



Sa

Pizzedda

n.107535





The Process

Like every professional rebranding project, everything starts with research. Even before diving into design research, I started by deeply understanding the company, its market positioning, its target audience, and its identity.

The brief was clear and comprehensive, providing all the necessary information to understand the brand, its needs, and its requests. Sa Pizzedda is a brand rooted in tradition but keeping up with the times: sharp, bold, playful, contemporary, and tasty. These keywords formed the foundation for every design choice, from the logo down to the mockups. There was also a phase of research focused on immersing ourselves in Sa Pizzedda’s culture what it means to be their customer, and what their product truly is. All of this served to gain a deep understanding of the brand and to make design decisions that are backed by solid reasoning, rather than personal preference.

After becoming a for of expert of the brand, it was time to move on to the design. We know the brand is aiming for scalability, so this was a major prerequisite for every design choice: every decision had to be grounded in practicality and real-world execution.

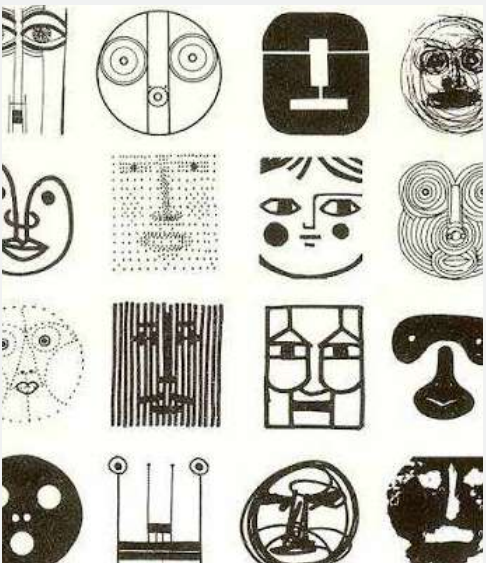
Once I understood the brand's culture and its constraints, we moved on to the actual design research. I immediately started exploring Sardinian visual culture, looking for references like traditional costumes, the flag, and traditional masks. Additionally, I researched works by artists like Fortunato Depero and Bruno Munari, who heavily inspired the design elements I created.

This was the initial approach to the project. In the next slides, we'll dive into more detail on each element, while keeping this foundational research in mind.

SHARP
BOLD
PLAYFUL
CONTEMPORARY
TASTY



Sa Pizzedda and Sardinian Culture



Bruno Munari and Fortunato Depero work



Logo

Let’s start with the logo: for this rebranding proposal, the logo is the most important element of the brand identity. Every-thing started with research into Sardinian culture, the physi-cal gesture of eating a pizzata, and Futurism. Furthermore, the logo meets the brand’s needs for scalability and flexibility by offering multiple versions depending on the context.

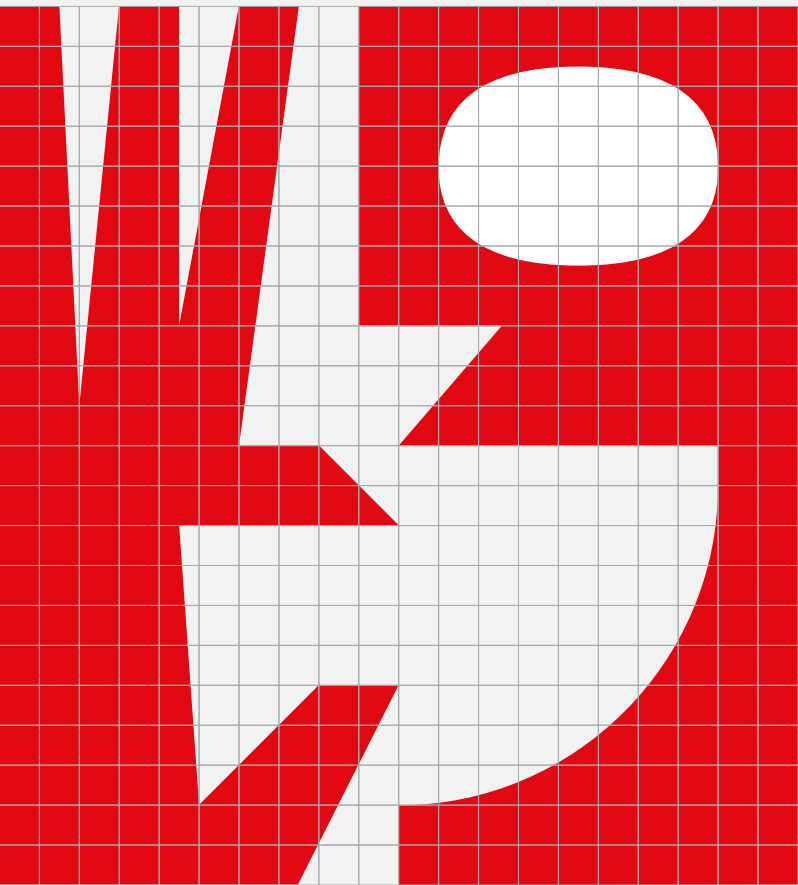
The symbol is the main part of the logo. It evolved from the previous logo, which incorporated a traditional Sardinian mask. I wanted to retain this element because I found it highly distinctive; I always find it crucial to preserve a brand's existing DNA so as not to completely disrupt it, especially for a brand that is already known and loved, where customers appreciate brand recognition.

