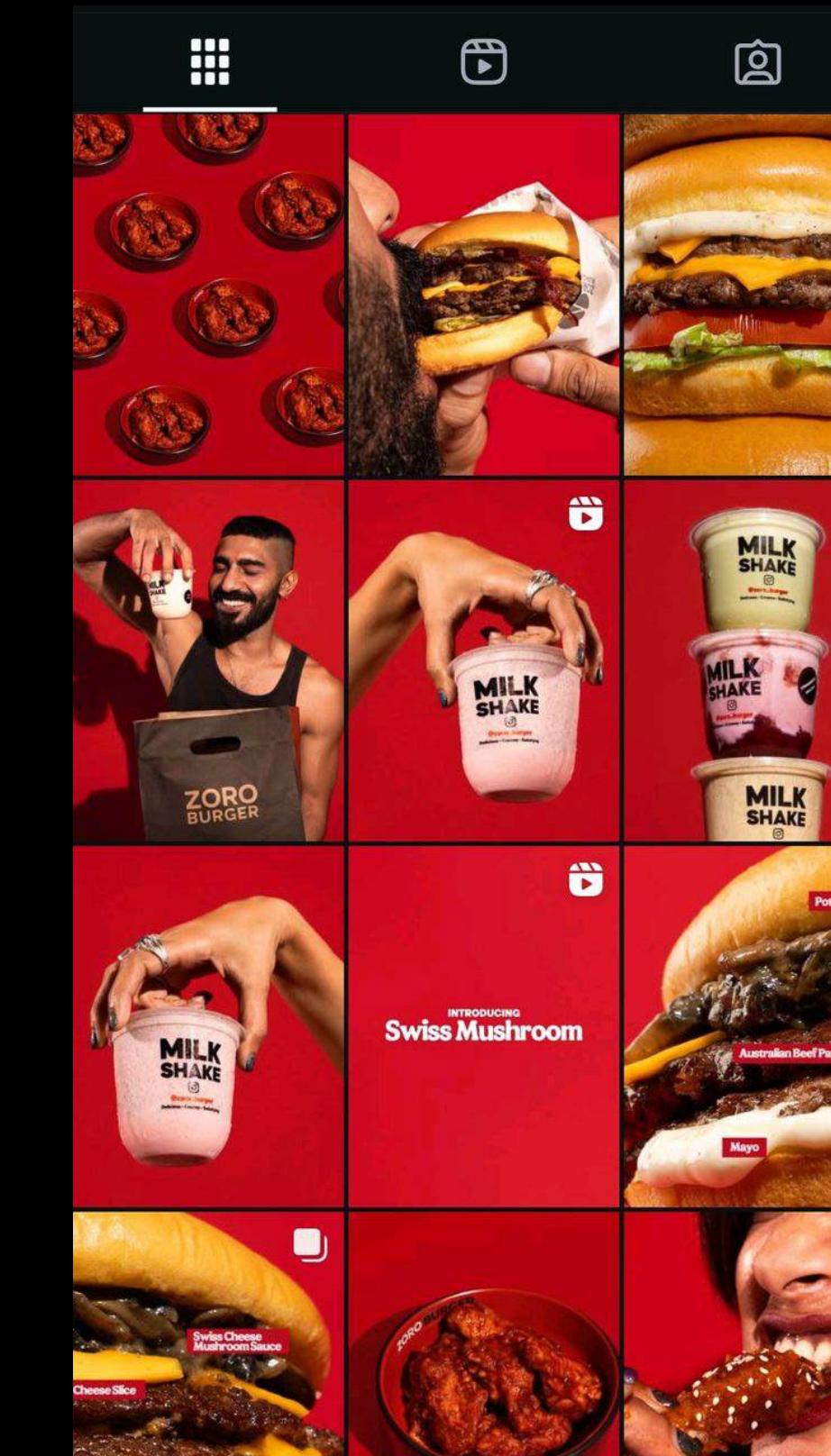
Every post inspires effort and confidence – Gladiator Burger becomes part of their daily grind.

