

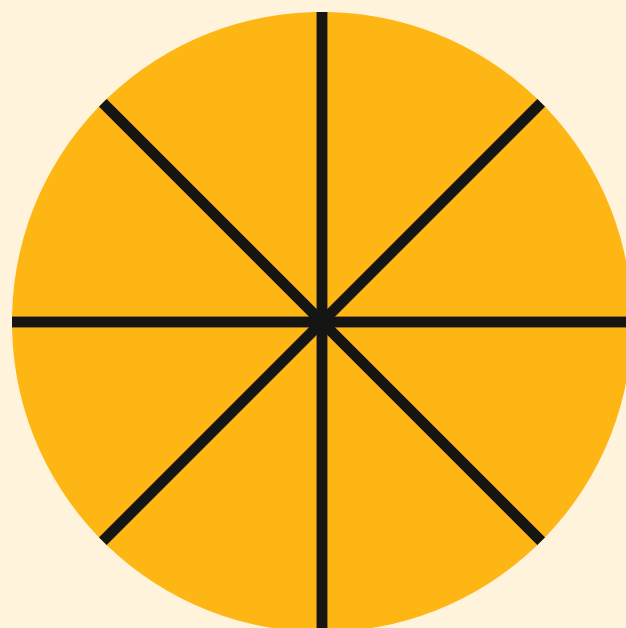
BIGMAN'S
GOURMET PIZZAS

**BIG ON
SHARING.**

大口分享。

PIZZA / PASTA / GOOD COMPANY

CAMPAIGN DESIGN STUDY / 2026



BIG ON SHARING.

丰盛，有序，好分享。

A bold restaurant identity grows from the archive:
red and yellow, a clear wordmark and a generous menu.
The new system gives every element its own space.



BIGMAN'S
GOURMET PIZZAS

ORIGINAL WORDMARK / COMPLETE ARCHIVAL OUTLINES

ORIGINAL WORDMARK

All 21 letter outlines and their original colours are retained.
The sharing theme, radial motif and layouts are new work.

COLOUR & TYPOGRAPHY



LARGE TYPE. CLEAR ORDER.

One prominent message per surface.

A black identity band protects the complete wordmark.

Condensed headlines create impact without crowding.

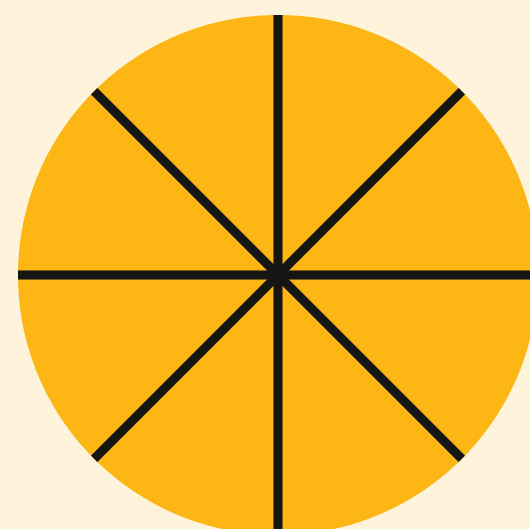
Warm paper gives longer menus a calm reading surface.

CAMPAIGN DISPLAY

Helvetica Neue Condensed Black

BODY COPY

Helvetica Neue / Hiragino Sans GB



A MENU WORTH READING

BIGMAN'S GOURMET PIZZAS

GOURMET PIZZA

A SELECTION OF ARCHIVE FAVOURITES

- 01 Americana
- 04 The Davisville
- 07 Bigman’s Favourite
- 20 Bayview Favourite
- 21 Meat Lovers
- 60 Mount Pleasant

SMALL / MEDIUM / LARGE / PARTY

ARCHIVE MENU SELECTION / DESIGN EDITION 2026

BIGMAN'S GOURMET PIZZAS

AROUND THE TABLE

SELECTED PASTA & SALADS

- PASTA
- Quattro Formaggi
 - Lasagna Al Forno
 - Fusilli Primavera
- SALADS
- Caesar Salad
 - Helena Salad (Greek)
 - Bigman’s Garden Salad

ARCHIVE MENU SELECTION / DESIGN EDITION 2026

LET THE NAMES DO THE TALKING.

The Davisville. Bayview Favourite. Mount Pleasant.

Names and category selections come from the supplied workbook.

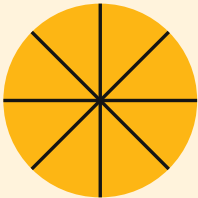
These are edited portfolio samples, not a complete current menu.

Historical prices, contacts and offers are omitted.

TAKE THE IDEA WITH YOU



**GOOD
COMPANY.**



BIG ON SHARING.
BIGMAN'S GOURMET PIZZAS

MADE FOR THE SHARING TABLE.

Pizza-box and takeaway-bag graphics extend the campaign.
The flat artwork is the reference for every application.
Packaging, materials and AI-assisted scenes are 2026 concepts.
Manufacture and client adoption have not been verified.

ARCHIVE & NEW WORK

FROM THE 2022 ARCHIVE

14 source files: 10 menu PDFs, 3 Affinity files and 1 workbook.

The three native-file headers are dated August–September 2022.

The complete wordmark comes from the final 11 × 17 menu PDF.

Food imagery is embedded archive material; its photographer and licensing are not established by the supplied files. It is not presented as new studio photography or verified menu-item photos.

NEW DESIGN EDITION / 2026

New campaign theme, graphic motif, hierarchy and page layouts.

New selected-menu compositions and proposed packaging.

Food photos are shown full-frame, proportionally resized only.

People and food have not been generated or retouched.

Application scenes are AI-assisted visual concepts.

No claim of client adoption, production or business results.

ORIGINAL FILES PRESERVED / SOURCE RECORDS RETAINED