

FUELING GLADIATORS
ENTER THE COLOSSEUM

EVAN AUCOIN

GLADIATOR BURGER

RE-BRANDING PITCH

2025

GBDA 202
PROJECT 2
RE-BRANDING GLADIATOR BURGER

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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

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

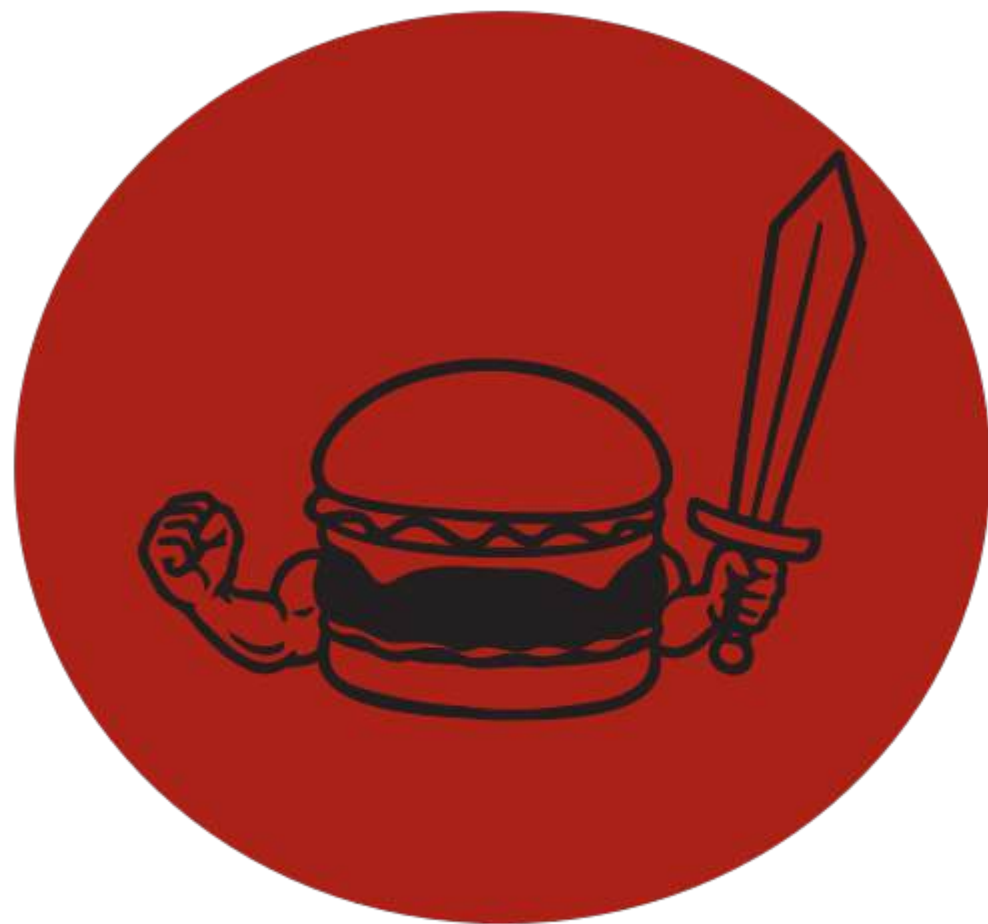
Every bite builds
strength, focus,
and confidence

THE AUDIENCE AND THE ASPIRATIONS.

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



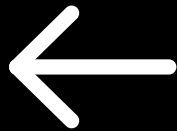
NEW LOGO



OLD 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

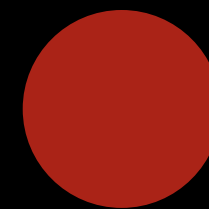
GLADIATOR
BURGER

- FIELD GOTHIC

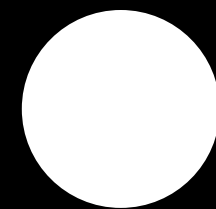
Field Gothic reflects the strength and precision of the Gladiator Burger brand. Its bold, modern structure communicates confidence and power, while its clean lines align with the new focus on purposeful consumption. The typeface balances toughness with clarity, reinforcing a brand that fuels effort,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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

- 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

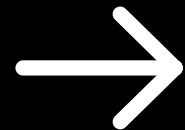
Leverage Instagram, TikTok, and YouTube Shorts for motivational, visually powerful storytelling.