SOCIAL CAMPAIGN LOOKBOOK

GLADIATOR BURGER



2025





2025



2025



2025



MOCK-UPS



2025

THE NEW VISUAL IDENTITY

SOCIAL POST 1

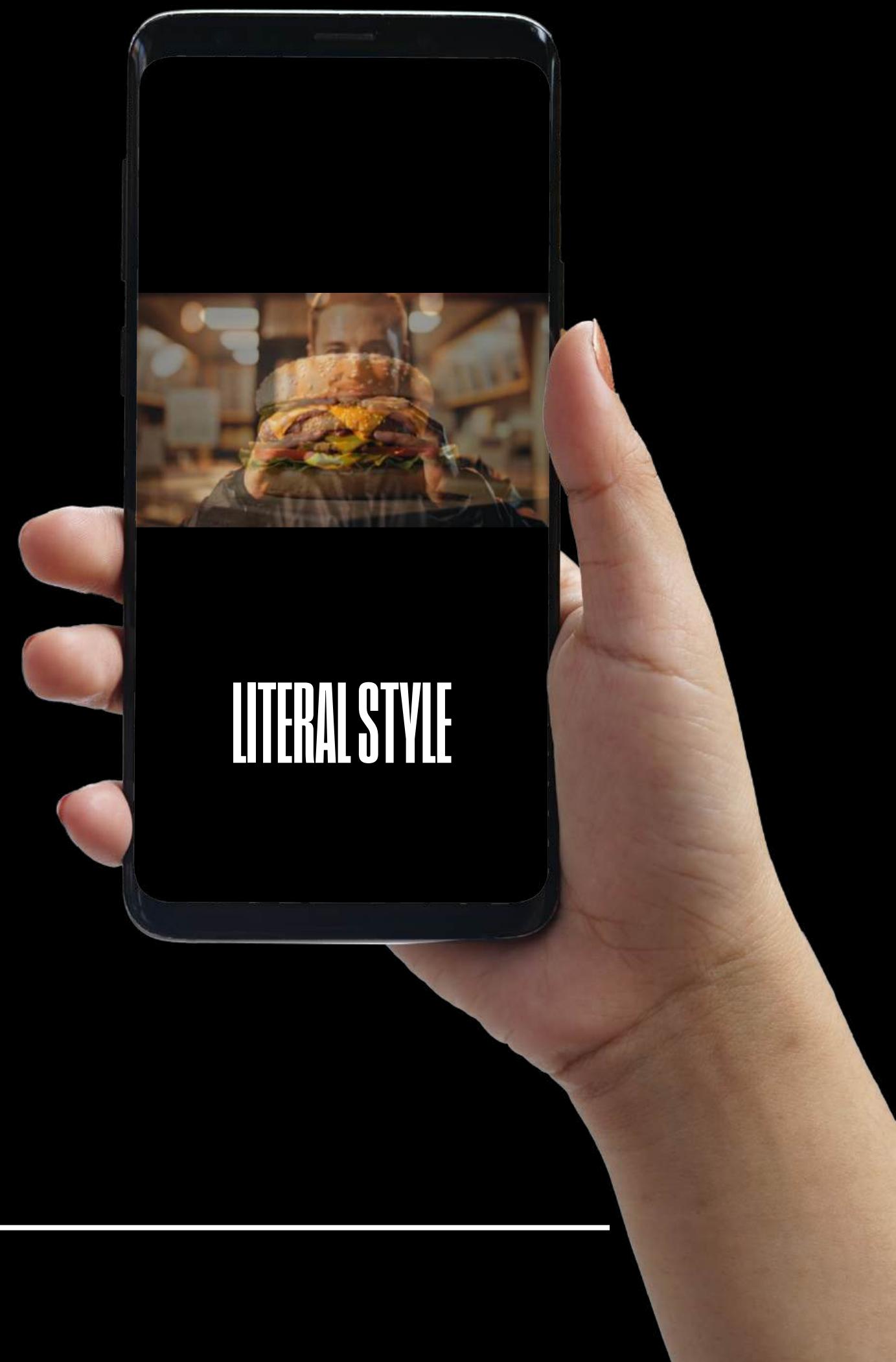
2025





SOCIAL POST 2

2025





SOCIAL POST 3

2025



GLADIATOR BURGER

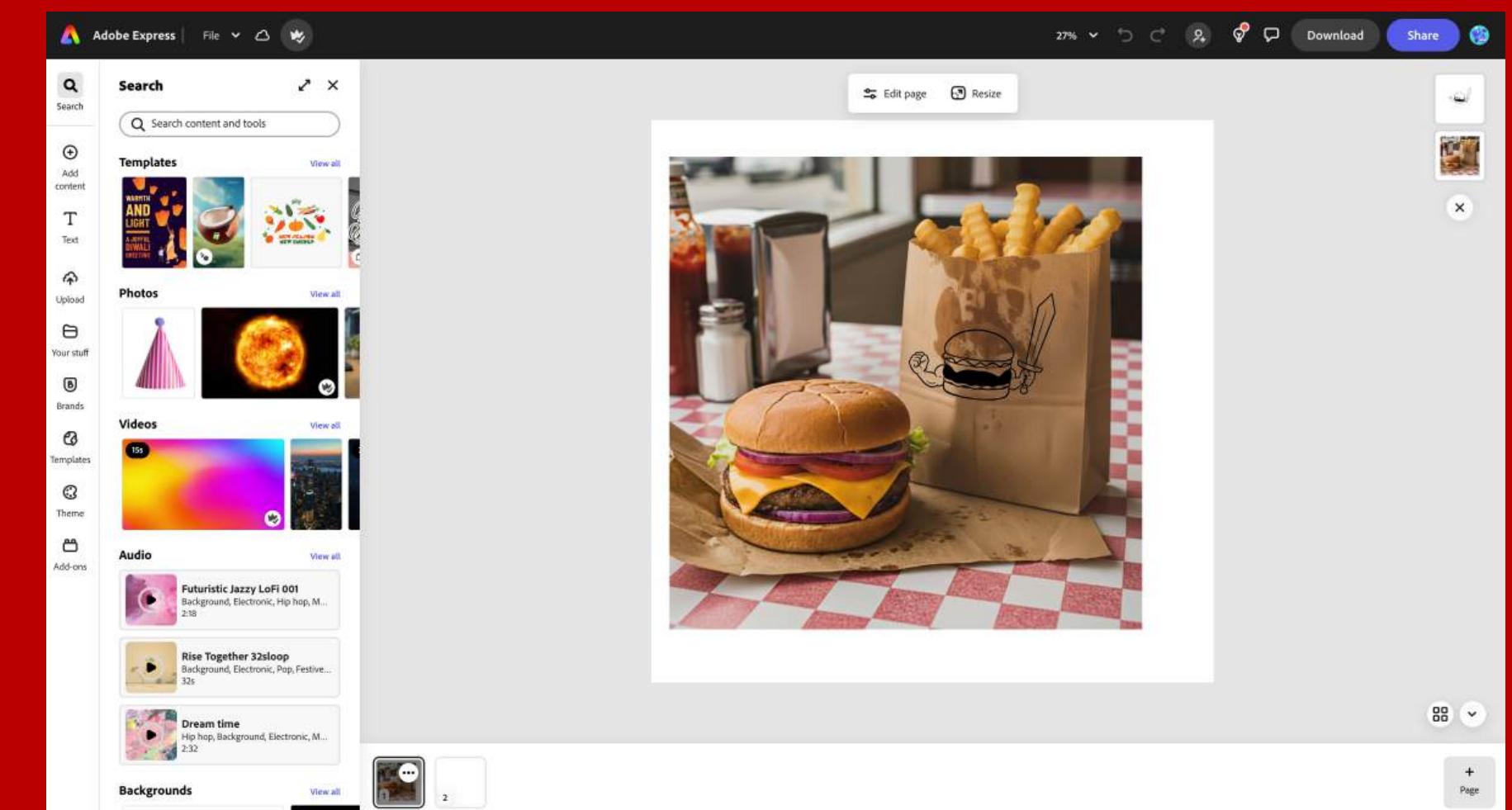
THAN YOU!

