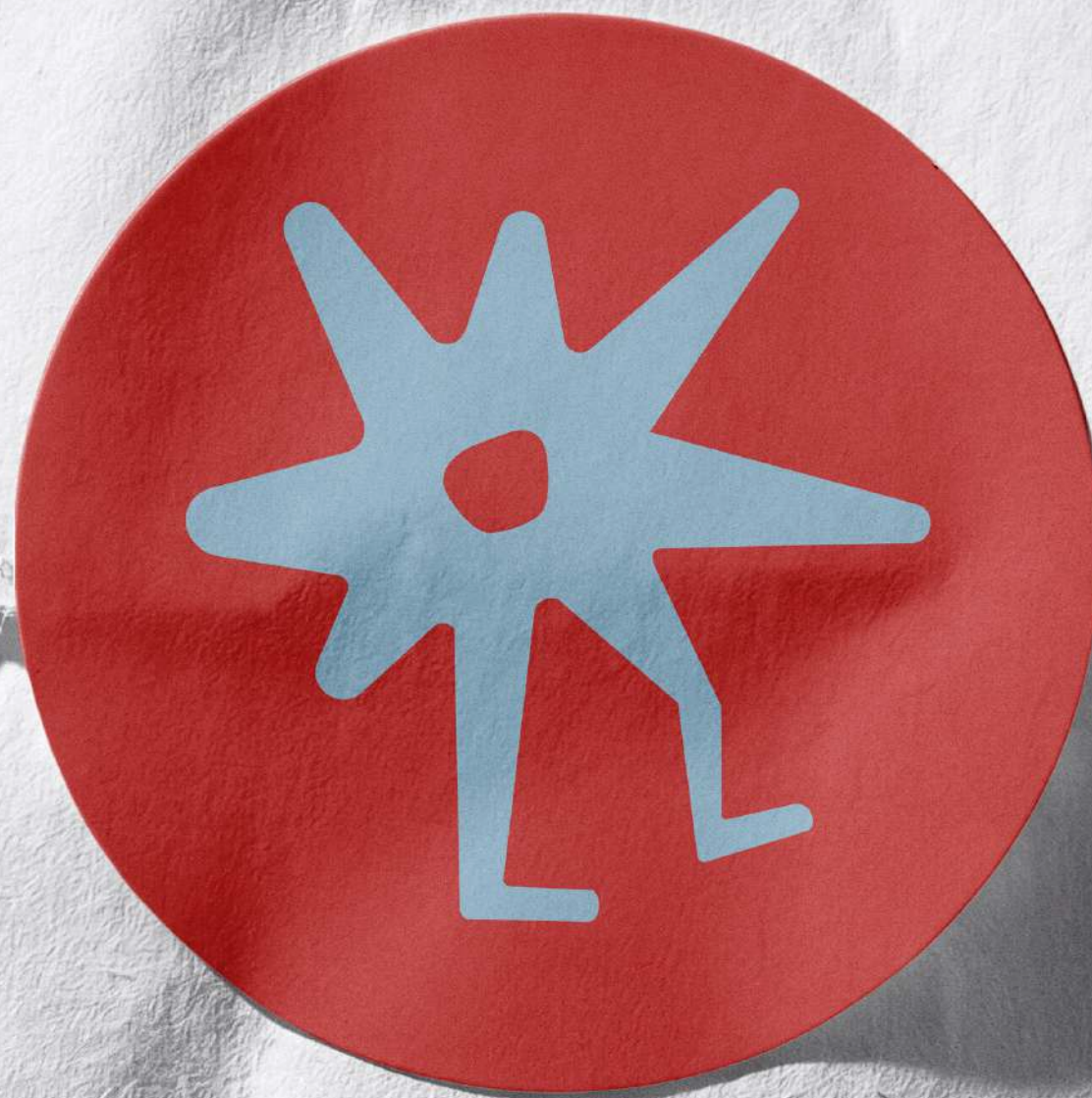
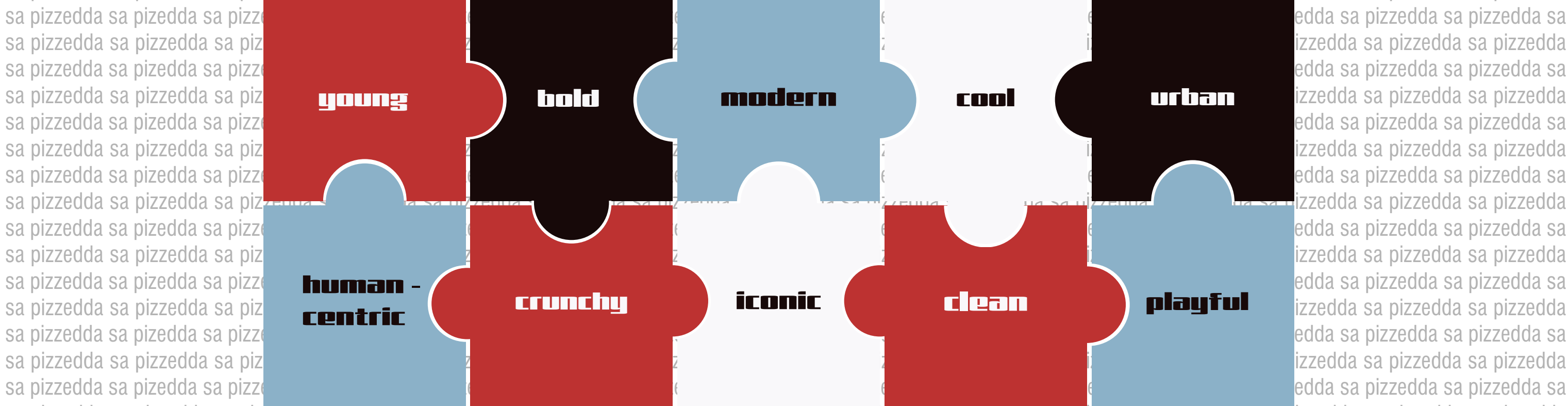