MOTIVATIONAL ENERGY

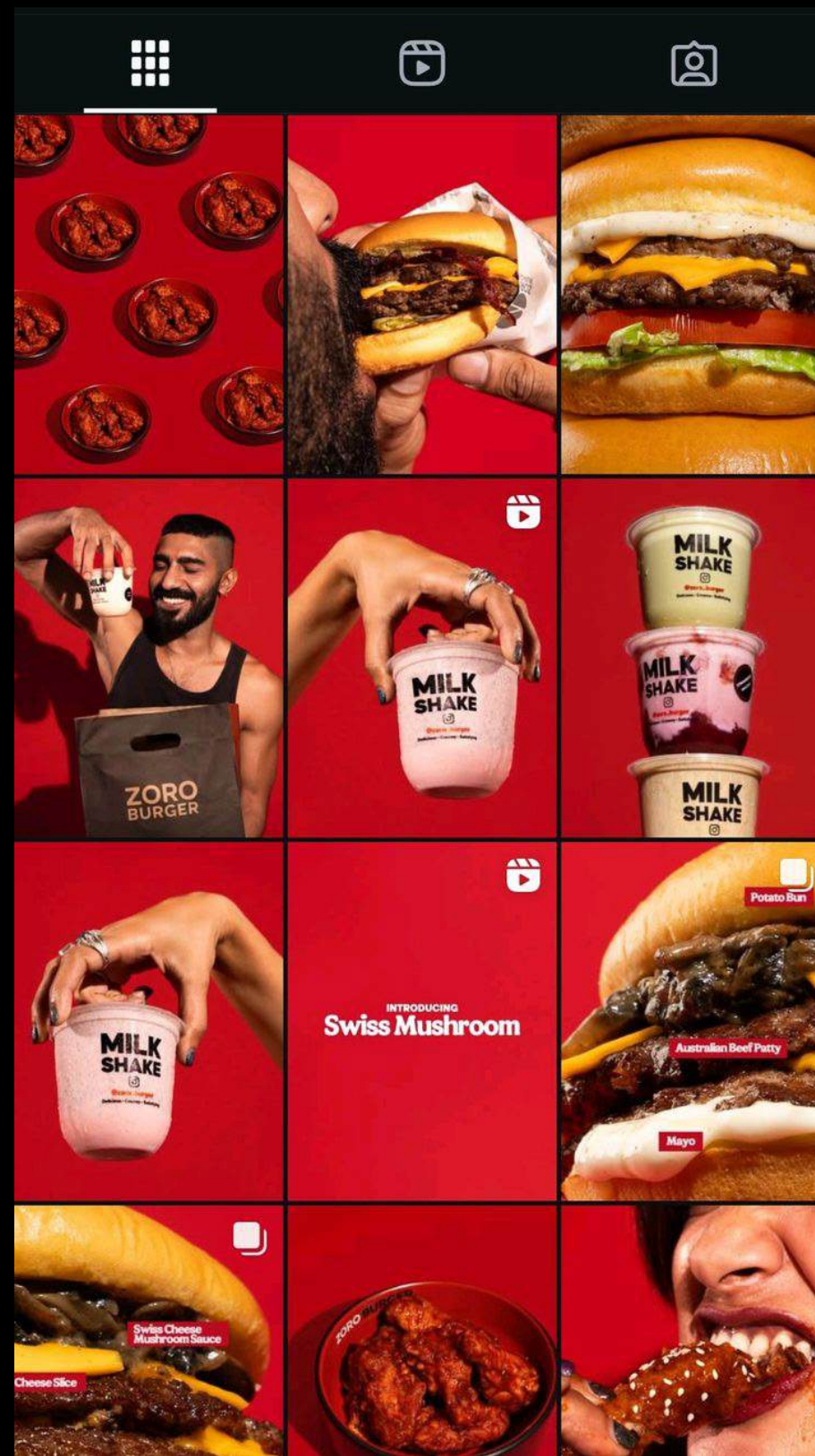
Every post inspires effort and confidence — Gladiator Burger becomes part of their daily grind.