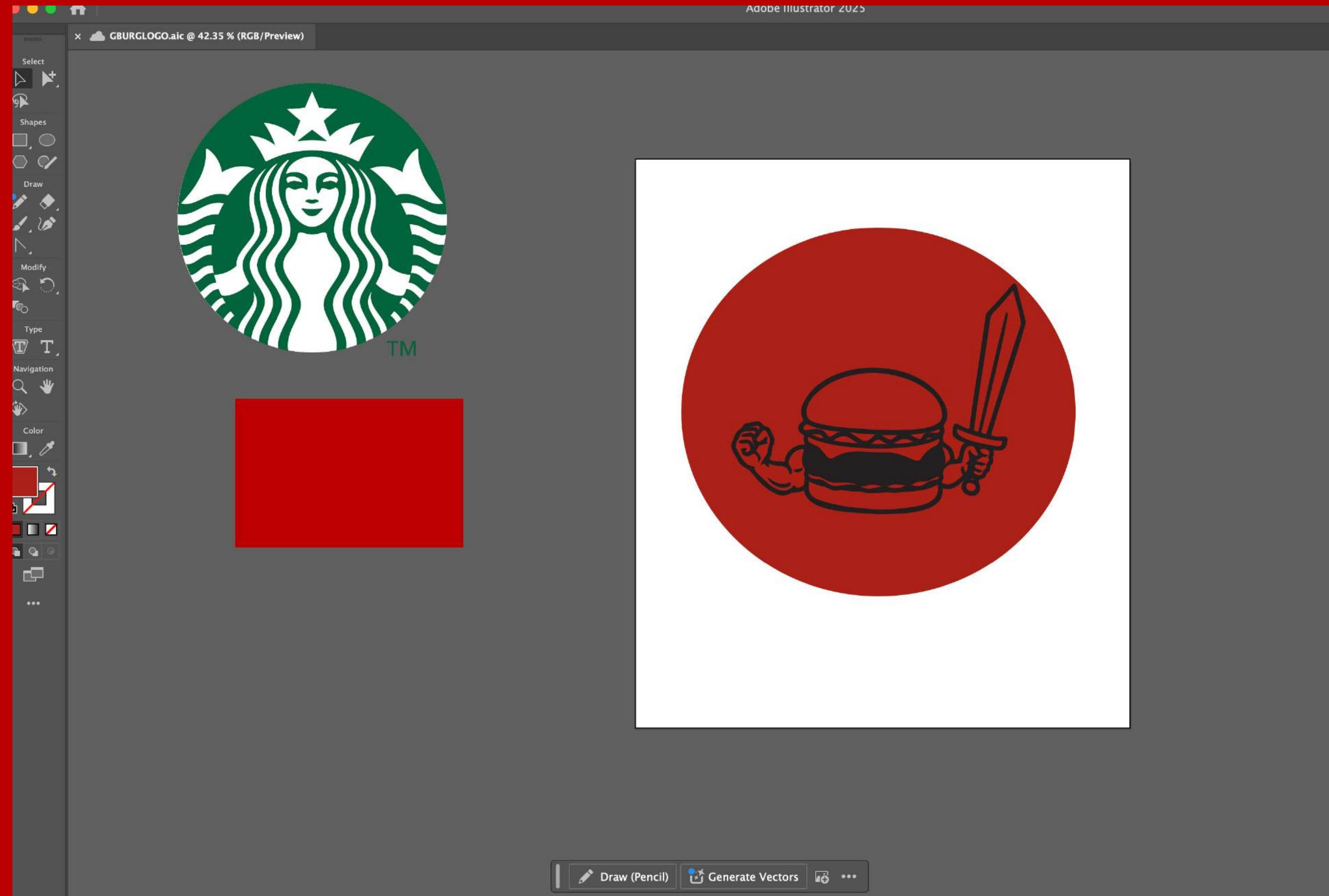
GBDA 202

EVAN AUCOIN

PROJECT 2

SURFIN GRABS





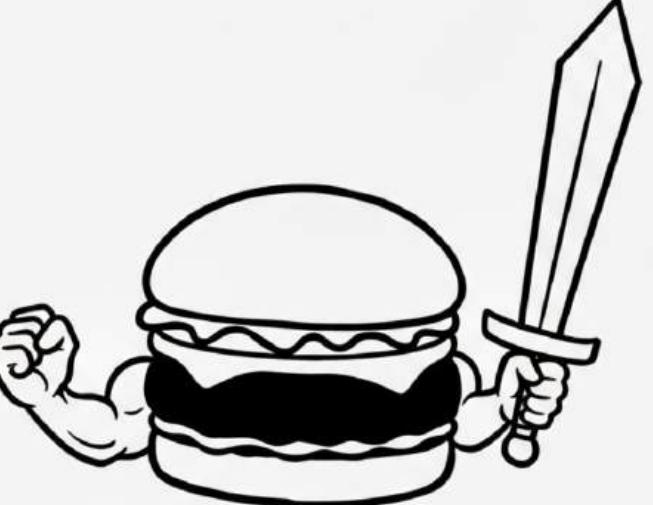
Fi < Generate image

Gallery Generate

Get Credits

General settings

Model: Gemini 2.5 (Nano Banana)



GLADIATOR BURGER

Remove Bottom text

New images

Image

Prompt
Describe your image

Uses 10 credits

Generate

Fi < Generate image

Gallery Generate

Get Credits

Download

Lets give this colour. Use a dark pastel colour palette

Edit Ps

G Gemini 2.5 (Nano Banana)

General settings

Model

gemini 2.5 (Nano Banana)

burger holding a sword

Can we add some yellow for the cheese. Use less green.

New images

Image

Prompt

Describe your image

Uses 10 credits

Generate

The image shows a screenshot of the Firefly AI web application. The main area displays a generated image of a cartoon-style burger with a large patty, holding a sword. The interface includes a sidebar with 'General settings' and a model selection dropdown set to 'Gemini 2.5 (Nano Banana)'. A prompt at the top says 'Lets give this colour. Use a dark pastel colour palette'. Below the image are various interaction buttons like 'Edit', 'Ps', 'Download', and social sharing icons. At the bottom, there's a note about adding yellow to the cheese and a 'New images' button. The footer shows usage information ('Uses 10 credits') and a 'Generate' button.

Fl Generate image

Gallery Generate

Get Credits

General settings

Model

G Gemini 2.5 (Nano Banana)

A large cheeseburger with muscular arms coming out the side of the beef patty. The burger's left arm holding a gladiator's sword. The image is a simplistic logo.

