



SA



PIZZEDDA

**LOGO AND
COLOR
IDENTITY**



**SA
PIZZEDDA**



**SA
PIZZEDDA**

SOFT BLACK #181A18

Sharp. Bold. Grounded.

CORAL RED #FF5E5A

Rooted. Tasty. Impactful.

CLOUD #F5F5F2

Clean. Contemporary. Versatile.



BRAND IDENTITY



The character is the core of the visual identity. Instead of relying on a traditional logo, the brand is represented by a human pop-figure that brings personality and immediacy to the communication.

SARDINIAN ROOTS

MODERN CULTURE



Inspired by Sardinian roots but reinterpreted in a contemporary way, the character creates a strong emotional connection and makes the brand instantly recognizable.

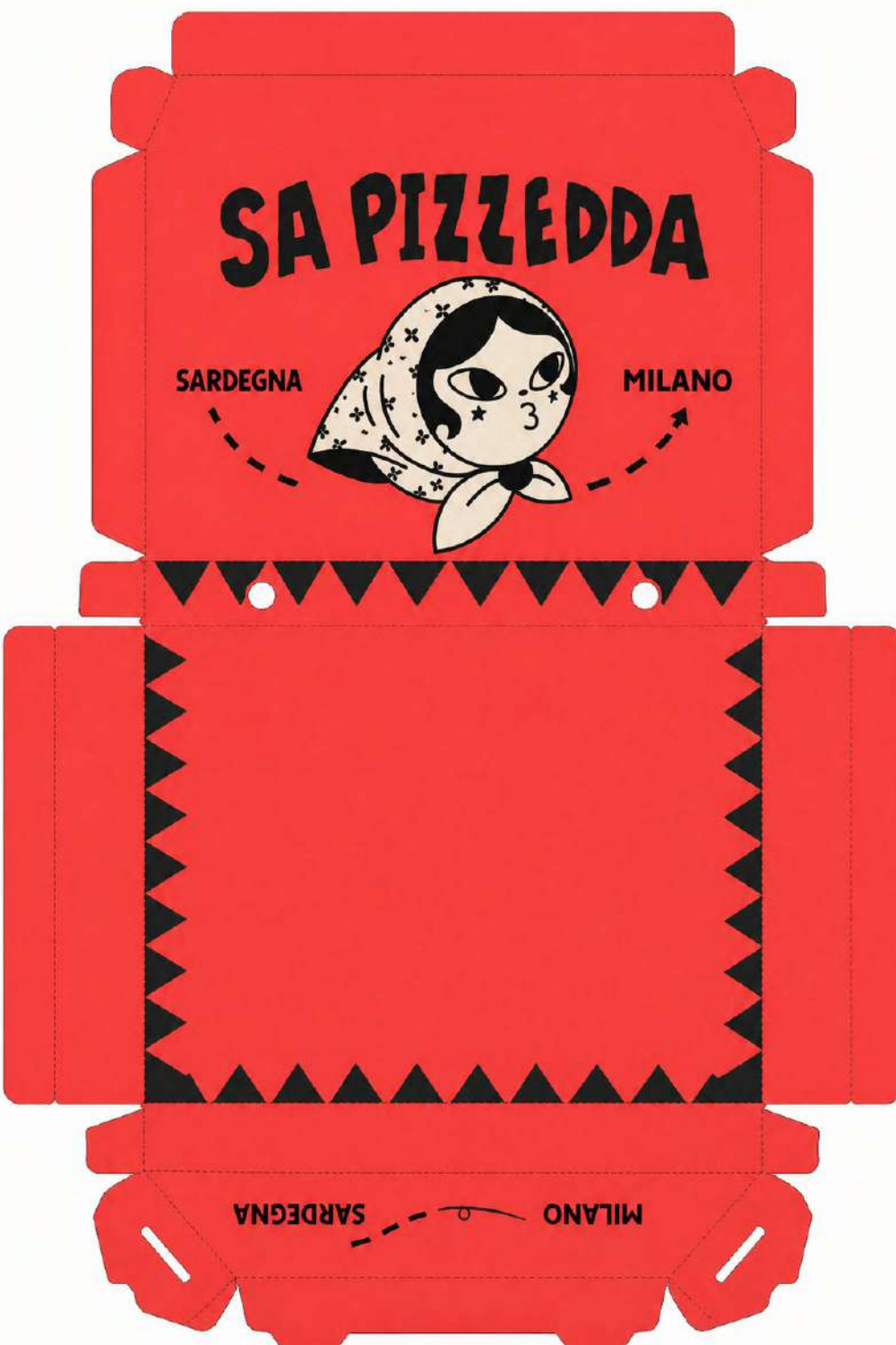
SIMPLE. DIRECT. COHERENT.