SOCIAL CAMPAIGN LOOK BOOK

GLADIATOR BURGER



2025



674



2025



2025



2025



MOCK-UPS



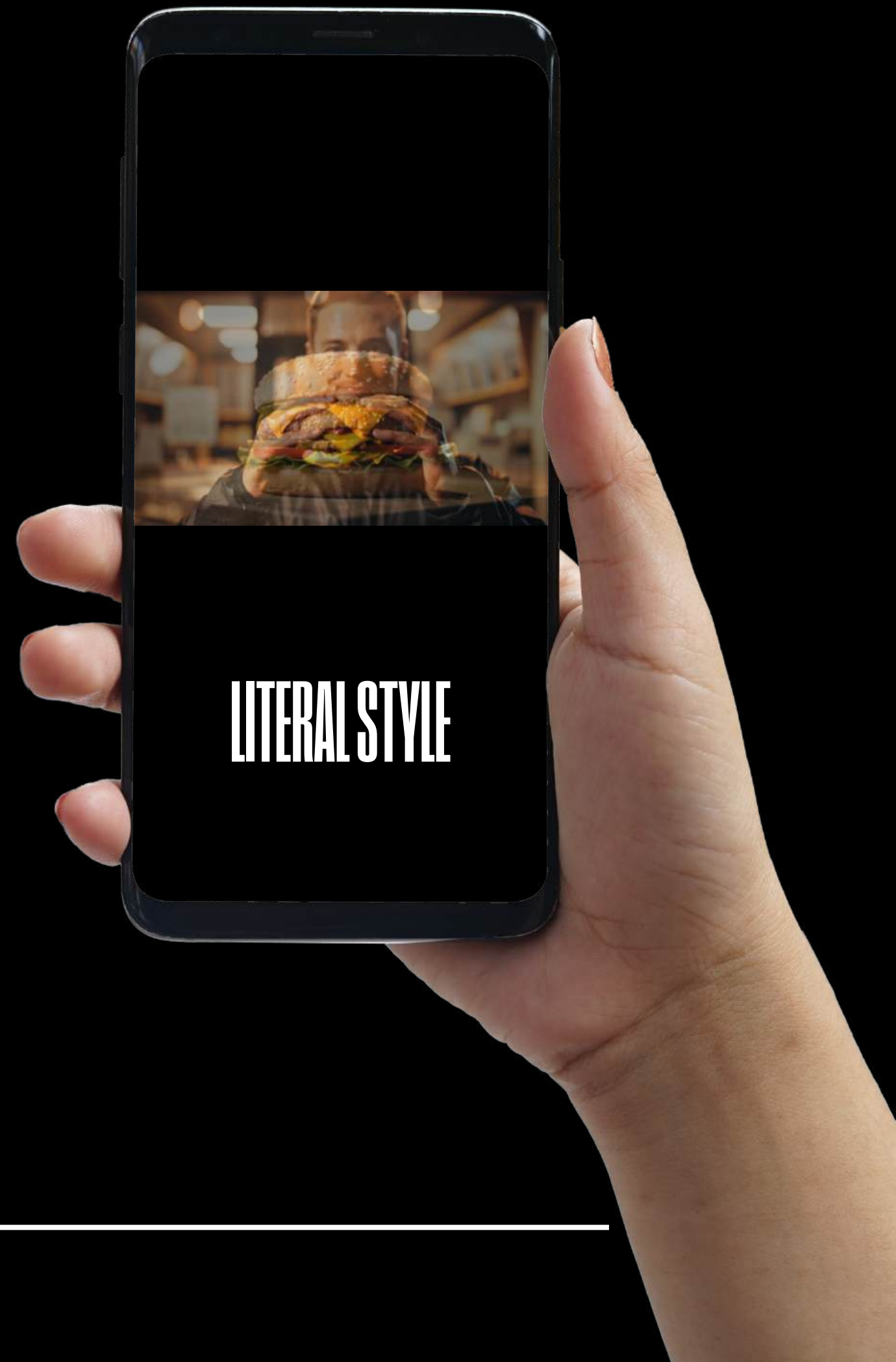
2025

THE NEW VISUAL IDENTITY