BURGER BRUTE

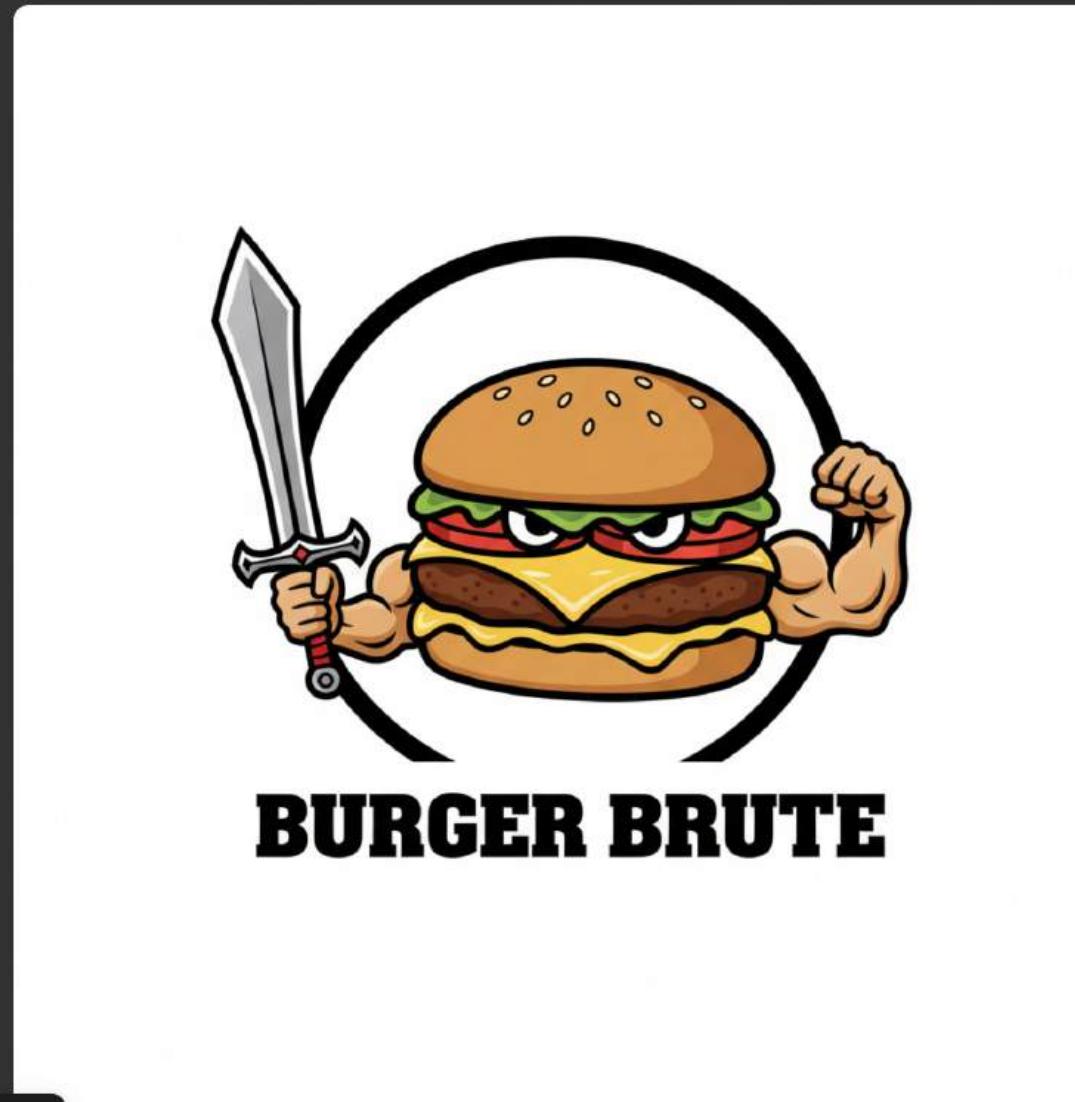
Image

Prompt

A large cheeseburger with muscular arms coming out the side of the beef patty. The burger's left arm holding a gladiator's sword. The image is a simplistic logo.

Uses 10 credits

Generate



< Generate image

Gallery Generate

Get Credits

General settings

Model

G Gemini 2.5 (Nano Banana)



Remove green on the patty

New images

Image Edit

Only black and white. No grey. Black outlines, white fill

Uses 10 credits

Generate

Fi < Generate video

Gallery Generate Download Get Credits

General settings

Model: Veo 3.1

Resolution: 720p

Aspect ratio: Widescreen (16:9)

Frames per second: 24 FPS

Duration: 8 seconds

Audio:

Advanced settings

Seed: 172646

Some items are hidden when frames are in use, because they don't support frames. To use hidden items, remove all frames.



