



01. CONCEPT

Heritage - Land - Flavours

Our starting point was the analysis of the previous logo, with the aim of preserving its connection to the traditions and cultural roots of Sardinia while giving the identity a contemporary expression.

At the heart of the new logo is the figure of an **elderly Sardinian shepherd**, an authentic and deeply rooted symbol of the local culture and landscape. The shepherd embodies **experience, wisdom, authority, and leadership** — the figure who knows, protects, and guides his flock.

We chose to reinterpret this figure through a **simple, essential, and highly recognizable visual language**. Rather than pursuing a realistic representation, we reduced the form to its most distinctive elements, transforming a traditional symbol into a contemporary graphic mark while preserving its cultural meaning.

The **red and white colour palette** further strengthens the identity. Red brings energy, character, and visual impact, while its contrast with white enhances the clarity and recognizability of the mark.

The result is an identity built on the balance between **tradition and modernity**: the shepherd represents Sardinian heritage and a strong sense of belonging, while the clean shapes and simplified construction give the logo a contemporary and versatile character.

The creative process developed through three key stages:

01. Heritage - identifying an authentic symbol deeply connected to Sardinian culture and territory.

02. Synthesis - reducing the shepherd figure to its essential forms and translating it into a distinctive visual mark.

03. Identity - combining the symbol with typography to create a modern, coherent, and versatile brand identity.

The aim was not simply to redesign a logo, but to **transform a symbol of heritage into a contemporary identity — one that preserves the memory of the past while looking towards the future.**