SOCIAL POST 1

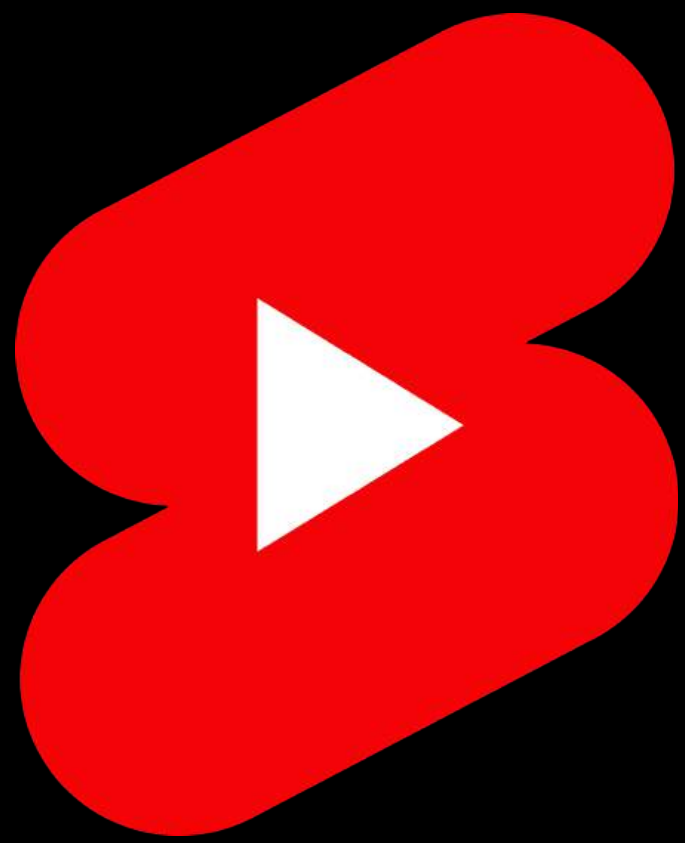
2025





SOCIAL POST 2

2025



SOCIAL POST 3

2025

GLADIATOR BURGER

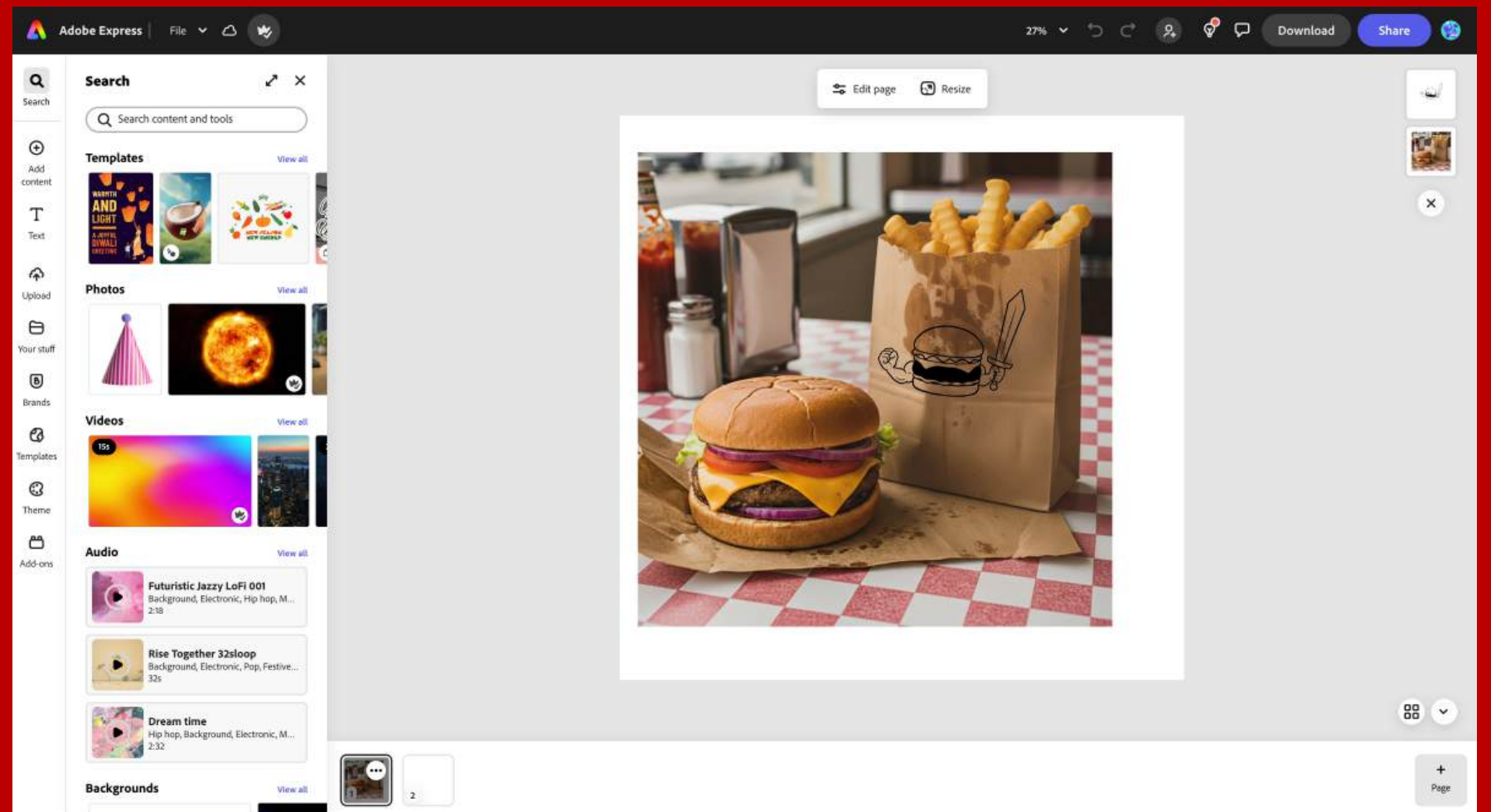
THANK YOU!