From packaging to merchandising, every element reinforces the same visual language, shaping a bold and recognizable identity for a young, urban and design-conscious audience.



NOT JUST PIZZA. IDENTITY.

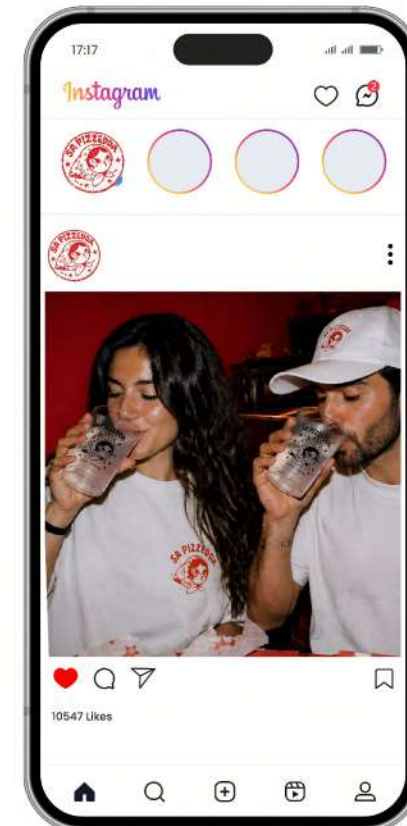
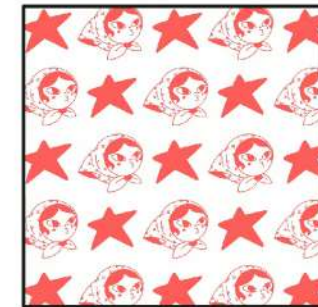
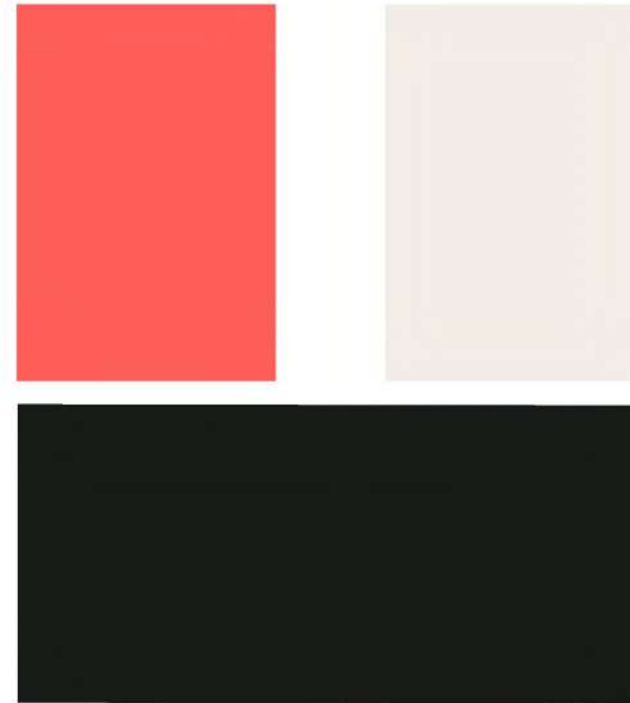


SA PIZZEDDA

BRAND IDENTITY SYSTEM



**SA
PIZZEDDA**
**CRUNCH OVER
EVERYTHING**





OUTDOOR COMMUNICATION





**INDOOR
FEELING**



The store design translates the brand identity into a physical experience.

Bold colors, clean compositions and strong visual elements create an immediate and recognizable presence from the outside.

Inside, the same language defines the atmosphere, combining simplicity and character to create a coherent and immersive environment.

The result is a space that is not only functional, but fully aligned with the brand's urban and authentic identity.



**HANDMADE.
AUTHENTIC.
IMPERFECT.**

The custom typeface is exclusively used for headlines and key visual elements, giving the brand a distinctive and expressive identity while visually translating the crunchiness, authenticity and handcrafted spirit of Sa Pizzedda.

**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**

Inter (Google Fonts) is used for supporting text thanks to its clean and neutral design, ensuring readability, versatility and a contemporary urban feel across all applications.