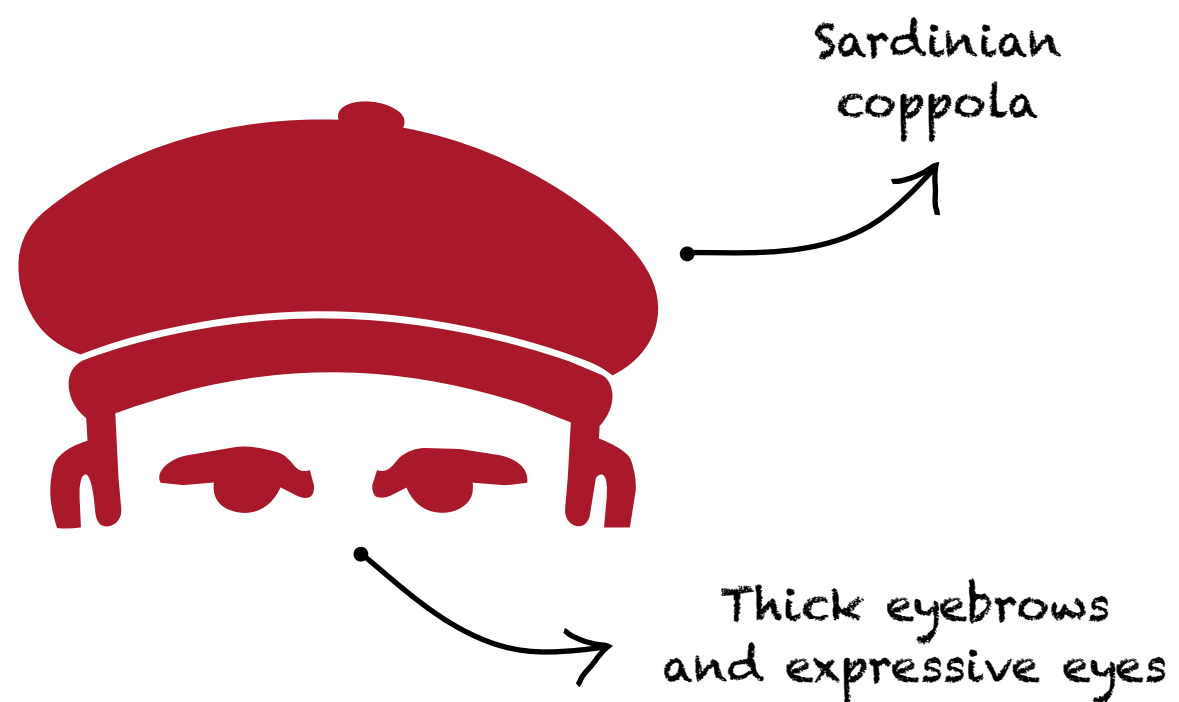
Reference



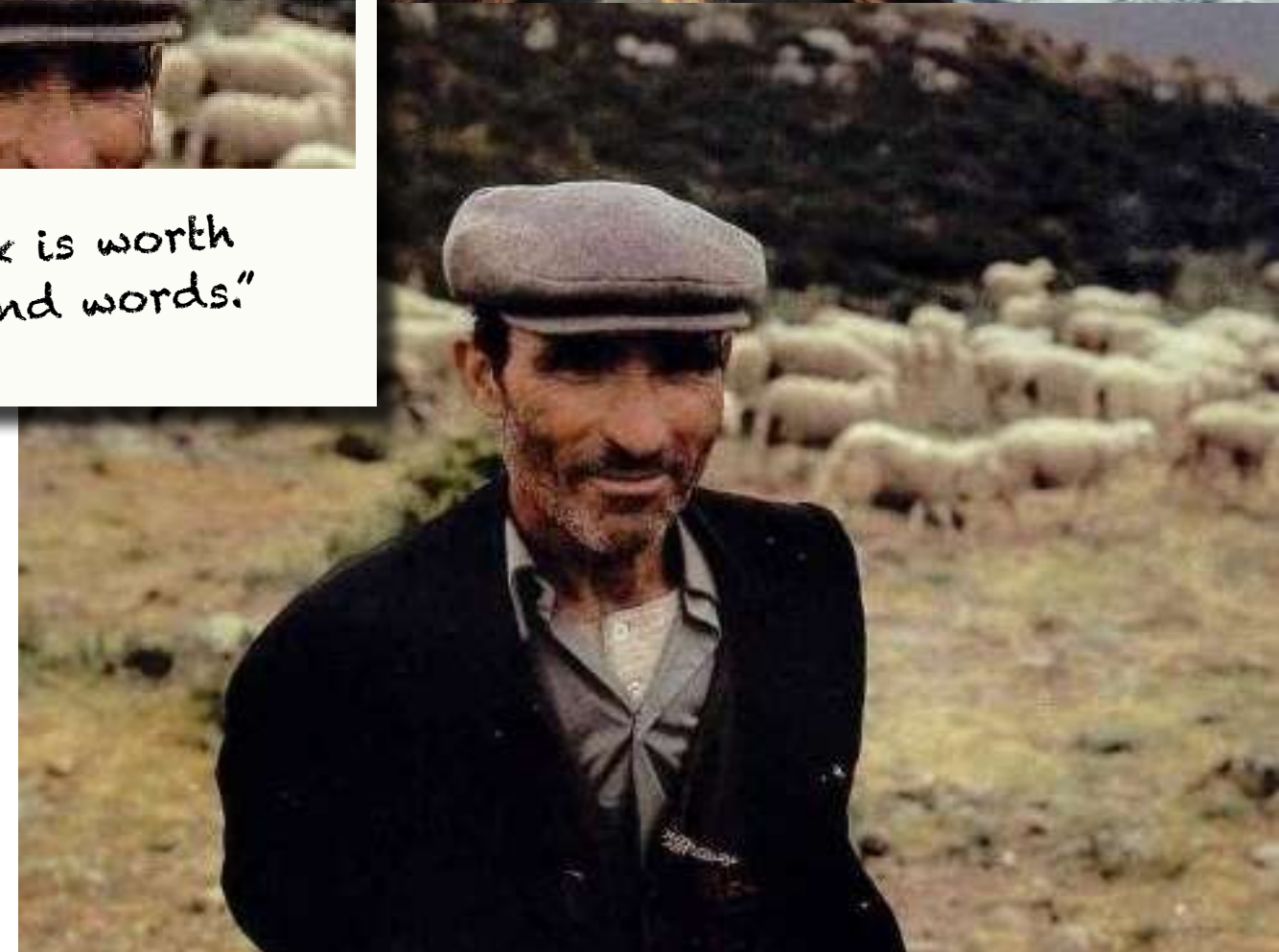
PICTOGRAM

The construction of the pictogram represents the fundamental element of the logo: a **strong, distinctive, and immediately recognizable** visual mark. The shepherd figure, characterized by the **Sardinian coppola**, a traditional local headwear, evokes the image of a man shaped by experience — authentic and deeply connected to his land.

The essential and decisive lines give the pictogram the appearance of a **stamp**, almost like a signature impressed by time: an iconic mark that conveys tradition, experience, and a strong sense of belonging.



"One look is worth
a thousand words."



02. LOGO

The new logo is born from the encounter between Sardinian heritage and contemporary design. At the heart of the identity is the figure of the Sardinian shepherd, recognizable through his traditional cap and strong, distinctive gaze. A character who becomes a symbol of experience, authenticity, belonging, and a deep connection to the land.

The figure has been distilled into a few essential elements — cap, eyes, and eyebrows — transforming it into a simple, distinctive, and immediately recognizable graphic mark.

The lettering, with its soft and irregular forms, adds spontaneity and character, creating a balance between the world of tradition and a more contemporary visual language. The red, bold and distinctive, amplifies the presence of the brand and strengthens its visual impact.

