

order n° 107339

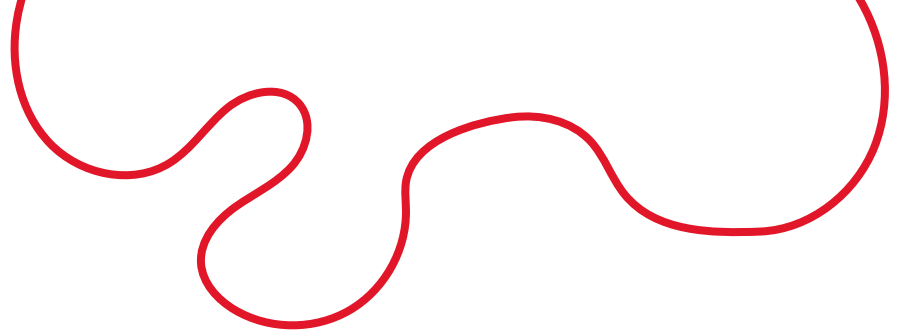
Pizzada

Concept

For Sa Pizzedda's new identity, I chose to start with an element that is simple, immediate, and deeply connected to the world of pizza: stretchy mozzarella.

The idea was to translate that sense of softness, elasticity, and movement into a graphic style. This gave rise to a typeface featuring organic, irregular shapes, where the letters seem to melt and stretch into one another.

The result is a logo that is appetizing, spontaneous, and distinctive—but above all, one that sets Sa Pizzedda apart from a traditional pizzeria.



Sa
Pizzedda

Sa Pizzedda

+



Stringy mozzarella effect



Main logo and variations

As previously mentioned, the construction of the letters echoes the effect of stretchy mozzarella, creating continuity between the product, the name, and the brand identity.

I also developed various configurations of the logo to allow for its use in different contexts.

The primary version is designed to be the most complete and recognizable expression of the identity, while the variants ensure the same visual impact is maintained even when space is limited.

The availability of reduced-size versions—down to the specified minimum dimensions—makes the system more flexible and ready for real-world applications, ranging from packaging and digital communications to signage and small promotional materials.



2,5cm



5cm

Logo function on colors and orientation

To ensure recognition across various contexts, I developed different logo combinations based on the project's primary color palette, carefully balancing red, cream, white, and black.

The logo adapts to both light and dark backgrounds while maintaining legibility and visual impact. The use of a white outline separates the mark from the background, ensuring it remains instantly recognizable even within complex compositions.

A range of horizontal and vertical configurations rounds out the system, allowing the brand to adapt to formats with varying proportions without losing its distinctive character.

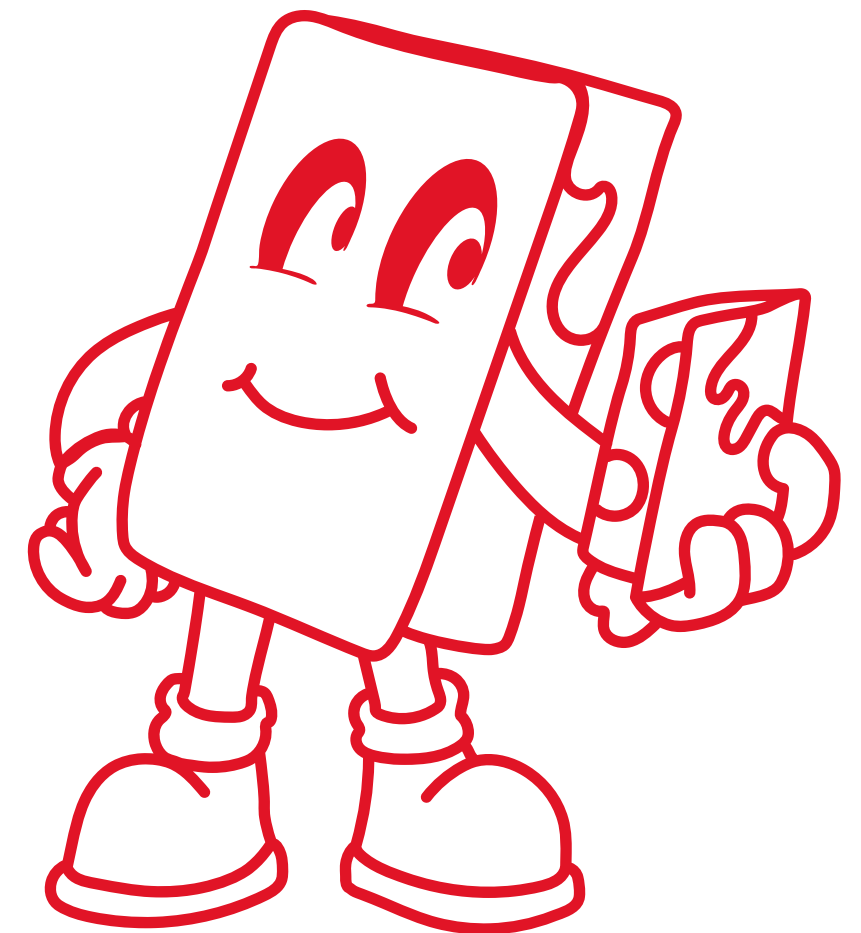
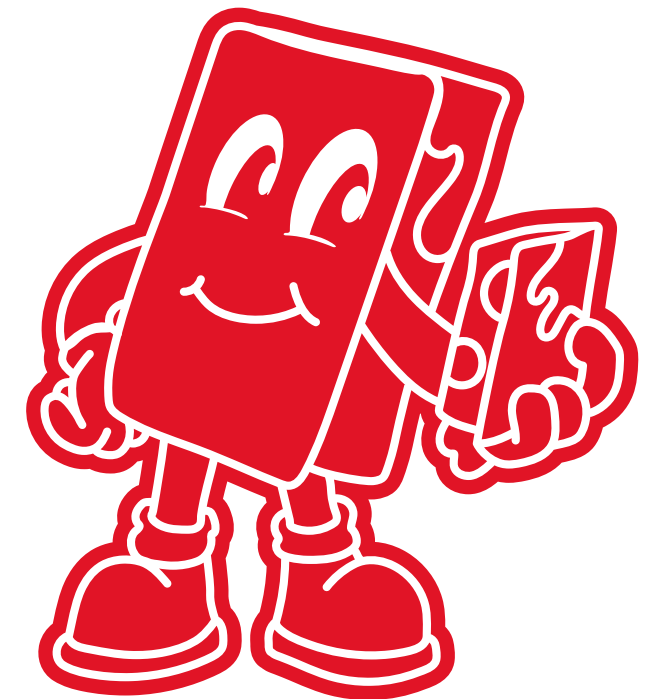