So, I studied traditional Sardinian masks, alongside visual research on the human face by Bruno Munari and simple, almost primitive shapes like those of Fortunato Depero. These influences strongly reflect the brand's key words mentioned earlier: sharp and bold. This style has also been adopted by iconic Italian brands like Campari, which, with a similar primordial yet simple aesthetic, remains timelessly current and modern. Finally, I drew inspiration from the gesture of eating a pizzata: I noticed in various photos how the hand takes on a very specific/characteristic position. I wanted to translate this iconic gesture into the logo’s symbol, directly connecting the act of eating a pizzata with the brand’s most distinctive mark. The goal is that when potential new custom-ers see the logo, they will connect that gesture directly to the brand, further reinforcing its visual identity.

Through all of this runs a playful element that echoes the brand’s lively spirit. By combining Sardinian masks, a tradi-tional yet modern style, and a sense of playfulness, the logo perfectly captures the essence of the brand itself.

Moving on to the wordmark, it is built on the brand's primary typeface (which will be detailed in the next slide). It seamles-sly mirrors the same playful, Futurist-inspired style: you'll notice squared shapes matching the main symbol, balanced with a playfulness in the lines that keeps the identity approachable while remaining fully professional.

Lastly, fully aware of the brand's need for scalability and ease of use, I created a dynamic logo system with multiple varia-tions. Today, for a young, dynamic brand aiming to grow, having a versatile logo suite is essential. From social media to packaging, there’s a need for a logo that adapts effortlessly. This flexibility also makes the design process more fun, allowing the logo to become a core part of the overall visual language rather than just a static mark, it can be used as a pattern or a true decorative element in a clean, simple, and perfectly scalable way.





Font

The font chosen for the brand is called Faro, it's a modern and playful sans serif typeface. At its core, the font builds upon a classic sans serif foundation but adds a twist, certain letters break away from the traditional geometric rules of typical fonts. You'll notice subtle lines that appear slightly off-straight, introducing a playful dynamic that perfectly reflects the brand's personality. Additionally, the typeface comes in two stylistic variants: "happy" and "sad". While that might sound unusual for a font, you can clearly see it in practice, for instance, the letter "A" carries a happy expression in one version and a sad expression in the other. This makes it a remarkably versatile font, capable of creating a distinctive brand identity through its letterforms alone.

Palette

The color palette stems from an initial consideration: we didn't want to completely overhaul the brand's original colors, especially given its established brand recognition. Instead, I focused on subtraction and refinement. Red remains the primary brand color, but we now have two distinct shades: a vibrant red tailored for digital platforms, and a deeper red optimized for print applications where achieving a high-brightness red isn't feasible. I also eliminated the light beige/yellowish tone, as it felt overly tied to traditional Italian pizzeria clichés. Ultimately, red stands as our primary hero color that always pops, grounded by white and black, colors that also honor Sardinian tradition and echo the flag itself.

Faro

aa

Happy Sad

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

HEX #e10811
RGB 225. 8. 7.
CMYK 1. 100. 100. 1
PANTONE 2035 XGC

HEX #ae0404
RGB 174. 4. 4.
CMYK 21. 100. 100. 15
PANTONE 2050 XGC



ID. Elements

ID. Elements (Identifiable Elements) encompass all the visual components of a brand that, when combined, build its overall identity and make it instantly recognizable to customers. In this case, the key distinctive elements for Sa Pizzedda are:

The Logo: used extensively not only as a primary mark but almost as a decorative pattern. The logo is truly the hero of this visual identity, it's applied everywhere, which significantly reinforces brand recognition.

Typography: the custom typeface is distinct and unique; used in a bold manner, it ensures that customers can identify the brand simply by looking at the type.