The result is an identity that tells the story of Sardinia without representing it in a literal or didactic way, transforming a symbol of its culture into a contemporary, authentic, and memorable visual mark.



Primary Logo



Simplified Logo



Logomark



15 CM

10 CM

5 CM



Typography

The logo lettering features a bold, soft, and playful typeface, with rounded and slightly irregular shapes. The construction of the letters conveys a sense of spontaneity and craftsmanship, evoking the world of pizza and casual dining.

The generous proportions and strong visual weight ensure high recognizability and legibility, while the imperfectly geometric forms add a friendly, authentic, and contemporary character.

Achiko - Regular

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

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Color Palette

We decided to keep the colors already in use, as they strongly represent the world of pizza and immediately evoke its visual identity. The deep red, white, and warm cream create a recognizable, authentic, and welcoming palette that enhances the brand's handcrafted and convivial character.



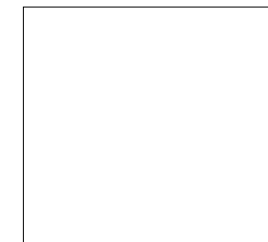
PRIMARY RED

#AA182B

RGB: 170 · 24 · 43

CMYK: 0 · 86 · 75 · 33

PANTONE : 202 C



WHITE

#FFFFFF

RGB: 255 · 255 · 255

CMYK: 0 · 0 · 0 · 0

* It varies significantly depending on the paper stock and printing process.