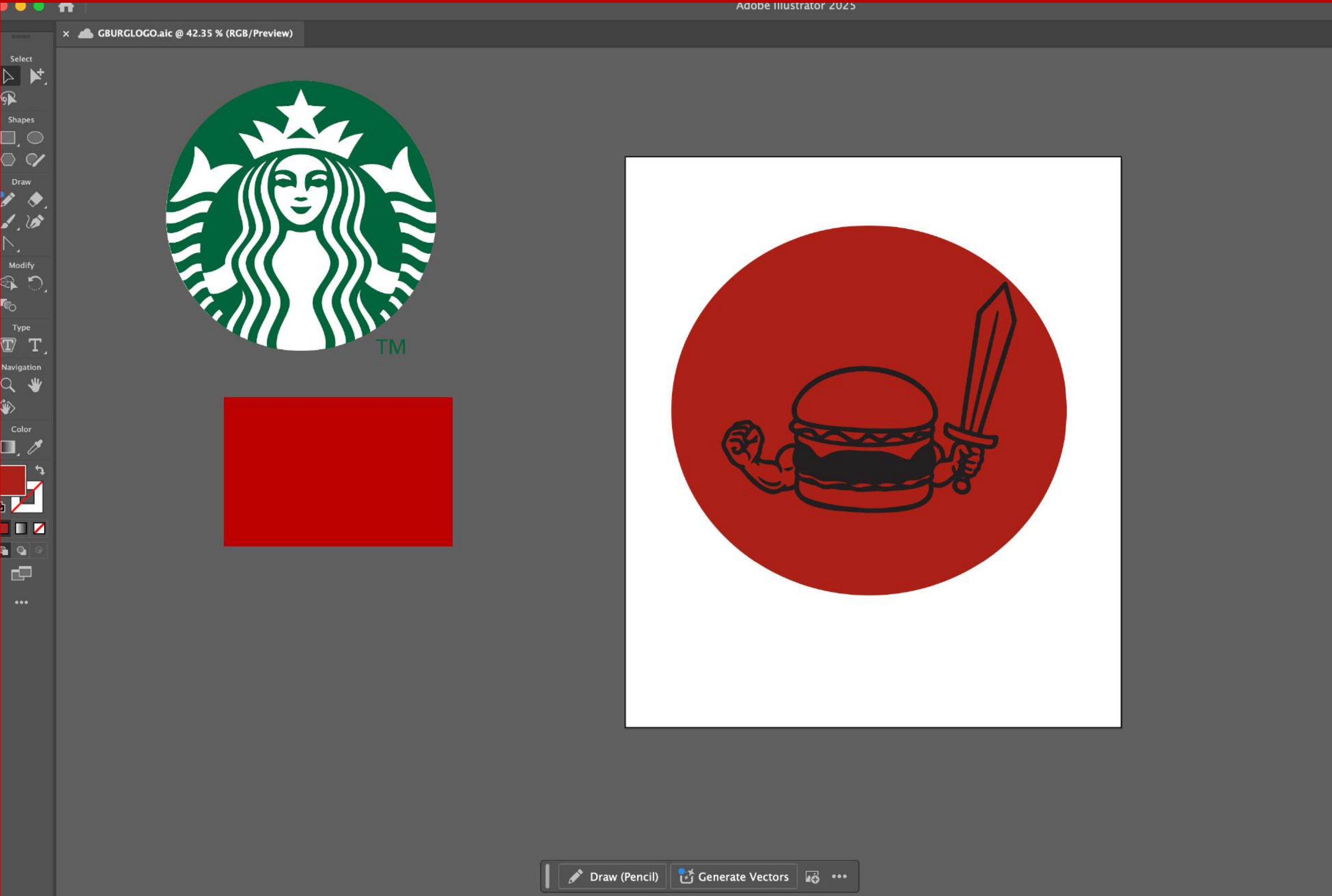
GBDA 202

EVAN AUCOIN

PROJECT 2

SCREEN GRABS





Fi

Generate image

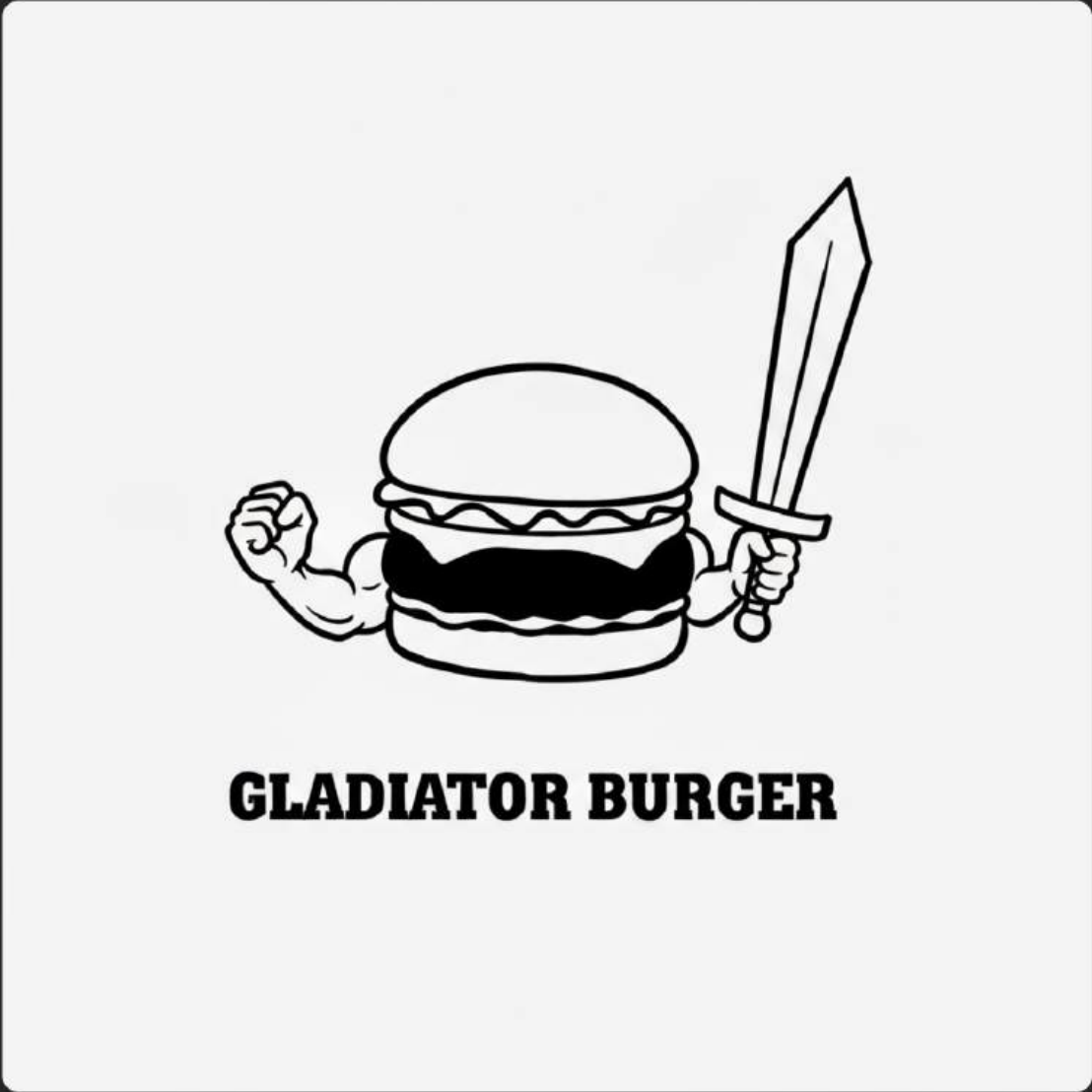
GalleryGenerate

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



< Generate image

Gallery

Generate



Get Credits



General settings

Model



Gemini 2.5 (Nano Banana)



