

Order number: I07609

SA PIZZEDDA

rebranding

Strategic considerations

THE BRAND BECOMES THE PRODUCT

(and vice-versa)

Every iconic brand is identified by its most distinctive element. In the case of Sa Pizzedda, that element is none other than **"Pizzedda."** The decision to omit the article stems not from an aesthetic preference, but from a specific communication strategy: **to concentrate the brand's entire identity into a single word**, making it more **immediate, memorable**, and **easily embraced** by the target audience.

The goal is not just to simplify the name, but to change the way people talk about the brand. When a brand becomes part of everyday language, it ceases to be just a name and becomes part of the experience. In this way, the brand evolves from the name of a single establishment to a category-defining name, strengthening **brand recognition, word-of-mouth**, and **long-term positioning**.

We don't want people to remember the name of the restaurant.

We want them to ask for a Pizzedda.

~~"Andiamo
a mangiare da
Sa Pizzedda!"~~

"Andiamo
a mangiare
una Pizzedda."

~~"Oggi ho voglia
di Sa Pizzedda!"~~

"Oggi ho voglia
di Pizzedda."

tone of voice

Pizzedda speaks a street-wise language, without ever losing its authenticity. **Direct, ironic, and spontaneous**, its tone of voice stems from the fusion of **Sardinian heritage** and **contemporary urban culture**, transforming every point of contact into a **recognizable and memorable experience**.

The brand doesn't communicate like a traditional pizzeria, but rather like a **lifestyle brand**: dynamic, pop, and culturally relevant. Eating a Pizzedda should be an experience that people want to share. **Pizzedda doesn't want to seem cool. It wants to become a hub for a community that's already there.**

Urban

Inspired by street culture, design, and contemporary creativity.

Iconic

Every element of the brand is designed to be instantly recognizable and memorable.

Bold

Direct, self-assured, and with a strong personality.

Authentic

Rooted in Sardinian culture without resorting to clichés or folklore.

Culture

More than just a pizzeria: a gathering place for a community that shares a love of good food, aesthetics, and lifestyle.

Design

GIVING SHAPE TO CRUNCHINESS

CONCEPT

Crunchiness is the essence of Pizzedda. The logo was created to visually convey the sensation of **biting through the crust**.

A TYPOGRAPHY THAT CRUNCHES

Clean shapes, sharp edges, and bold cuts. Each letter is designed to evoke the crunch: **no softness, just character.**

BOLD YET PLAYFUL

Compact and bold, yet with irregular proportions and dynamic rhythms that express a **youthful, urban, and spontaneous spirit.**

PIZZEDDA
pizzetta sarda croccante

LOGO AND VARIATIONS

The logo is based on a custom typeface created specifically for this project and designed to convey the character of Pizzedda through simple geometric shapes, clean lines, and bold contrasts. It is a bold, distinctive, and scalable design capable of visually conveying the product's crispness. Rather than being read, the logo is designed to be recognized: its silhouette becomes a distinctive element of the brand, immediately identifiable even without reading the name.