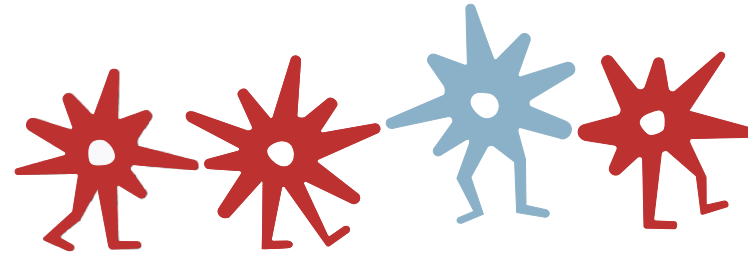


sa pizzata



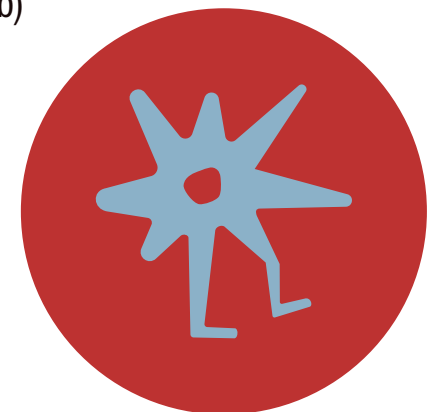
Rooted in the sun-drenched heritage of Sardinia yet driven by Milan's fast-paced urban rhythm, this concept reimagines Sa Pizedda through a fresh, forward-looking lens tailored to the lifestyle and aesthetic sensibilities of a new generation. Rather than detaching from the brand's existing identity, our modern approach builds directly upon its most cherished strengths - preserving the signature color palette, the vibrant sense of playfulness, and the character-driven energy that previously lived across in-store illustrations. Honoring the original Sardinian cultural reference once embodied by the traditional Mamuthone mask, the new logomark evolves this regional narrative into a sun-inspired symbol that simultaneously takes the shape of a modern, stylized human figure. When combined across various brand touchpoints (a), these dynamic characters interact with spontaneity and wit, capturing the high-energy in-store experience, the ritual of sharing a slice, and the strong community spirit celebrated during aperitivi and urban social events. Furthermore, when enclosed within the bold red circular seal (b) - a primary visual asset for packaging stickers, digital interfaces, and social media icons - the mark cleverly transforms into the top-down perspective of a ripe tomato, delivering an instant, sensory homage to the rich sauce and artisanal craft behind every crunchy slice.

(a)



By taking the brand's early pop and urban expressions and refining them into a unified, cleaner, and more legible visual system, we have created an agile and iconic ecosystem. Highly versatile and instantly recognizable, the identity seamlessly scales from physical architecture and tactile street packaging to immersive digital platforms, establishing a lasting emotional connection while empowering Sa Pizedda's nationwide expansion.