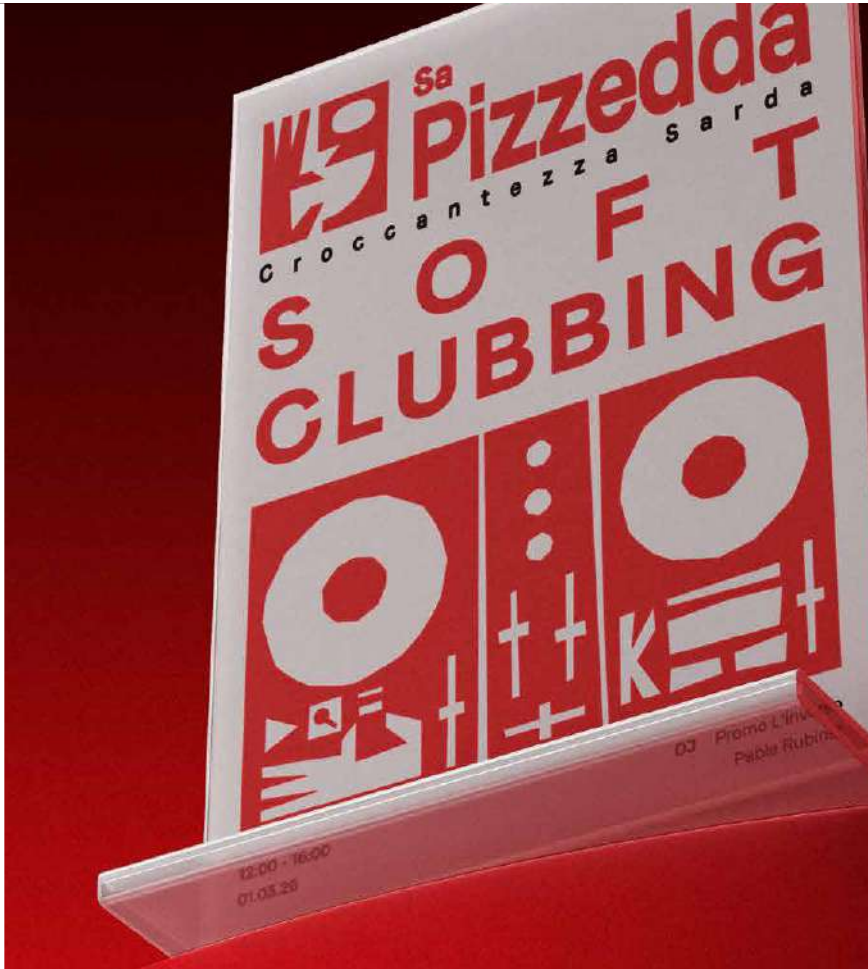
The Color Red: plays a crucial role as it is used boldly and prominently. Focusing heavily on a single signature color makes the brand punchy and memorable.

Complementary Details: finally, we have smaller accent elements, including custom illustrations and the curated photography style.

Together, all these elements construct the brand's overall visual identity. In the following slides, you'll see how these pieces come together in practice.

Imagery

Images are a fundamental part of a brand's visual identity, and as with any professional brand, it is essential to establish a style that reflects its core values. I decided to adopt a colorful, youthful, and highly relatable image style, I want customers to see themselves in these visuals while immediately picking up on the brand's playful and tasty tone.





Sa

Pizzedda

APPLICATIONS

The applications you will see in the following slides cover almost all visual aspects, giving a clear understanding of how the logo, typography, color palette, and imagery are used to create Sa Pizzedda's new visual identity. We can see how the logo and typography take center stage in this new aesthetic and are applied in an extremely flexible way; nevertheless, all of these applications consistently communicate the same mood of a brand that is sharp, bold, playful, contemporary, and tasty.

I MENU

Su spizzu
3 pizzedda + bibita
11,50 €
Biba + 1€

Sbuddone
4 pizzedda + bibita
15,50 €
Biba + 1€

OFFERTE

La Teglia
12 pizzedda a scelta
10€ di sconto sul totale

Aperipizzedda
1 drink + 1 pizzedda omaggio
tutti i giorni 17-9

LE PIZZE

Le Classiche

Margherita V 3€
Salame, Peperoni e Mozzarella 4€
Tonno di Cantharo e Mozzarella 4€
La Roma V 3€

Le Imperdibili

Cipolla e Caramelito e Zola V 3,50€
Zucca e Funghi V 3,50€
Ricotta di Pecora e Sfinacci 4€
Salsiccia, Patate e Mozzarella 4€