PIZZEDDA
pizzetta sarda croccante

LOGO WITH PAYOFF

PIZZEDDA

MONOCHROMATIC POSITIVE LOGO

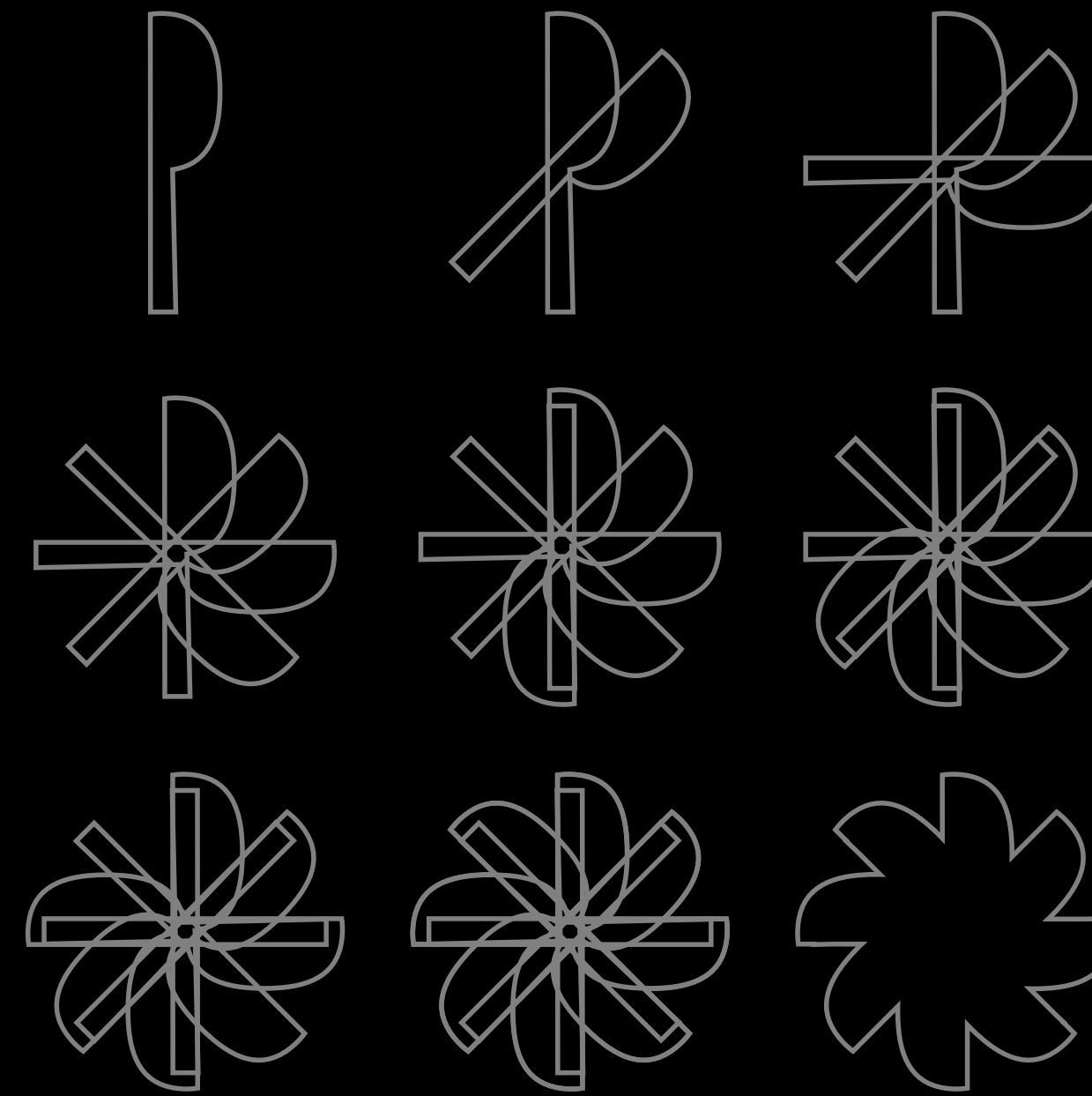
PIZZEDDA

LOGO WITHOUT PAYOFF

PIZZEDDA

MONOCHROMATIC NEGATIVE LOGO

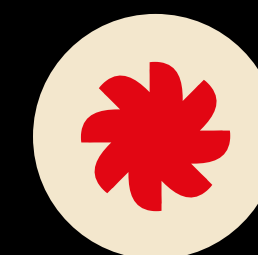
SYMBOL AND APPLICATIONS



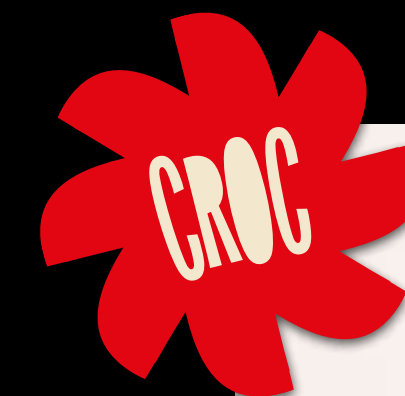
The symbol is created by repeating and rotating the "P" from the logotype, transforming a typographic element into an independent and instantly recognizable symbol. The result is a dynamic shape that combines soft curves and sharp angles, evoking the same balance between energy and crispness that defines the brand's identity.

Although it does not represent a specific subject, the design naturally evokes some of the most iconic elements of Sardinian culture: the sun, the waves, the wind, and Mediterranean vegetation. It is a simple symbol, open to interpretation and deeply rooted in the region.

More than just an alternative brand, it becomes a graphic asset capable of enhancing brand recognition through icons, favicons, motion graphics, patterns, and digital applications.