Lets give this colour. Use a dark pastel colour palette

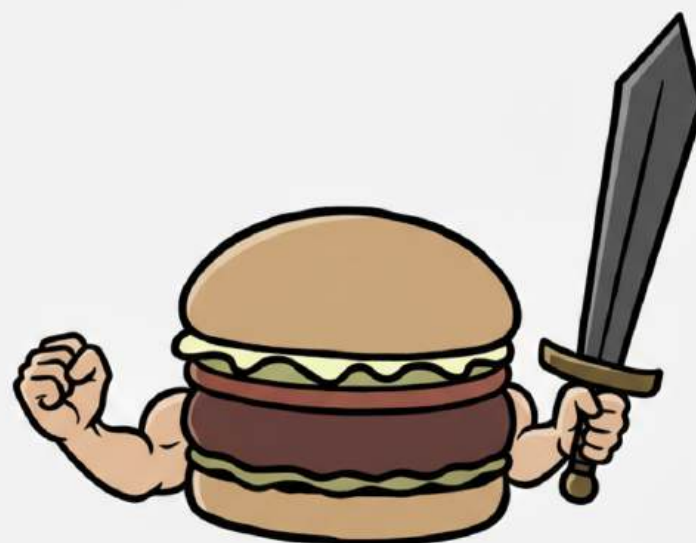
Download



Edit



Ps



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



New images



Image



Prompt

Describe your image



Uses 10 credits



Generate

General settings

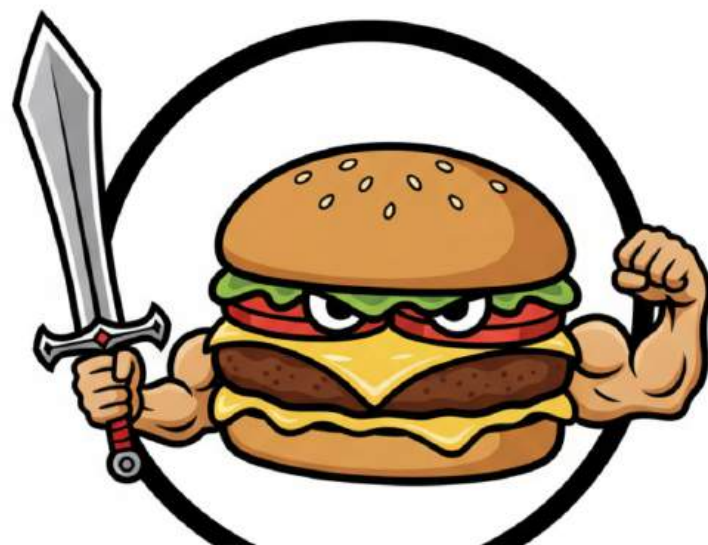
Model



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



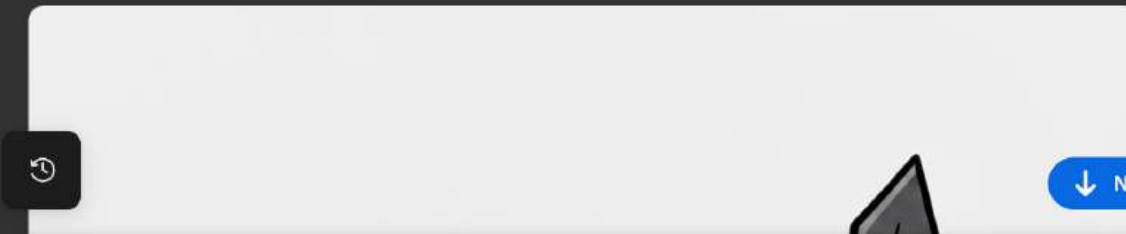
Generate

▼ General settings

Model

 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

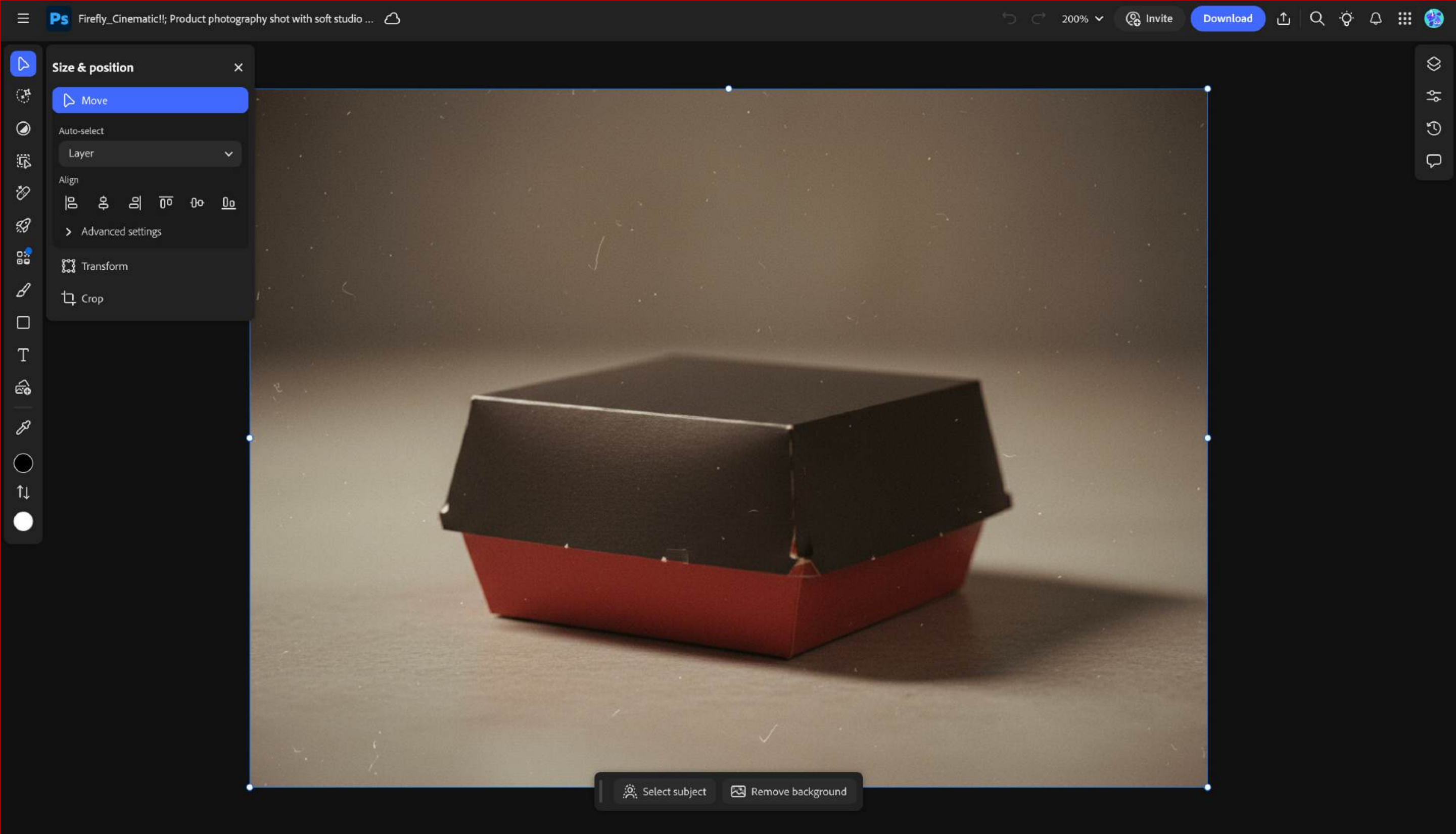
Frame

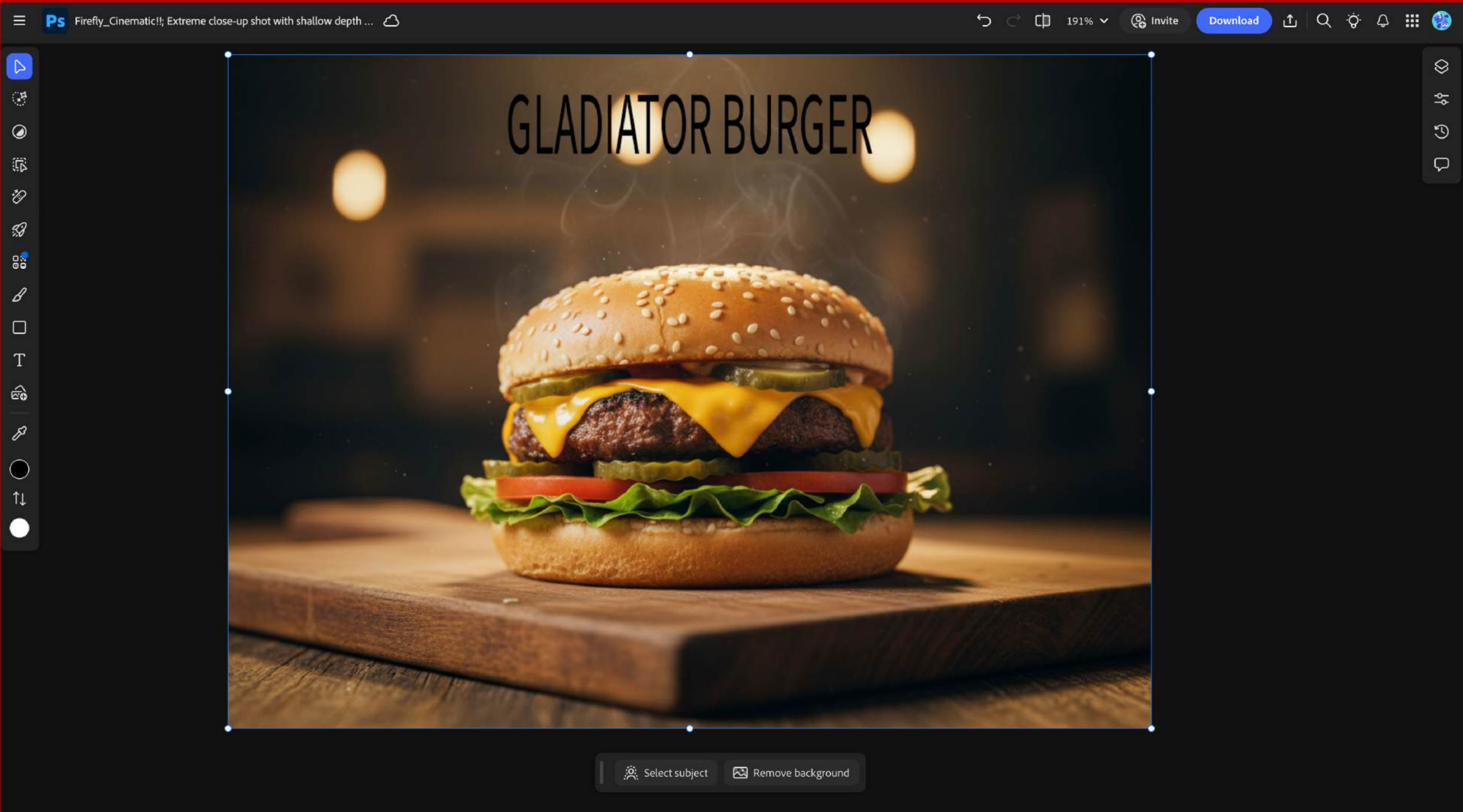
Prompt

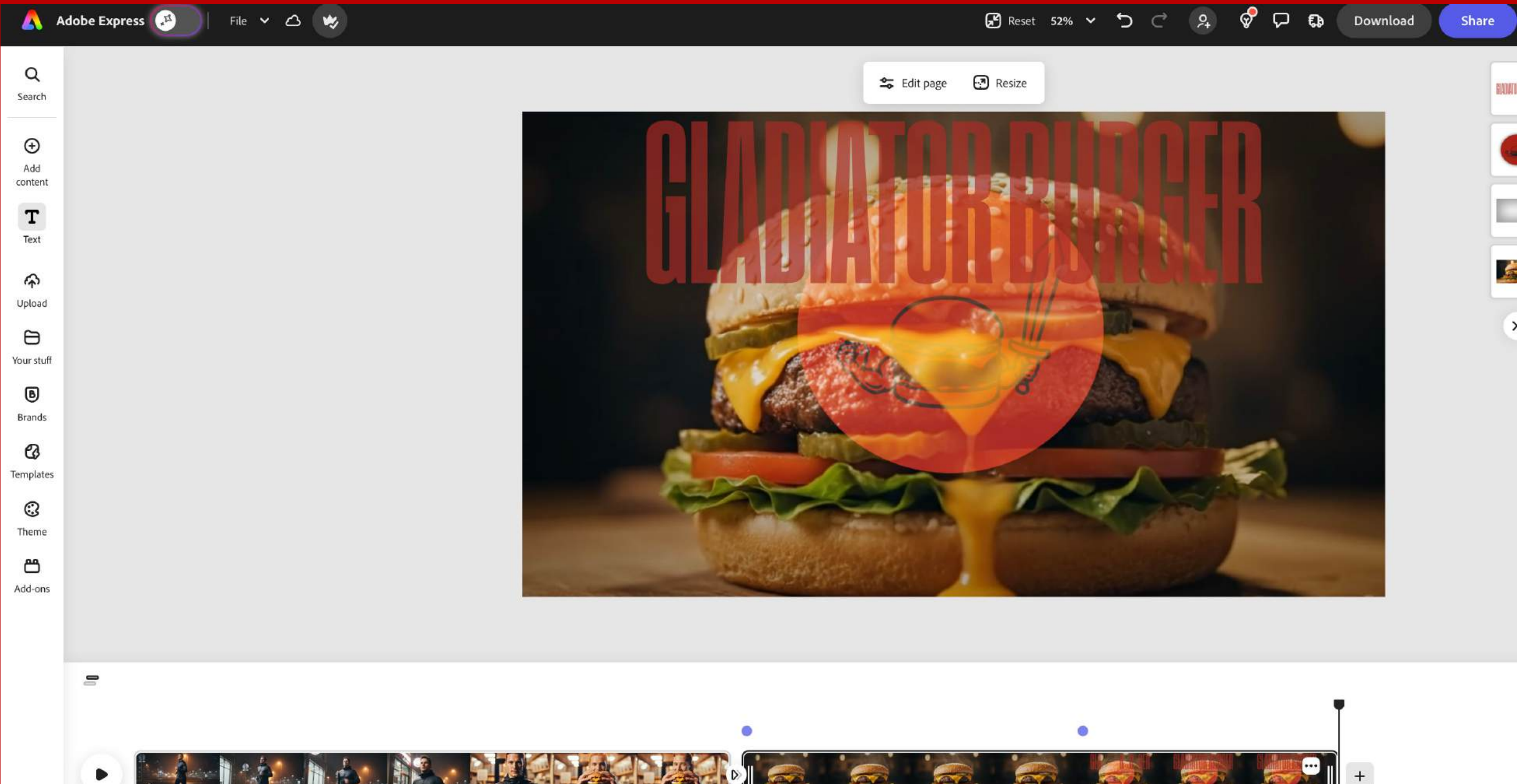
Cinematic!!; Slow-motion macro shot with shallow depth of field, smooth camera glide around subject; Juicy gourmet burger with melted cheese dripping slightly, crisp lettuce, tomato, and sesame seed bun perfectly stacked; Subtle steam rising as warm light highlights textures, gentle focus shifts revealing 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