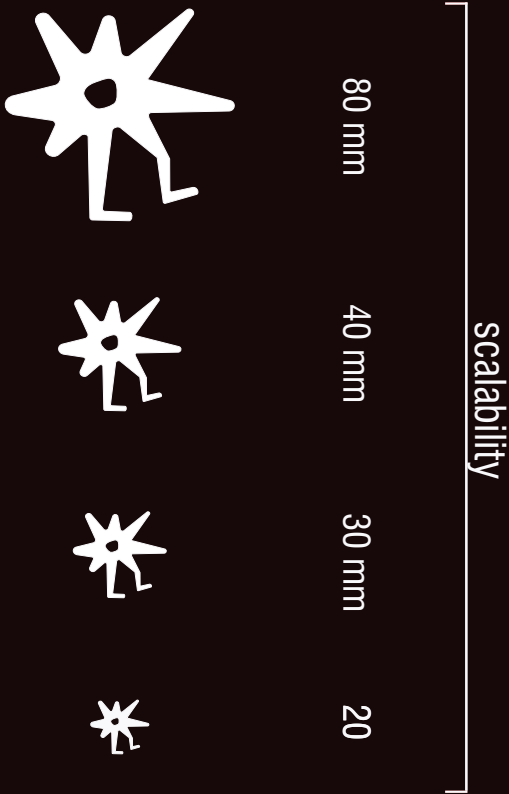
(b)



logotype in monochrome:



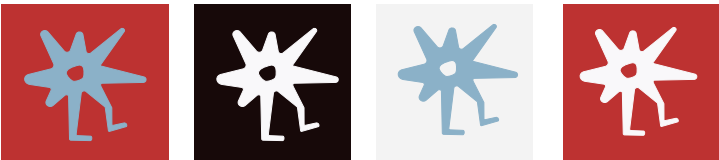
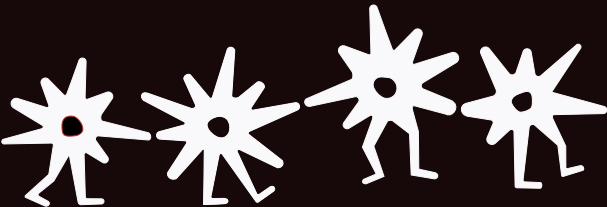
main logomark in monochrome:



main logo in monochrome:



variant logomark in monochrome:



All logotype and logomark variations maintain perfect chromatic harmony and contrast across every color combination. The identity effortlessly adapts over solid hues and photography alike, creating a versatile, agile system tailored for eye-catching social media, advertising campaigns, and multi-channel communication.



#170909

RGB: 23, 9, 9
HSL: 0°, 44%, 6%
HSV / HSB: 0°, 61%, 9%
CMYK: 0%, 61%, 61%, 91%

color palette

#F9F8FA

RGB: 249, 248, 250
HSL: 270°, 17%, 98%
HSV / HSB: 270°, 1%, 98%
CMYK: 0%, 1%, 0%, 2%

#8BB1C8

RGB: 139, 177, 200
HSL: 203°, 36%, 66%
HSV / HSB: 203°, 30%, 78%
CMYK: 30%, 12%, 0%, 22%

#BD3231

RGB: 189, 50, 49
HSL: 0°, 59%, 47%
HSV / HSB: 0°, 74%, 74%
CMYK: 0%, 74%, 74%, 26%

The new colour palette honors Sa Pizzata’s heritage while evolving it into a richer, more sophisticated visual language. We preserved the brand’s core chromatic triad: white, red, and dark tones but refining each into deeper, more intentional hues. Traditional black is replaced with an ultra-deep, warm brown that softens the brand's visual presence and infuses culinary warmth and artisanal depth. In striking dialogue with these warm tones, we introduced a fresh Sardinian blue. Echoing the crystal-clear waters of the island's coastline, this cool accent injects youth, playfulness, and contemporary energy, perfectly balancing Mediterranean roots with vibrant urban spirit.

Selected for its ultra-bold weight and sculptural presence, Gajraj One brings an unapologetic pop-urban attitude. Originally inspired by street signage, its thick, tactile letterforms echo the generous crust and signature crunch of Sa Pizzedda, guaranteeing maximum visual impact from storefronts to digital headlines.