Mascot and pattern

To expand the brand identity beyond the logo, I developed two complementary elements: a mascot and a pattern.

The mascot draws inspiration from the folded shape of the iconic pizza; it comes to life, interacts with the product, and introduces a more playful, recognizable element.

The pattern, meanwhile, stems from manipulating and repeating the expressions and onomatopoeic sounds associated with the act of eating. Its goal is to evoke that feeling of hunger and mouth-watering anticipation—even just by reading the words—and to tempt people to eat right then and there.



Menu

For the menu, the brand's lettering was used to identify the various offerings, transforming the pizza names into distinct graphic elements.

In this way, reading the menu becomes part of the Sa Pizzedda experience: the pizzas are not merely listed but take center stage in the brand's visual communication.

Product photography is integrated with the brand identity's organic shapes, striking a balance between appetizing appeal and brand recognition.

MARGHERITA

RED

TUNA

SAUSAGE
PECORINO

SAUSAGE
POTATOES

ONION
ZOLA

RICOTTA
SPINACH

TUNA
MOZZARELLA

PUMPKIN
MOZZARELLA

MUSHROOMS
MOZZARELLA

RICOTTA
ANDUJA



COD HEX:
e1124

COD HEX:
fdecca

COD HEX:
ffffff

COD HEX:
1d1d1b

Fonts

The secondary typeface was chosen to create a balanced contrast with the logo's lettering.

For headings and subheadings, I selected Lora SemiBold, a typeface with a bolder, more distinctive presence.

For informational text and body copy, I use Gotham Light—which is cleaner and lighter—to ensure readability while allowing the logo and graphic elements to take center stage.

The contrast between the two typefaces establishes a clear hierarchy while keeping the visual language consistent with the character of Sa Pizzedda.



Lora SemiBold

Title/Subtitle

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Light

Information and free text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



From identity to experience

Once the visual identity was defined, I wanted to test how it would function in various real-world contexts.

I developed a series of applications demonstrating how the system can support every touchpoint between Sa Pizzedda and its audience—from packaging and merchandise to the physical shop and food truck, as well as advertising and digital communications.

The logo, mascot, pattern, color palette, and typography are combined differently depending on the medium, while always maintaining a consistent character.







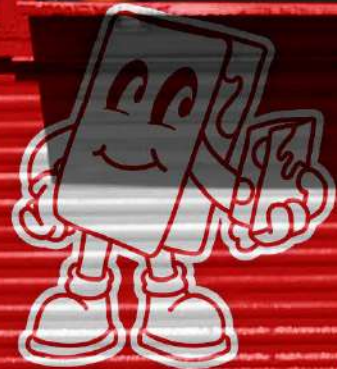




Sa
Pizzella

MASSA
MIA

Sa
Pizzella



**UN
NUOVO
VOSTRO**



Per partecipare al contest,
segui le seguenti regole:

Scatta e pubblica
i nostri prodotti
con il nuovo look e
vinti un trancio
omaggio o potrai
vincere dei gadget
unici e limitati.

Tagga la pagina Instagram
e partecipa al contest
e pubblica con i nostri
prodotti e gadget unici
e limitati.