View All

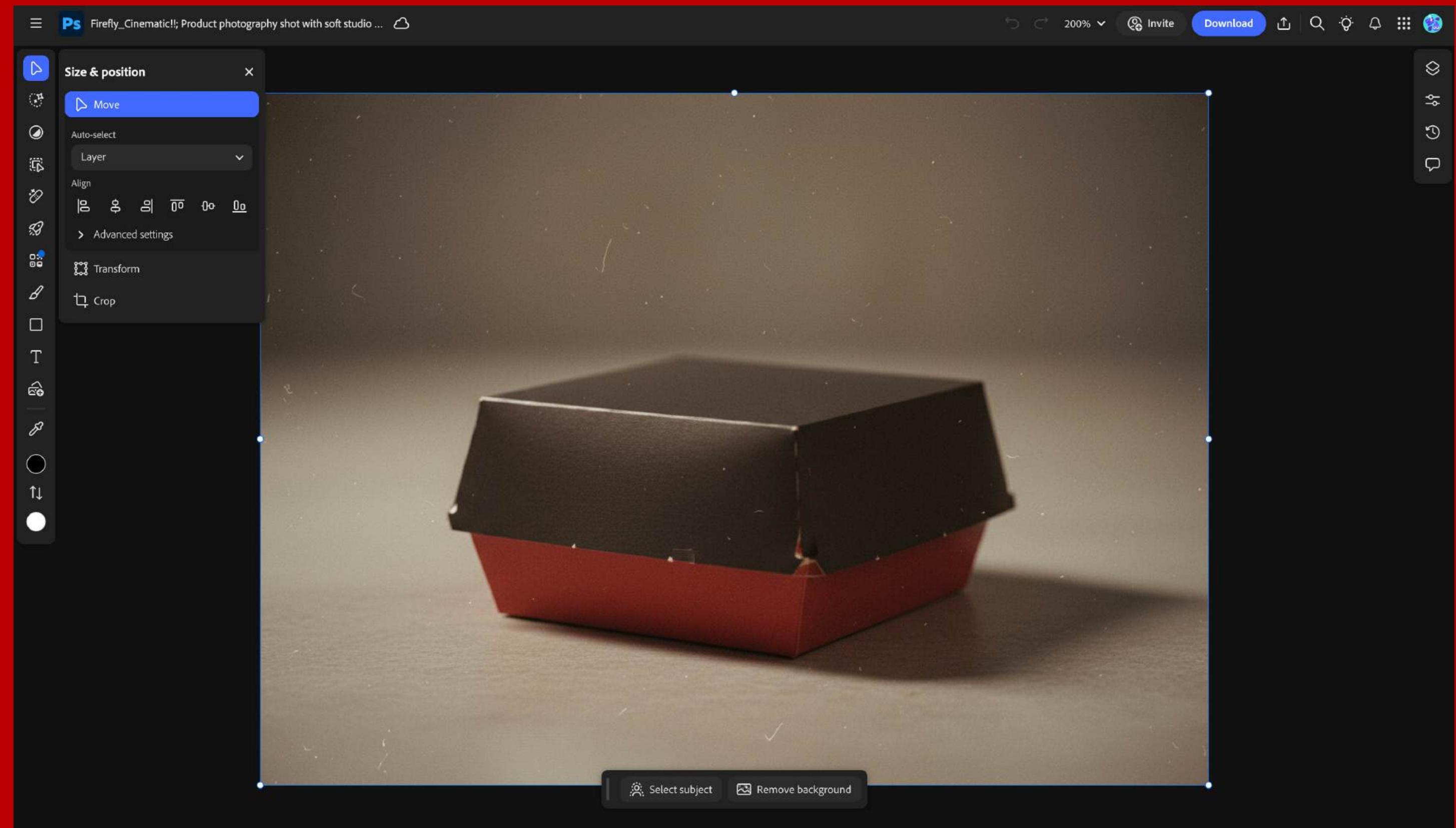
Frame (i)

Prompt

Cinematic!! Slow-motion macro shot with shallow depth of field, smooth camera glide around subject; Juicy gourmet burger with melted cheese dripping slightly, crisp lettuce, tomato, and sesame seed bun perfectly stacked; Subtle steam rising as warm light highlights textures, gentle focus shifts revealing glossy ingredients; Filmed inside a cozy, dimly lit burger shop or on a rustic wooden surface; Moody cinematic food aesthetic, rich contrast, golden tones, high realism, mouthwatering detail, depth and atmosphere; Match reference photo.