Pizzedda



PRIMARY TYPOGRAPHY

The typography is based on a two-tiered system: an exclusive custom typeface, Pizzedda Sans, developed to define the brand's identity, and Adobe's Obviously, chosen to extend that same visual language across all communications.

Both typefaces share the same formal language, characterized by simple geometries, sharp contrasts, and a bold character, ensuring continuity between the brand identity and its communications.

PIZZEDDA SANS

A custom typeface designed specifically for the logo and the brand's distinctive elements. The same graphic language is extended to onomatopoeic words such as CRUNCH, CROC, and GNAM, transforming them into full-fledged communication assets that convey Pizzedda's personality and crispiness.

CROC CRUNCH GNAM

PIZZEDDA

GNAM CRUNCH
PIZZEDDA

SECONDARY TYPOGRAPHY

OBVIOUSLY

"Obviously" is the typeface family used throughout all communications. The Wide variant is designed for headlines and high-impact messages, while the Regular version ensures readability and hierarchy in text, paragraphs, and informational content.

OBVIOUSLY WIDE

AaBbCcDd

AaBbCcDd

AaBbCcDd

OBVIOUSLY

AaBbCcDdEeFf

AaBbCcDdEeFf

AaBbCcDdEeFf

COLOR PALETTE

The palette features Pizzedda's three classic colors, reinterpreted with more contemporary and balanced shades.

S'ARRÙBIU

The red of the tomato, a symbol of energy, character, and conviviality.

SU FUMU

The black color of charcoal and the cooking process, which evokes the crunch and the identity of the product.

SU CASU

Inspired by the warm tones of flour and cheese, it adds balance and texture.

S'Arrùbiu

#e30613

RGB: 227 6 19

CMYK: 0 100 90 0

Su Fumu

#1d1d1b

RGB: 29 29 27

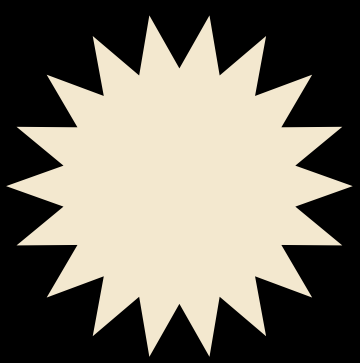
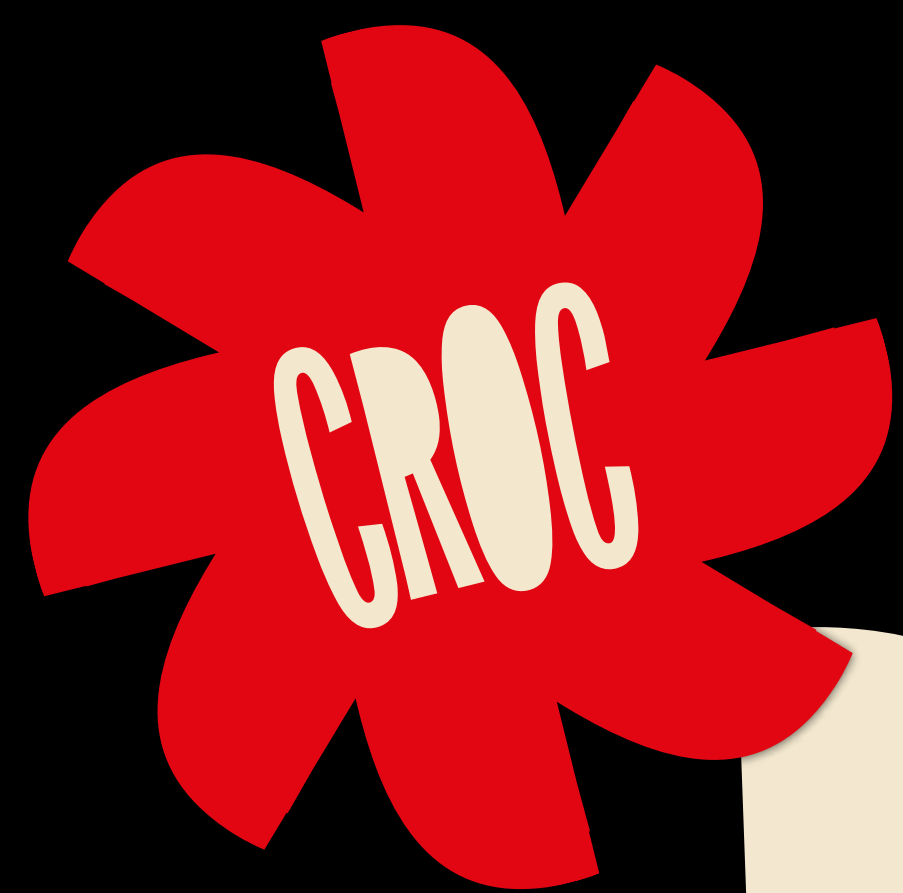
CMYK: 71 65 67 77