Designer: Saurabh Sharma

Classification: Display / Ultra-Bold

Source: Google Fonts

License: SIL Open Font License (OFL 1.1)

Commercial Usage: 100% free for commercial use, print, packaging, merchandise, web, and app embedding with no licensing fees or restrictions.

brand typeface a

sa pizzedda | 114439

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

a b c d e f g h i j

k l m n o p q r s t

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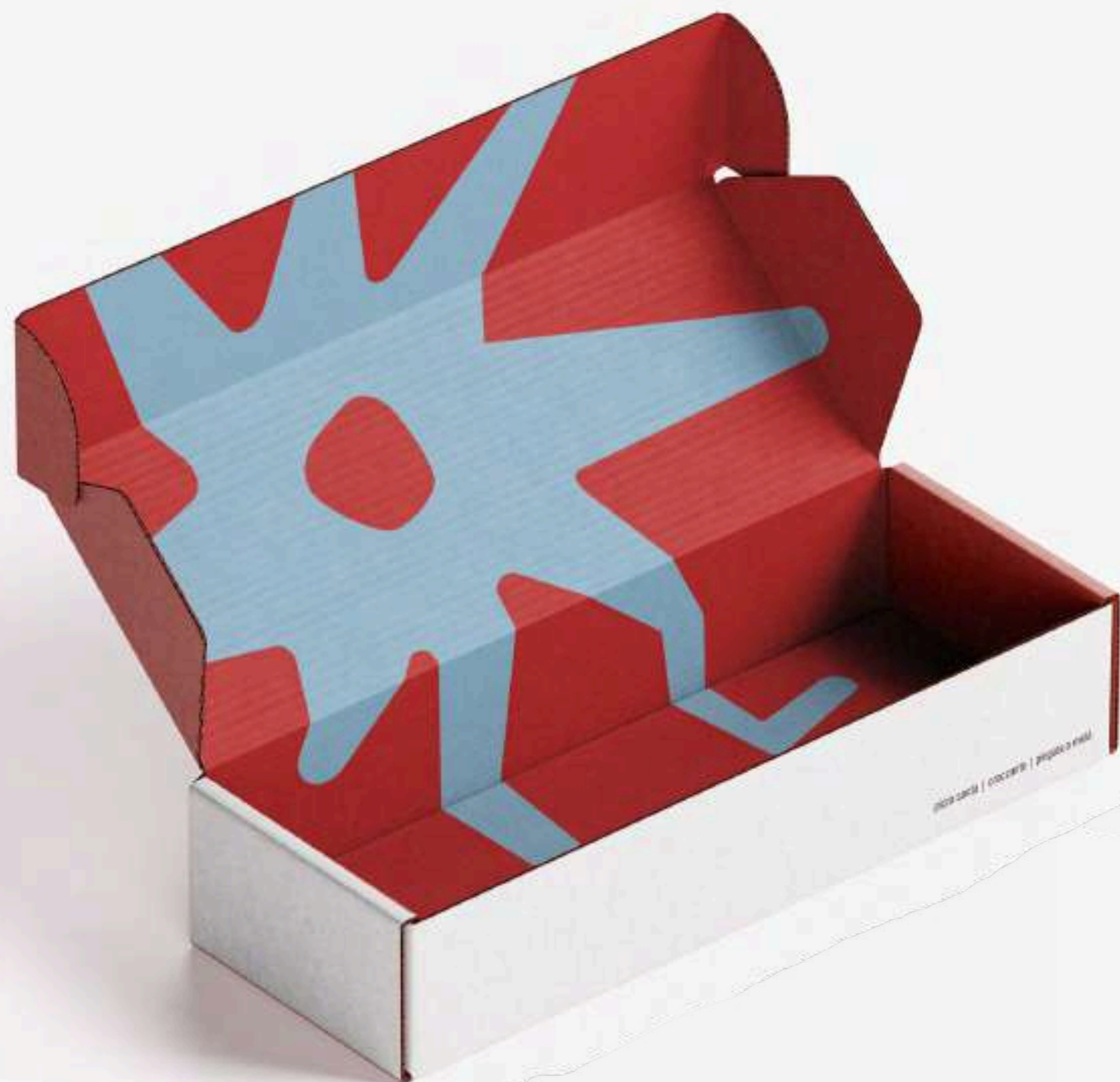
[\] ^ _ { / } ~ %

Acting as the disciplined, functional counterbalance to the expressive display font, Swiss 721 BT Condensed brings timeless modernist clarity and architectural precision. Its condensed geometry saves space and ensures sharp, effortless readability across dense informational layouts—such as menu boards, ingredient lists, packaging details, and digital interfaces.