Editorial Layout
inspired by
iconic half-fold
format



**The fold
becomes a
visual
language.**



COSA DICONO DI NOI

LE PIZZE AL TAGLIO SARDE DA MANGIARE PASSEGGIANDO A MILANO

LE PIZZETTE AL TAGLIO CAGLIARITANE NON SONO COME TUTTE LE ALTRE. È IL MOMENTO DI PROVARLE ANCHE A MILANO, PROPRIO COME SI FA IN SARDEGNA

[LEGGI L'ARTICOLO](#)



LE PIZZE AL TAGLIO SARDE

da mangiare passeggiando a Milano

CAMBERO ROSSO

Before

After



SA PIZZEDDA
CROCCANTEZZA SARDA

[HOME](#)

[MENU](#)

[CHI SIAMO](#)

[DICONO DI NOI](#)

[CONTATTI](#)



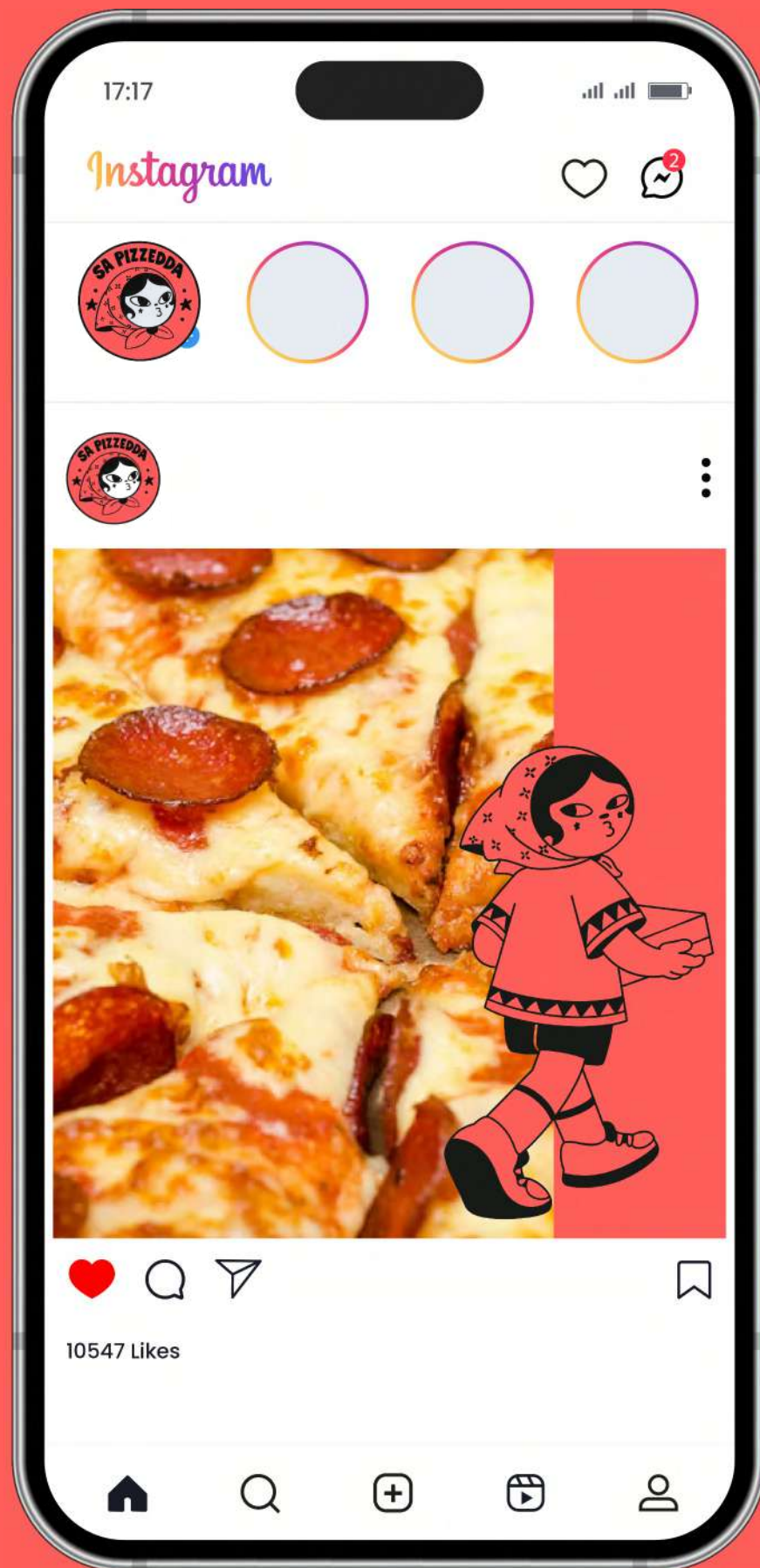
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[LEGGI L'ARTICOLO](#)