Su Casu

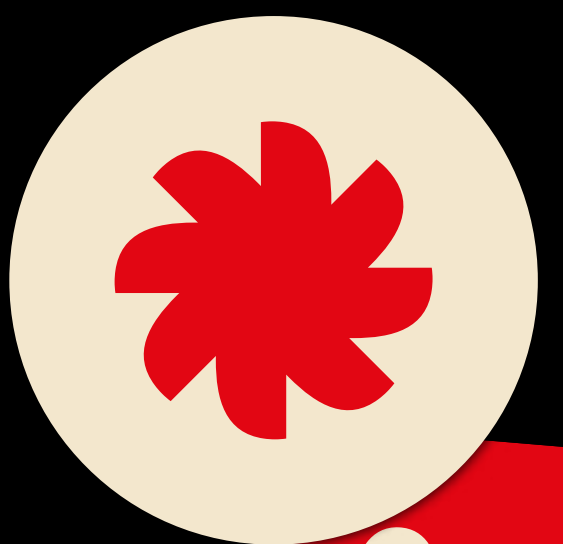
#f3e7cd

RGB: 243 231 205

CMYK: 6 9 23 0



PIZZEDA



PACKAGING DESIGN



PIZZEDDA

PIZZEDDA

pizzetta sarda croccante
pizzetta sarda croccante

capperi
acciughe
olive

PACKAGING DESIGN

THE LOGO TAKES CENTER STAGE

The brand logo dominates the packaging, making it instantly recognizable even from a distance.