Foundry: Bitstream (based on classic Swiss Neo-Grotesque heritage)
Classification: Neo-Grotesque Sans-Serif / Condensed
Source: MyFonts / Monotype (Commercial Distribution)
License: Commercial End User License Agreement (EULA) via Bitstream / Monotype
Commercial Usage: Standard commercial license covering print production, physical packaging, desktop branding, web embedding, and digital publishing.

Swiss721 BT Condensed	18 pt leading 22 pt	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !?"#\$%&()*+,.>= [/] ^ _ '{/} ~
Swiss721 BT Bold Condensed	18 pt leading 22 pt	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !?"#\$%&()*+,.>= [/] ^ _ '{/} ~
Swiss721 BT Italic Condensed	18 pt leading 22 pt	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !?"#\$%&()*+,.>= [/] ^ _ '{/} ~
Swiss721 BT Black Condensed Italic	18 pt leading 22 pt	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !?"#\$%&()*+,.>= [/] ^ _ '{/} ~

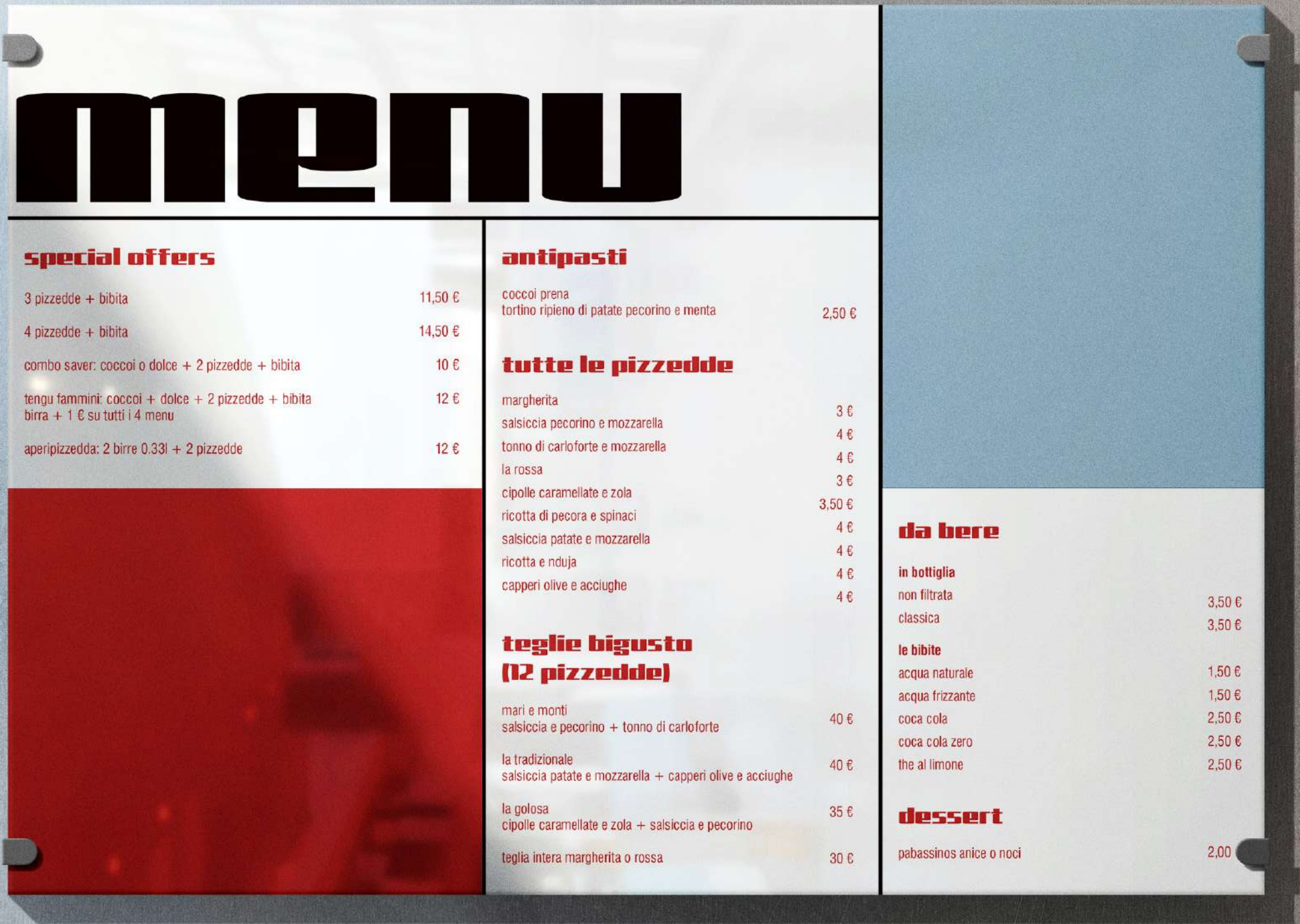




menu	
special offers	
3 pizedde + bibita	11,50 €
4 pizedde + bibita	14,50 €
combo saver: coccoi o dolce + 2 pizedde + bibita	10 €
tengu fammini: coccoi + dolce + 2 pizedde + bibita birra + 1 € su tutti i 4 menu	12 €
aperipizedda: 2 birre 0.33l + 2 pizedde	12 €
da bere	
in bottiglia	
non filtrata classica	3,50 € 3,50 €
le bibite	
acqua naturale	1,50 €
acqua frizzante	1,50 €
coca cola	2,50 €
coca cola zero	2,50 €