Uses 400 credits

Generate



Effects

200% Cancel Done

Search effects

Pixelate Mosaic

Blur

Motion blur Bokeh blur

Radial blur

Light

Lens distortion Bloom

Texture

Grain Noise

Distort

Twirl

Bloom

Presets

Strength 10%

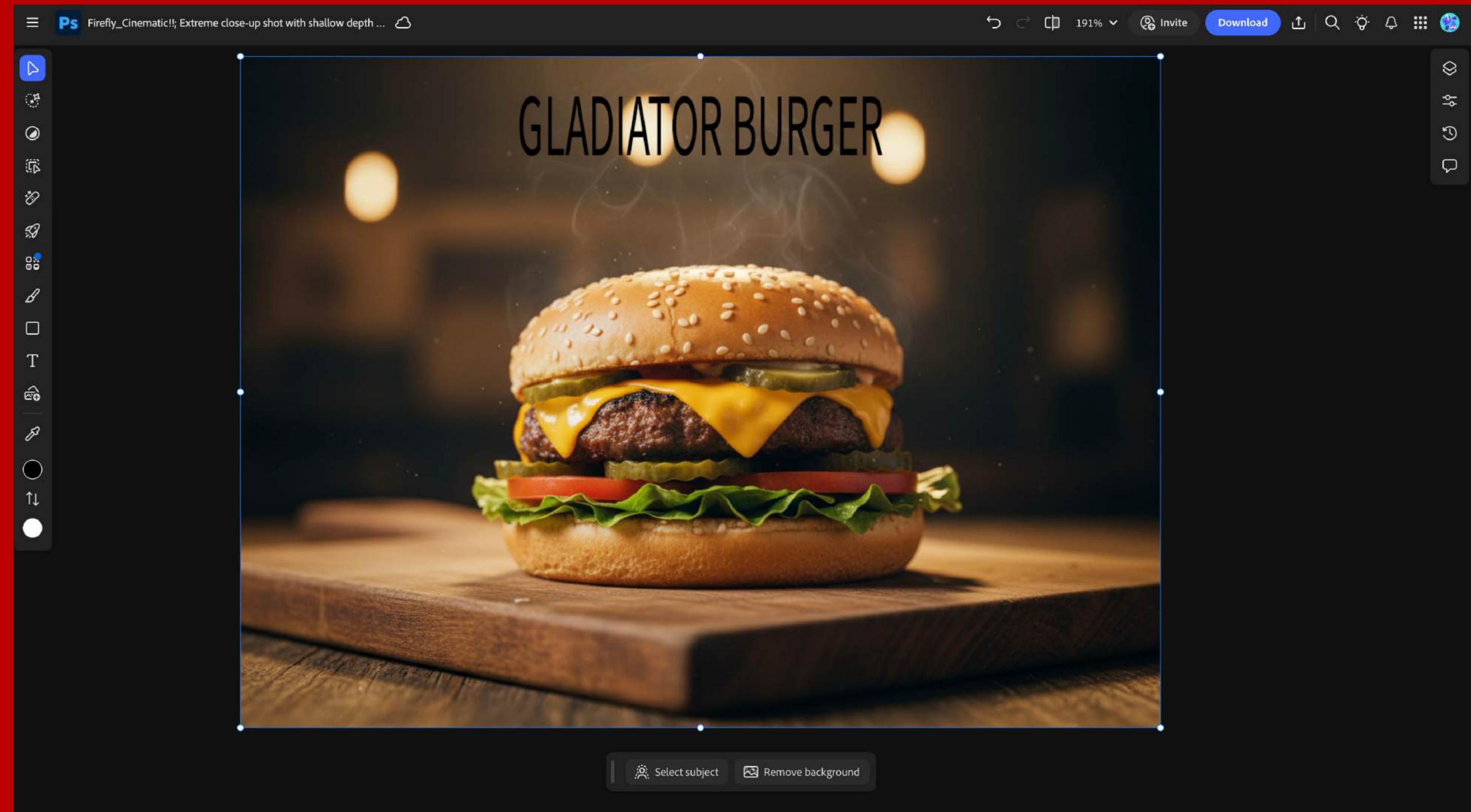
Spread 100%

Blur 100%

Radius 100%

Color #FFFFFF

200% Cancel Done



Adobe Express

File

Reset 52%

Download Share

Search

Add content

Text

Upload

Your stuff

Brands

Templates

Theme

Add-ons

Edit page Resize

GLADIATOR BURGER

A horizontal timeline at the bottom shows a sequence of images, likely from a video or a series of photos, with play and pause controls.

Can you please help me create a prompt for adobe firefly following this model?

Prompts

Cinematic!!

Shot type description

Character description

Action

Location

aesthetic

I want to create a guy running at night, like he's training.



Absolutely — here's a Firefly-style prompt following that exact structure 🎉

🎬 Cinematic!!

Shot type description: Medium-wide tracking shot, dynamic motion blur, camera following from side angle.

Character description: Young athletic man in his 20s, wearing a dark running jacket, joggers, and neon running shoes, sweat glistening under streetlights.

Action: Sprinting down a dimly lit street, focused expression, steady rhythm, arms pumping.

Location: Empty urban street at night with glowing streetlights, wet pavement reflecting city lights, faint mist in the air.

Aesthetic: Moody, cinematic lighting, high contrast, shallow depth of field, cyberpunk tones, glowing reflections, realism with dramatic atmosphere.

If you want, I can tailor this for a **specific vibe** (e.g., "gritty realism," "futuristic runner," or "peaceful night jog") — would you like me to make a few variations like that?

+ Ask anything

0

Fi [Generate image](#)

Gallery Generate Edit [Get Credits](#) [...](#) [...](#)

General settings

Model: Gemini 2.5 (Nano Banana)

Aspect ratio: Landscape (4:3)

Reference image [Upload image](#)



Cinematic!!; Medium-wide tracking shot, dynamic motion blur, camera following from side angle; Young athletic man in his 20s, wearing a dark running jacket, joggers, and neon running shoes, sweat g ...



Cinematic!!; Medium-wide tracking shot, dynamic motion blur, camera following from side angle; Young athletic man in his 20s, wearing a dark running jacket, joggers, and neon running shoes, sweat g ...

Prompt

Cinematic!!; Product photography shot with soft even lighting, minimal shadows; Closed burger box positioned on a table with a flatter, top-down angle to clearly show the surface for logo placement; Plain, unbranded design with subtle red and black color accents, matte paper texture; Centered composition on a neutral or wood surface for realism; High-resolution, realistic details with visible paper folds and soft reflections; Consistent moody cinematic colour grade with previous shots; Match reference photo; Authentic 16 mm film grain texture, slight lens imperfections, cinematic realism.