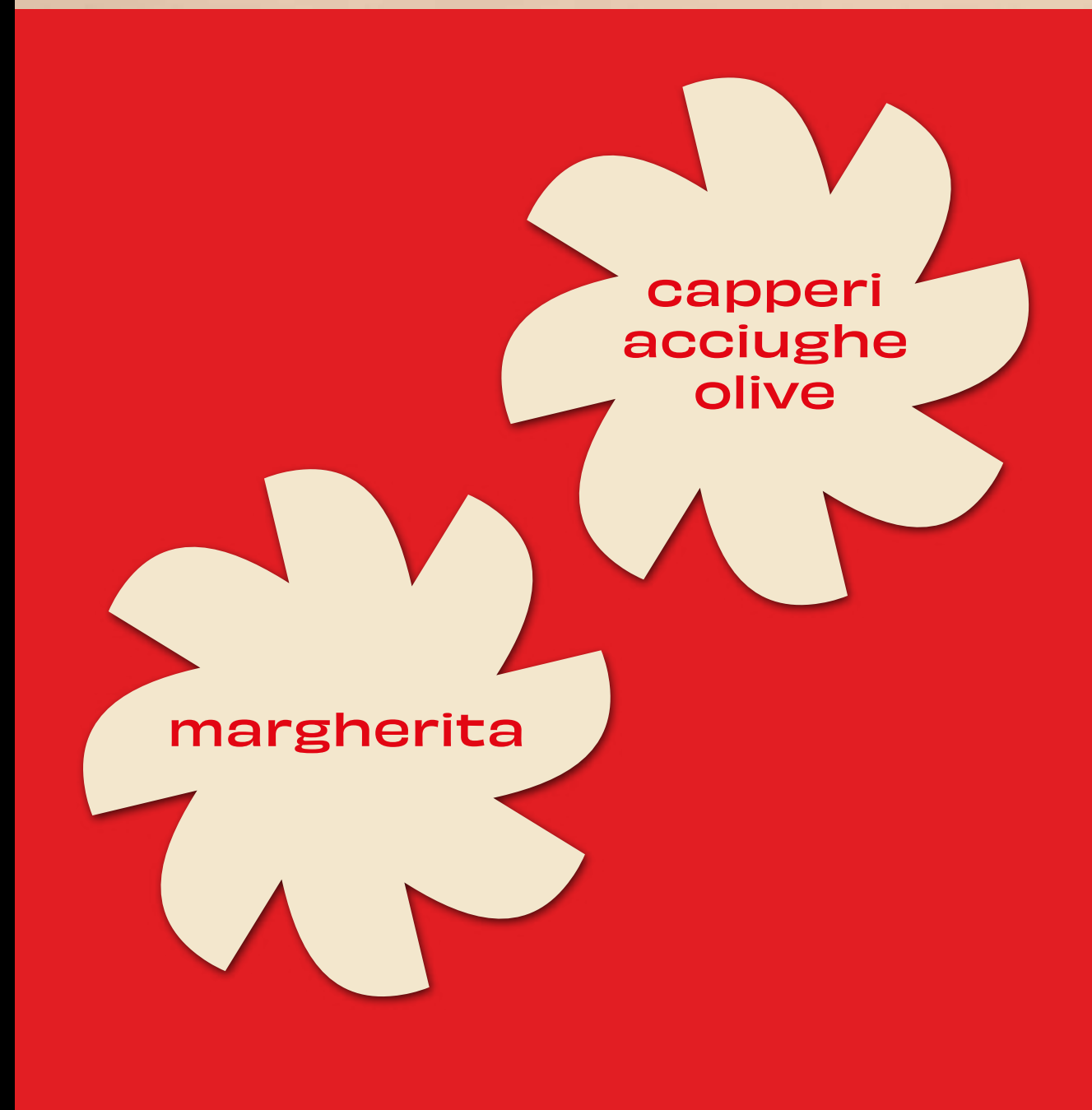
TYPOGRAPHIC TEXTURE

The names of the Pizzedde become a graphic pattern that enhances packaging and coordinating materials.

TASTE STICKERS

The brand's logo is transformed into a distinctive label used to distinguish between the different product variants.

Every element of the packaging stems from the same visual language: logo, typography, and symbol. No decorative elements—just identity.



LIFESTYLE PHOTOGRAPHY

We don't just photograph a pizza. We shoot the culture that has grown up around Pizzedda.

Authenticity

Real people, spontaneous gestures, and scenes from real life. No posers

Street-wise

An aesthetic inspired by urban culture, never glossy.

Pizzedda's visual language draws inspiration from editorial photography and contemporary street culture. Each image must convey spontaneity, energy, and authenticity, capturing real moments rather than staged poses.

The use of direct flash, strong contrasts, and film grain creates a raw and immediate aesthetic that reinforces the brand's urban character. The typographic elements blend naturally into the shots, becoming part of the composition and helping to build a cohesive visual identity.

The photographic palette always emphasizes the brand's primary colors, transforming every image into a recognizable extension of its identity.

Raw aesthetic

Direct flash, strong contrasts, and film-like grain.

Recognizability

Red, black, and white are the defining colors of every design, making the brand instantly recognizable.

LIFESTYLE PHOTOGRAPHY

CRUNCH



pizzetta
sarda
croccante

CROC

PIZZEDDA

PZD Double
3 pizzedde con tre gusti a scelta
21.00

PZD Single
4 pizzedde con due gusti a scelta e una bibita
15.00

PZD Meal x2
6 pizzedde con tre gusti a scelta e 2 bibite
24.00

PIZZEDDE

Margherita	3.50
Salsiccia e pecorino	4.50
Capperi, acciughe e olive	4.00
Nduja e stracciatella	4.50
Cipolle caramellate e zola	4.50
Friarielli e olive	4.00
Radicchio e gorgonzola	4.00
Salsiccia e patate	4.00
Pomodorini e stracciatella	4.00

DOLCI

Pizzedda Nutella	4.50
Pizzedda pistacchio	4.50
Pabassinis anice	2.00
Pabassinis noci	2.00

BERE

Acqua	1.50
Coca cola	2.50
Estathe	2.50
Birre 0.33	3.50

CREA
LA MEZZA
TEGLIA

6 pizzedde
fino a 3 gusti diversi
20.00

pizzetta
sarda
croccante

CREA
LA TUA
TEGLIA

12 pizzedde
fino a 3 gusti diversi
36.00

PRODUCT PHOTOGRAPHY

La Pizzedda is always the star of the show, but it's never portrayed through the classic food photography still lifes. Every shot must convey desire, texture, and crispness, showing the product at the moment it's being enjoyed.