the al limone	2,50 €

antipasti	
coccoi prena	2,50 €
tortino ripieno di patate pecorino e menta	
tutte le pizedde	
margherita	3 €
salsiccia pecorino e mozzarella	4 €
tonno di carloforte e mozzarella	4 €
la rossa	3 €
cipolle caramellate e zola	3,50 €
ricotta di pecora e spinaci	4 €
salsiccia patate e mozzarella	4 €
ricotta e nduja	4 €
capperi olive e acciughe	4 €
teglie bigusto (12 pizedde)	
mari e monti	40 €
salsiccia e pecorino + tonno di carloforte	
la tradizionale	40 €
salsiccia patate e mozzarella + capperi olive e acciughe	
la golosa	35 €
cipolle caramellate e zola + salsiccia e pecorino	
teglia intera margherita o rossa	30 €
dessert	
pabassinos anice o noci	2 €

special offers	+
antipasti	+
tutte le pizedde	+
teglie bigusto	+
da berre	+
dessert	+
menu	



This interior moodboard outlines a distinctive visual direction designed to immediately catch the eye from the street. Saturated red and neutral white are proposed as the dominant colors, while dark brown and blue appear as subtle decorative accents.

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The concept embraces a playful contrast of textures, pairing traditional patterned tiles with the youthful energy of sleek chrome and light-reflective epoxy paint while simple, streamlined furniture grounds the space and brings a calm balance to the overall design.

interior - moodboard



(a)



(b)



(c)



(d)



(e)



(f)