[New images](#) [...](#) [...](#) [...](#)

Uses 0 credits [Generate](#)

Adobe Express

File Download Share

Search

Add content

Text

Upload

Your stuff

Brands

Templates

Theme

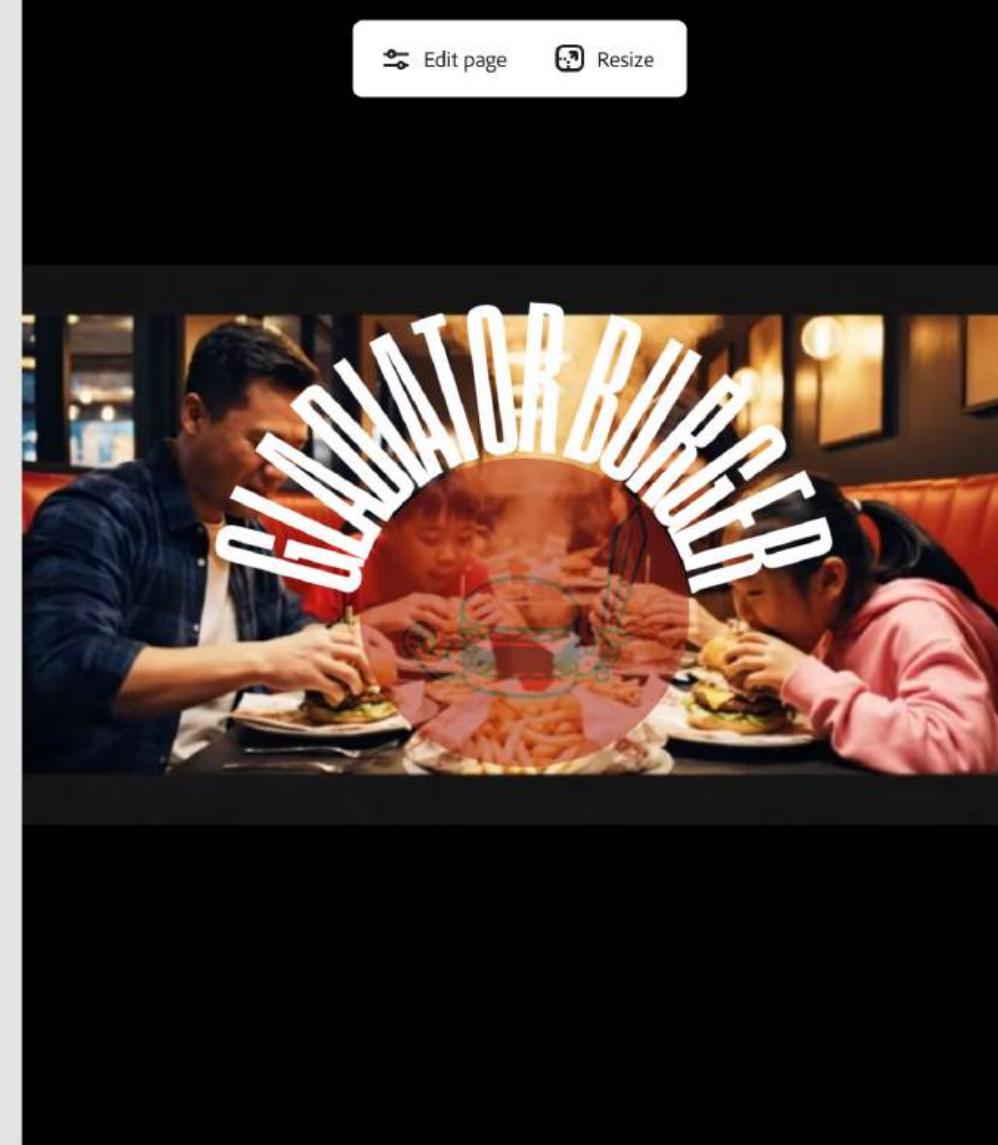
Add-ons

Edit page Resize

CINNAMON ROLL BURGER

0:23/0:24 Show layer timing

108% +



A screenshot of the Adobe Express interface showing a photo of a family eating at a restaurant. A large, semi-transparent text overlay reads "CINNAMON ROLL BURGER" in white, stylized letters. The text is curved and appears to be floating above the meal. The Adobe Express toolbar is visible at the top and bottom of the screen, with various editing tools and a timeline at the bottom.

The screenshot shows the Adobe Express interface. On the left, there's a sidebar with various tools: Search, Templates (including New Autumn Arrival, Plank, Magic, and Pumpkin), Photos (two images of people laughing), Videos (three thumbnail images), Audio (three tracks: Powerful Majestic Epic Hero..., Greet the Sunrise loop, And Party For All Guitar Loop), and Backgrounds (two images). The main workspace features a large video of a man jogging at night with blurred lights. Below the video is a timeline with two layers: one showing a sequence of frames from the jogger video and another showing a sequence of burgers. A green bar at the bottom indicates the total duration is 16 seconds. At the bottom, there are controls for Show layer timing, Fit, and a zoom slider. The top right corner has a Share button.