The target audience, often present, interacts naturally with the Pizzedda: the first bite, the hands sharing it, the crumbs on the table, the spontaneous gesture of eating it. If the product is photographed on its own, the style favors close-up macro shots and high-impact compositions, enhanced by the brand's typographic elements to transform the photograph into brand content, not just a simple catalog.

We don't photograph a perfect pizza.

We photograph a Pizzedda that people crave.

No boring still-lives

The product is always part of an experience.

Craving first

The texture and details highlight the crispiness and make you want to take that first bite.

Human touch

Hands, gestures, and people convey the product's story in an authentic way.

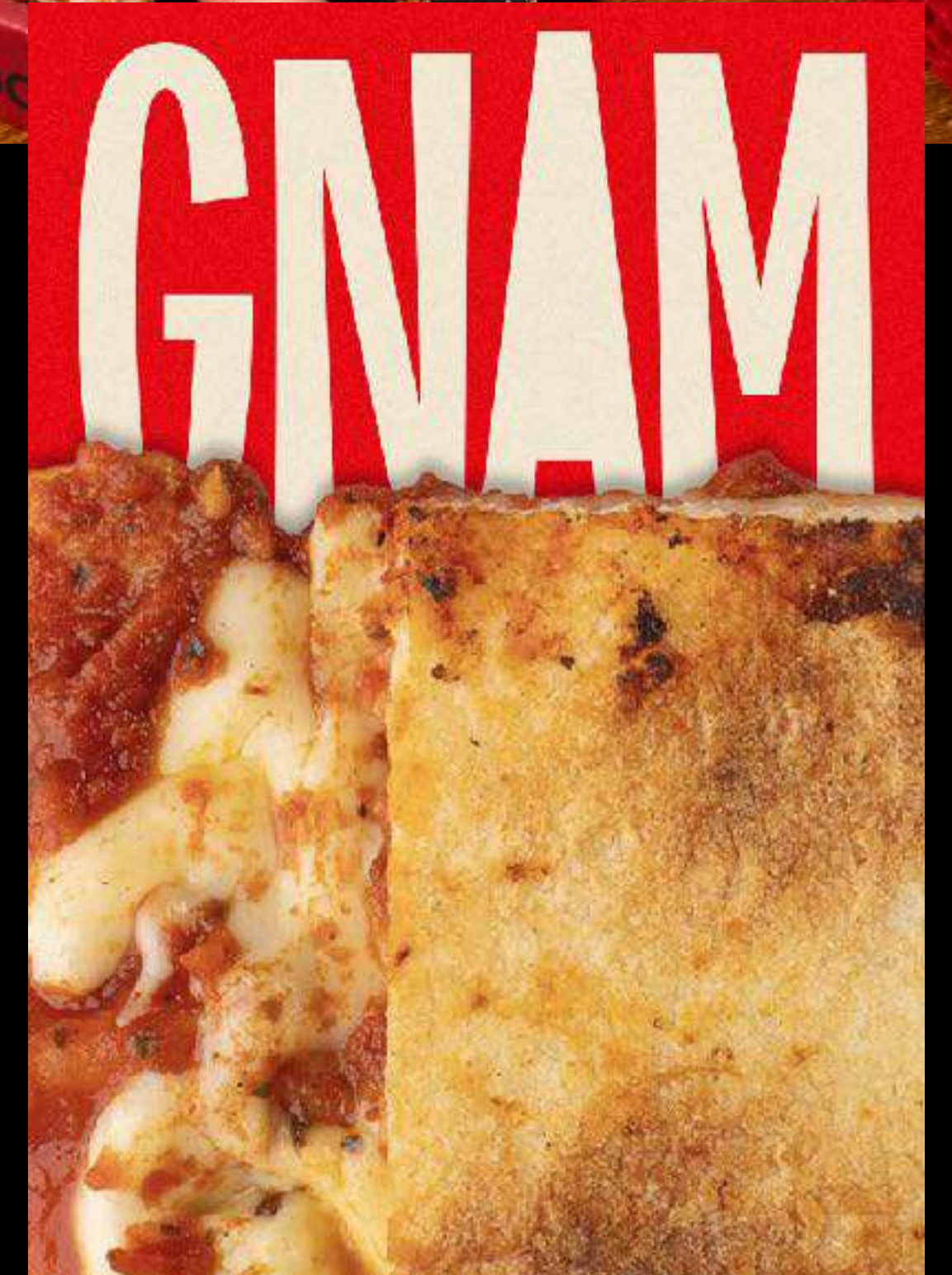
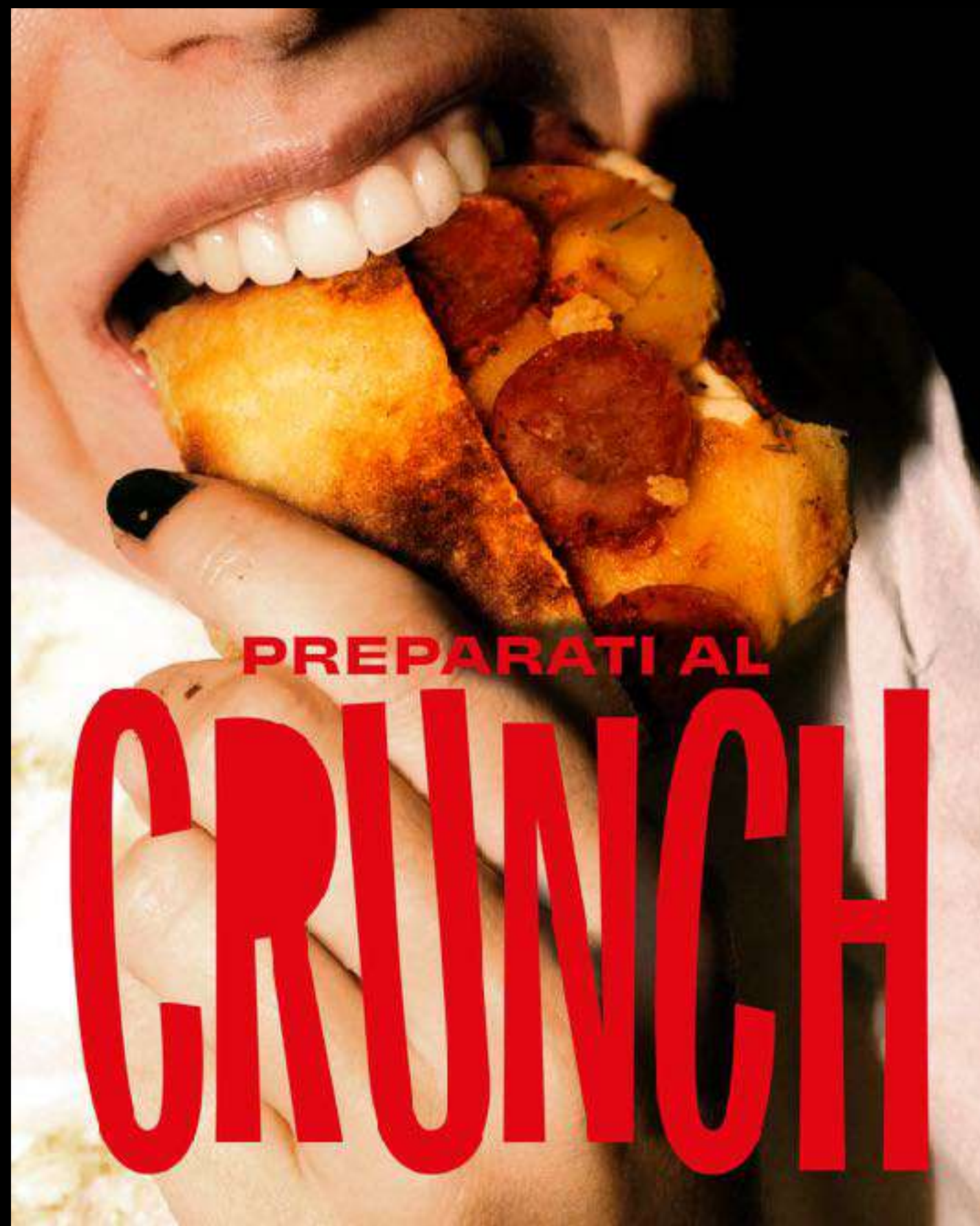
Raw aesthetic

Direct flash, strong contrasts, and a grainy look ensure that the visual style remains consistent across all communications.