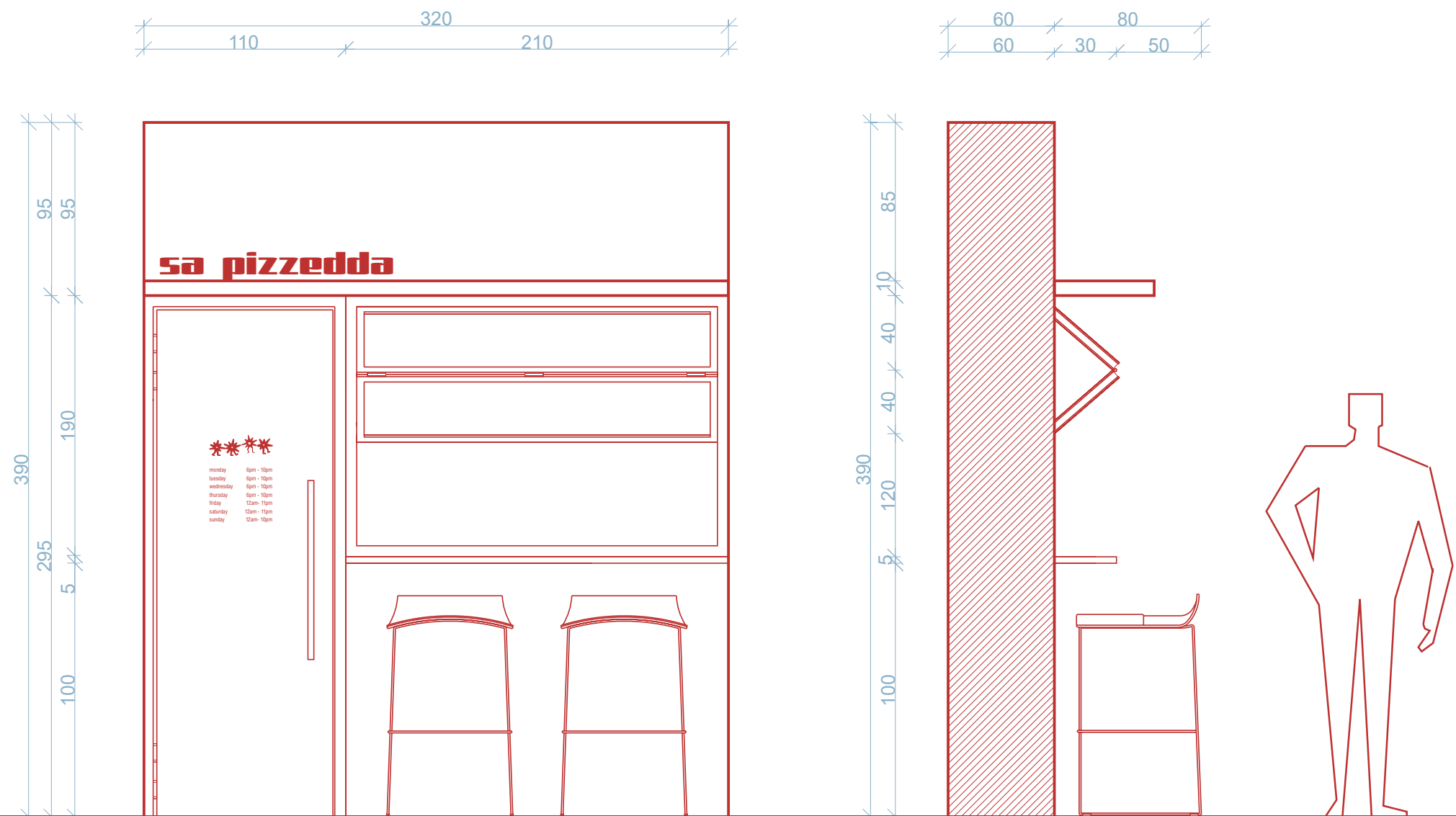
(g)



(h)









promotional outdoor events

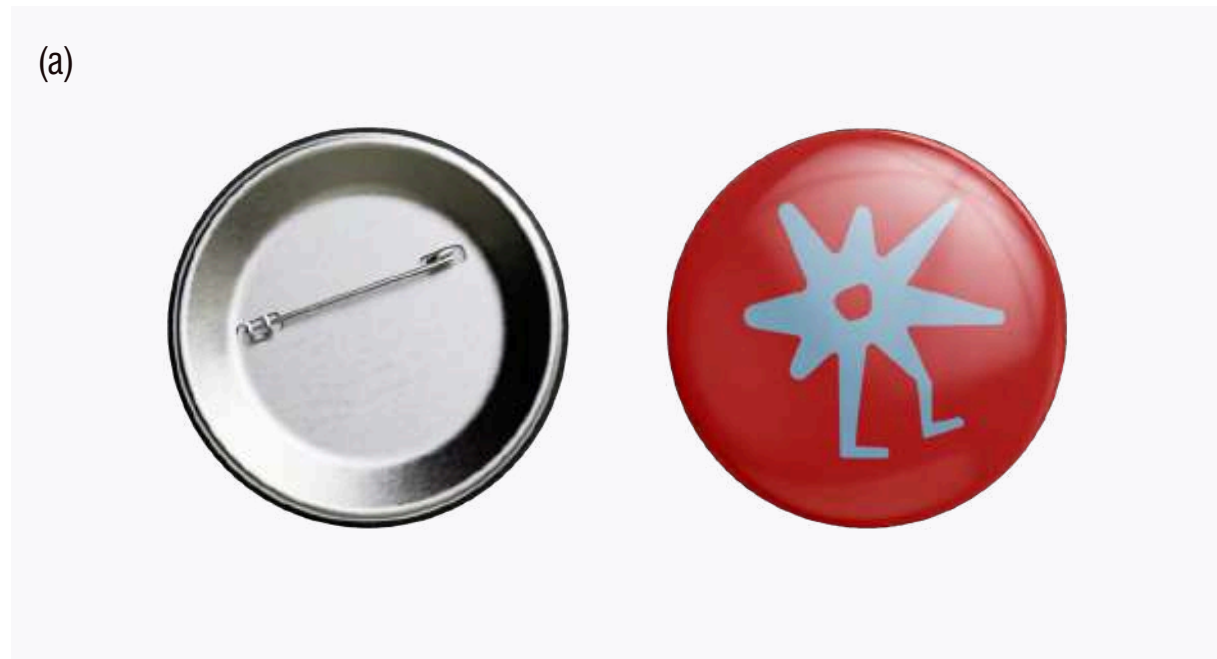




(a)