DESSERT

Deliziosi Sardi 2€

LE BIBITE

Acqua Naturale 1,50€
Acqua Frizzante 1,50€
Coca Cola 2,50€
Coca Cola Zero 2,50€
Thea Limone 2,50€

Alla Spina

Non Finita 0,40€ 4,50€
Aperol Spritz 5€

Ichnusa In Bottiglia

Non Finita 0,40€ 3,50€
Chimica 3,50€

Sa Pizzedda

Margherita









TOCCA

TOCCA

ORDINA
QUI

TOCCA

TOCCA

 Sa
Pizzedda

Sa Pizzeddada

CHI SIAMO NOI

Siamo quelli che ti dicono che se la pizzeddada si è raffreddata bastano 3 minuti in forno a 200° e torna croccante come appena fatta. (Ma se non resisti... capiamo)

Via Lazzaro Palazzi 10

@sa-pizzeddada

Sa Pizzeddada

CHI SIAMO NOI

Siamo quelli che ti dicono che se la pizzeddada si è raffreddata bastano 3 minuti in forno a 200° e torna croccante come appena fatta. (Ma se non resisti... capiamo)

Via Lazzaro Palazzi 10

Croccantezza Sarda

Sa Pizzeddada

@sa-pizzeddada

Via Lazzaro Palazzi 10

Croccantezza Sarda

Sa Pizzeddada

Via Lazzaro Palazzi 10

CHI SIAMO NOI

Siamo quelli che ti dicono che se la pizzeddada si è raffreddata bastano 3 minuti in forno a 200° e torna croccante come appena fatta. (Ma se non resisti... capiamo)





 RICOTTA DI
PECORA
E NDUJA

S a

P i z z e d d a



SA PIZZEDDA









MENU



LE PIZZE

Le Classiche	
Margherita V	3€
Salsiccia, Pecorino e Mozzarella	4€
Tonno di Canforte e Mozzarella	4€
La Rossa V	3€

Le Imperdibili	
Cipolle Caramellate e Zola V	3,50 €
Zucca e Funghi V	3,50 €
Ricotta di Pecora e Spinaci	4€
Salsiccia, Patate e Mozzarella	4€

DESSERT

Dolcetti Sardi	2€
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LE BIBITE

Acqua Naturale	1,50 €
Acqua Frizzante	1,50 €
Coca Cola	2,50 €
Coca Cola Zero	2,50 €
The al Limone	2,50 €

Alla Spina

Non Filtrata 0,40cl	4,50 €
Classica	5 €

Ichnusa In Bottiglia

Non Filtrata 0,40cl	
Classica	

I MENU

Su spizzu

3 pizzedde + bibita	11,50 €
Birra + 1€	

Sbuddone

4 pizzedde + bibita	14,50 €
Birra + 1€	

OFFERTE

Dolcetti Sardi

La Teglia

12 pizzedde a scelta	
10€ di sconto sul totale	

Aperipizzedda

1 drink + 1 pizzedda	
omaggio tutti i giorni 17-9	

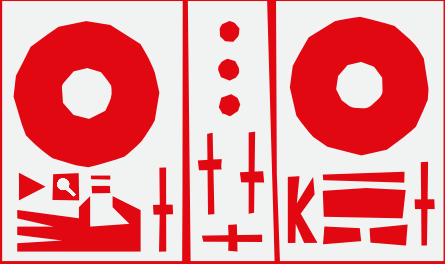
Via Lazzarini 10

@sa-pizzedda

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 Sa Pizzedda

S O F T
CLUBBING



12:00 - 16:00
01.03.26

DJ Promo L'inverso
Pable Rubinst

 sa_pizzedda





 Sa

 RICOTTA DI
PECORA
E NDUJA

 sa_pizzedda

 Sa Pizzedda



Ricotta e Nduja

 Sa Pizzedda

 Sa Pizzedda



Croccantezza sarda

Pochi cibi al mondo possono vantare ottenuto dalla pizza. Nata in Italia e successivamente reinterpretata in tutti i continenti, è diventata un linguaggio globale dal gusto infinitamente adattabile. Profondamente culturale e in continua evoluzione. Dalle classiche napoletane alle varie tendenze gourmet contemporanee, la pizza riflette non solo le tradizioni culinarie, ma anche l'identità dei luoghi da cui proviene.

In questo panorama ricco di sfumature, continuano ad emergere nuove interpretazioni, radicate nel patrimonio e aperte all'innovazione.

UniCredit

LE PIZZEDDE SARDE CHE FANNO INNAMORARE IL TUO TEAM

Croccantezza
Sarda



Via Lazzaro Pulzani 10

Sa Pizzedda



Thank you