PRODUCT PHOTOGRAPHY



CROC



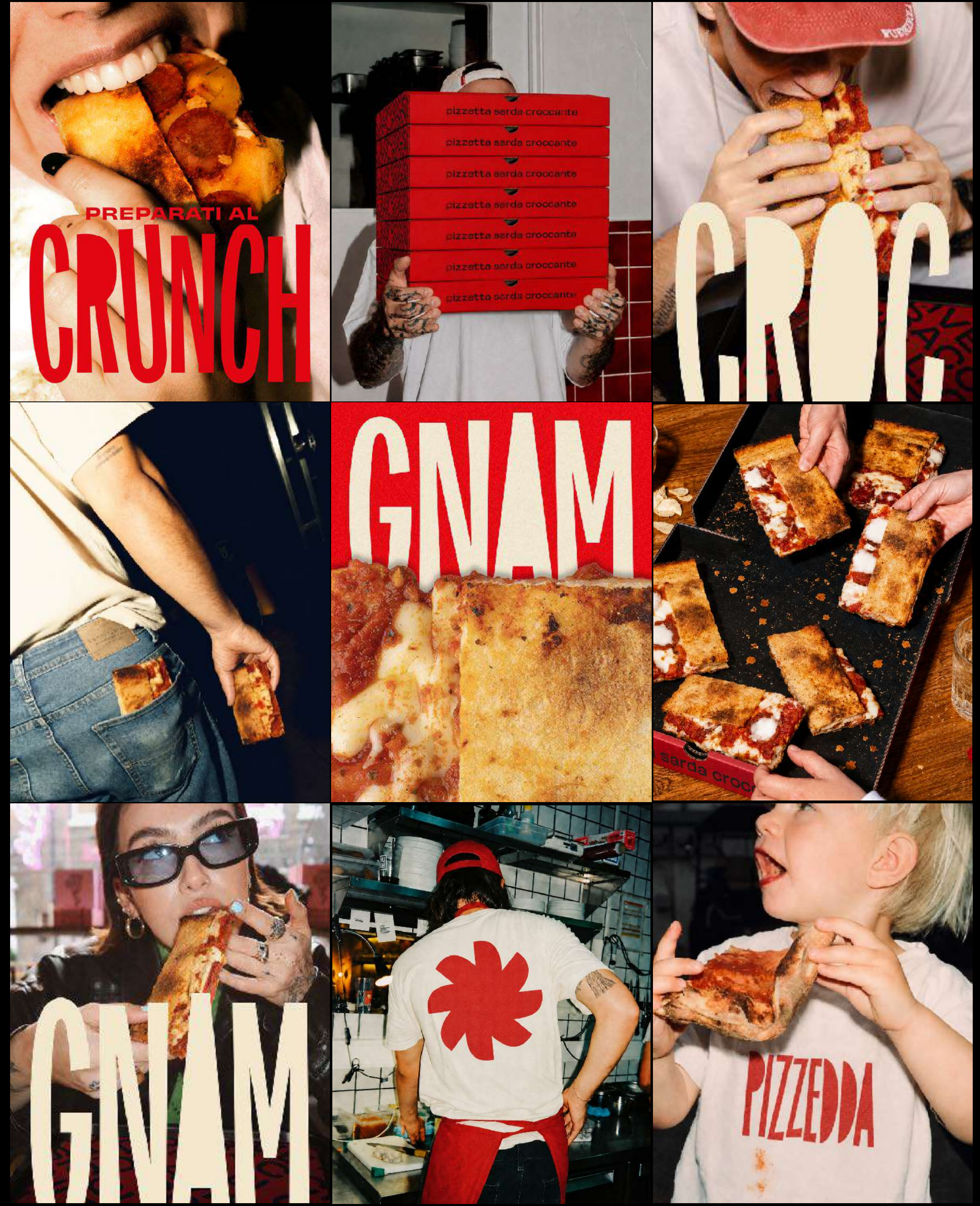
SOCIAL MEDIA CONTENT



Social media serves as the main point of contact between Pizzedda and its community. Rather than simply describing the product, it creates a visual identity that transforms the brand into a true symbol of urban lifestyle.

The images focus on authentic moments, real people, and scenes from everyday life: friends sharing a Pizzedda, that first bite, a lunch break, an evening after a concert. The pizza takes center stage, but always through the experience of those enjoying it.

The campaign avoids the typical language of the restaurant industry, with its still lifes and product photographs. The goal isn't to sell the pizza, but to make people crave everything that revolves around it: the place, the atmosphere, and the sense of belonging to a community. People shouldn't crave a Pizzedda. They should crave the life that revolves around Pizzedda.



THANK YOU!