(a)



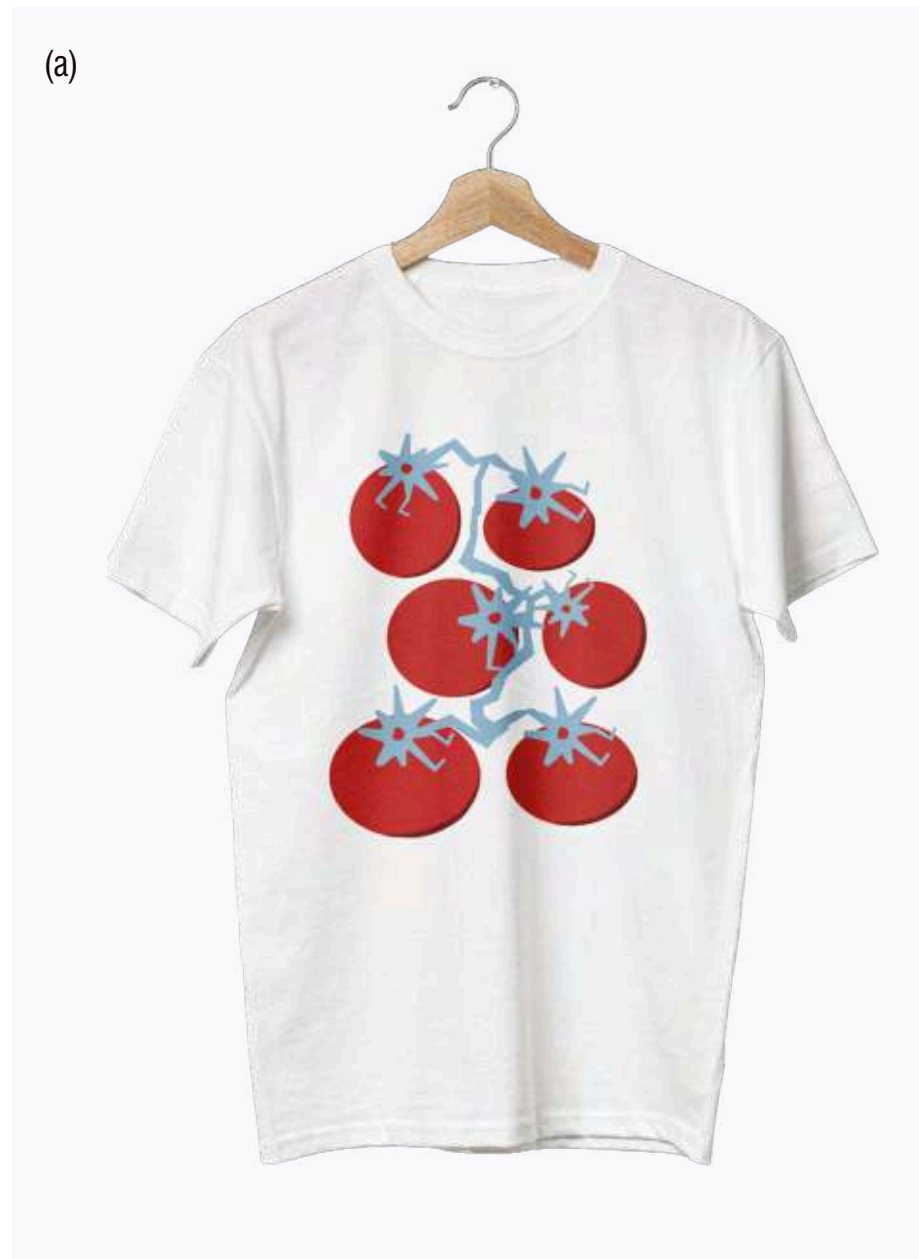
(b)



(a)



(a)



(a)



(b)





brand website view



responsive website display



future mobile app design