9 Ci puoi trovare a Milano
dal 10 al 12 ottobre 2018
presso il punto vendita.



Sa Pizzella

UN NUOVO VOLTO

Vieni a trovarci
per **scoprire e assaporare** tutte le novità
in cucina e non solo!

All'interno saranno attivi **contest**
che ti permetteranno di poter **vincere dai gadget alle consumazioni**.
Quindi che aspetti, **vieni a trovarci!**

 **Ci puoi trovare a Milano**
- Via Palazzi 10 - Corso di P. Ticinese 60 - Via Lanino 3



PizzaZZa

PizzaZZa



HANNA
MIAMI
FLY
ANTE
BORGHERIA
E MANGIA



UN MOMENTO VOSTRO



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vincere dei gadget
unici e limitati

Tagga la pagina Instagram e
verrai messo nella lista
dei partecipanti e mentre aspetti
il sorteggio per i gadget unici
goditi i tranci omaggio

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PizzaZZa

UN MOMENTO VOSTRO

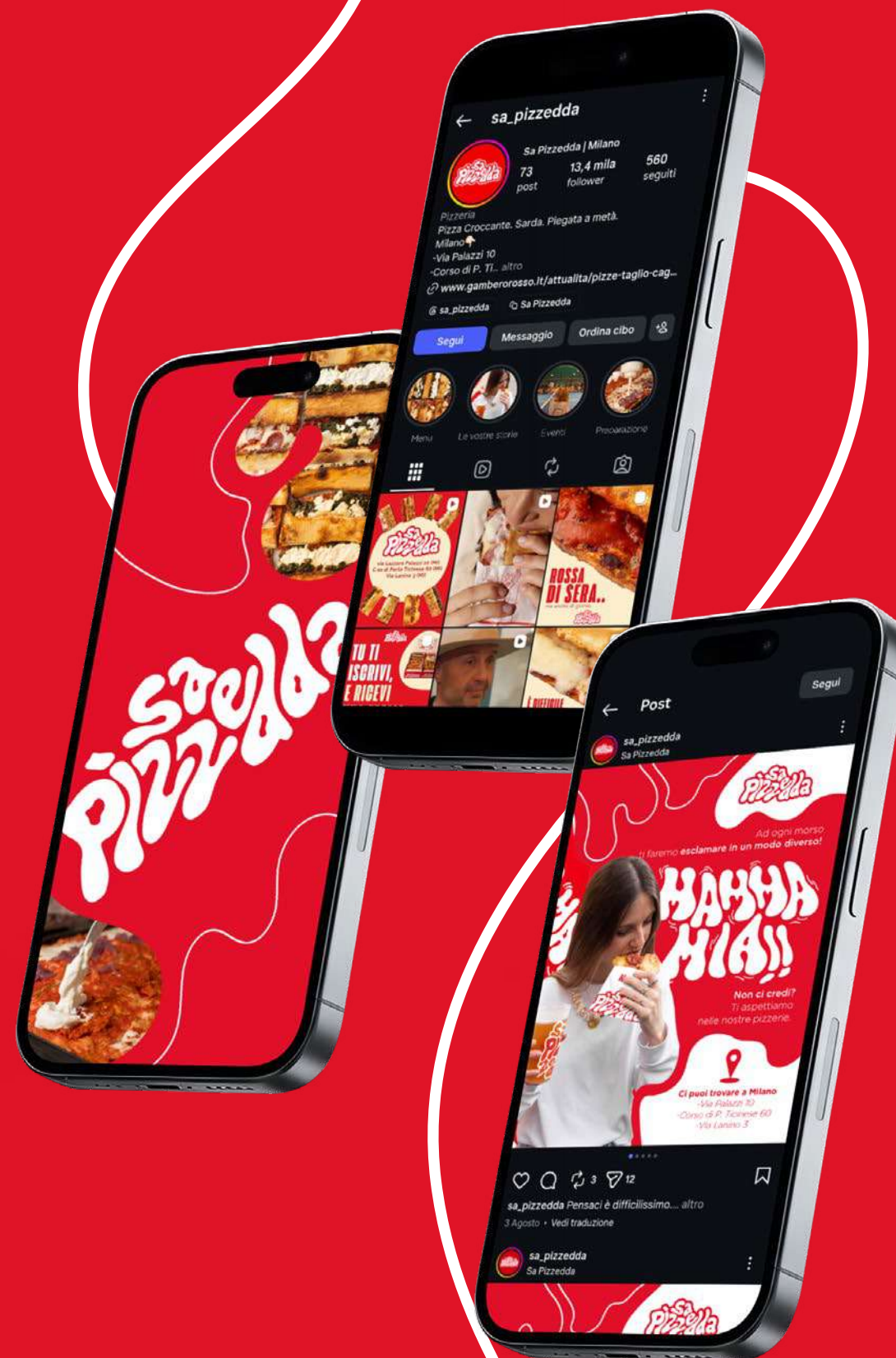


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THANKS FOR
WATCHING

^{SA}
Pizzella