LE PIZZE AL TAGLIO
★ **SARDE** ★
TRY THE CRUNCH

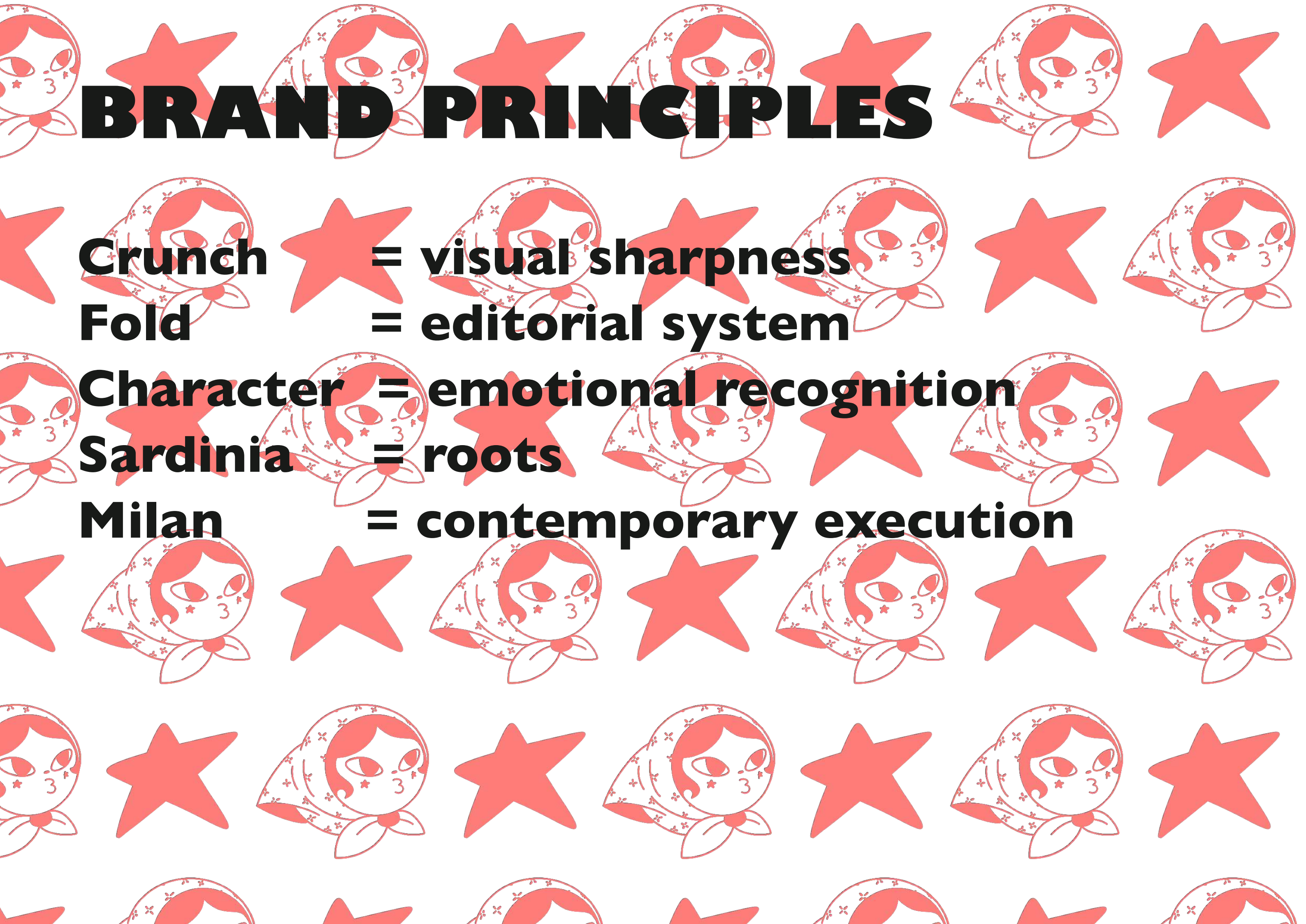


FAST. VISUAL. RECOGNIZABLE.



The character drives the story and creates connection into the digital world and social media.





BRAND PRINCIPLES

Crunch = visual sharpness

Fold = editorial system

Character = emotional recognition

Sardinia = roots

Milan = contemporary execution



FINAL STATEMENT

Sa Pizzedda is more than a product. It is a contemporary interpretation of Sardinian culture within an urban context. The project is built on a clear and flexible visual system, where character, typography and color work together to create a strong and recognizable identity. Each element has been designed to ensure consistency across different applications, from packaging and physical spaces to digital communication. The identity balances authenticity and innovation, translating traditional values into a bold and immediate visual language. It is simple, scalable and adaptable, allowing the brand to grow while maintaining a clear and coherent presence. Particular attention has been given to usability and real-world application, ensuring that every touchpoint, from a pizza box to a social media post, reinforces the same experience. The result is a brand that is not only visually distinctive, but also functional, memorable and ready for expansion.

Born in Sardinia. Built for the city.