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., "itty realism," "futuristic runner," or "peaceful night jog") — would you like me to make a few variations like that?

+ Ask anything



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.

  Uses 0 credits

 Generate

Adobe Express

File

58%

↶ ↷

👤

💡

💬

🔍

Download

Share

🌐

🔍

Search

+

Add content

T

Text

📶

Upload

📁

Your stuff

🏷️

Brands

🔄

Templates

🎨

Theme


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Add-ons

Edit page

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Resize



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🔍

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🗨️

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0:23/0:24

🔘 Show layer timing ⓘ

108%

🔍

Adobe Express

File

52%

↶ ↷

👤

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📄

Download

Share

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Search

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Add content

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Text

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Upload

📁

Your stuff

🏢

Brands

🎨

Templates

🎭

Theme

📅

Add-ons

🔍

Search

Search content and tools

Templates

NEW AUTUMN ARRIVAL

MAGIC

PUMPKIN

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Videos

[View all](#)

Audio

Powerful Majestic Epic Hero...
Film, Emotional, Epic, Gritty, Powerf...
21s

Greet the Sunrise loop
Background, Electronic, Dynamic, In...
35s

And Party For All Guitar Loop
Rock, Indie, Dynamic, Frantic, Gritty,...
10s

[View all](#)

Backgrounds

[View all](#)

Edit page

Resize

×

+

⏮

⏪

⏩

⏭

Select a layer to adjust timing

8s

8s

0:00/0:16

☐ Show layer timing ⓘ

▼ Fit