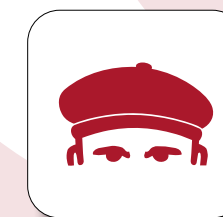
WARM CREAM

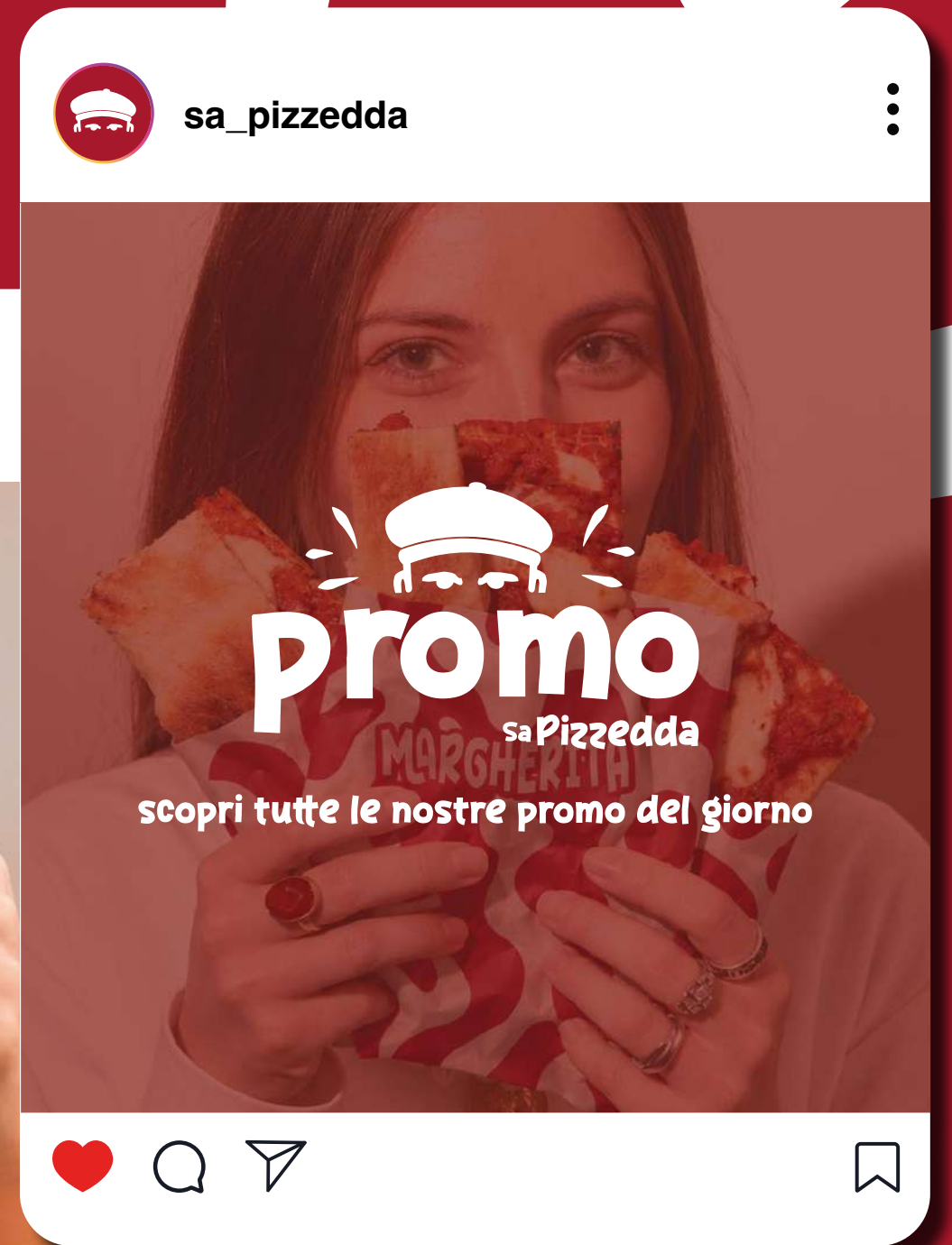
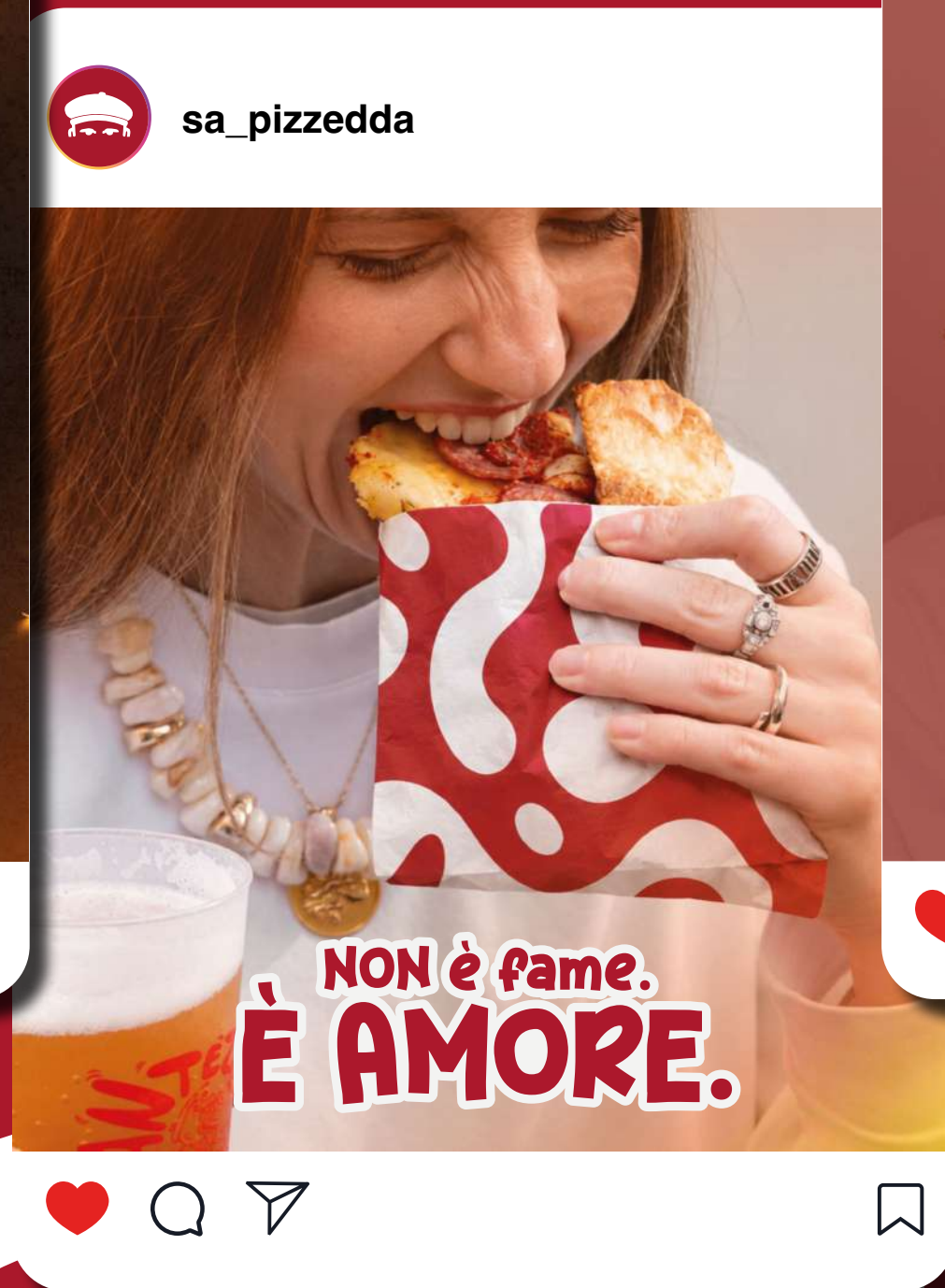
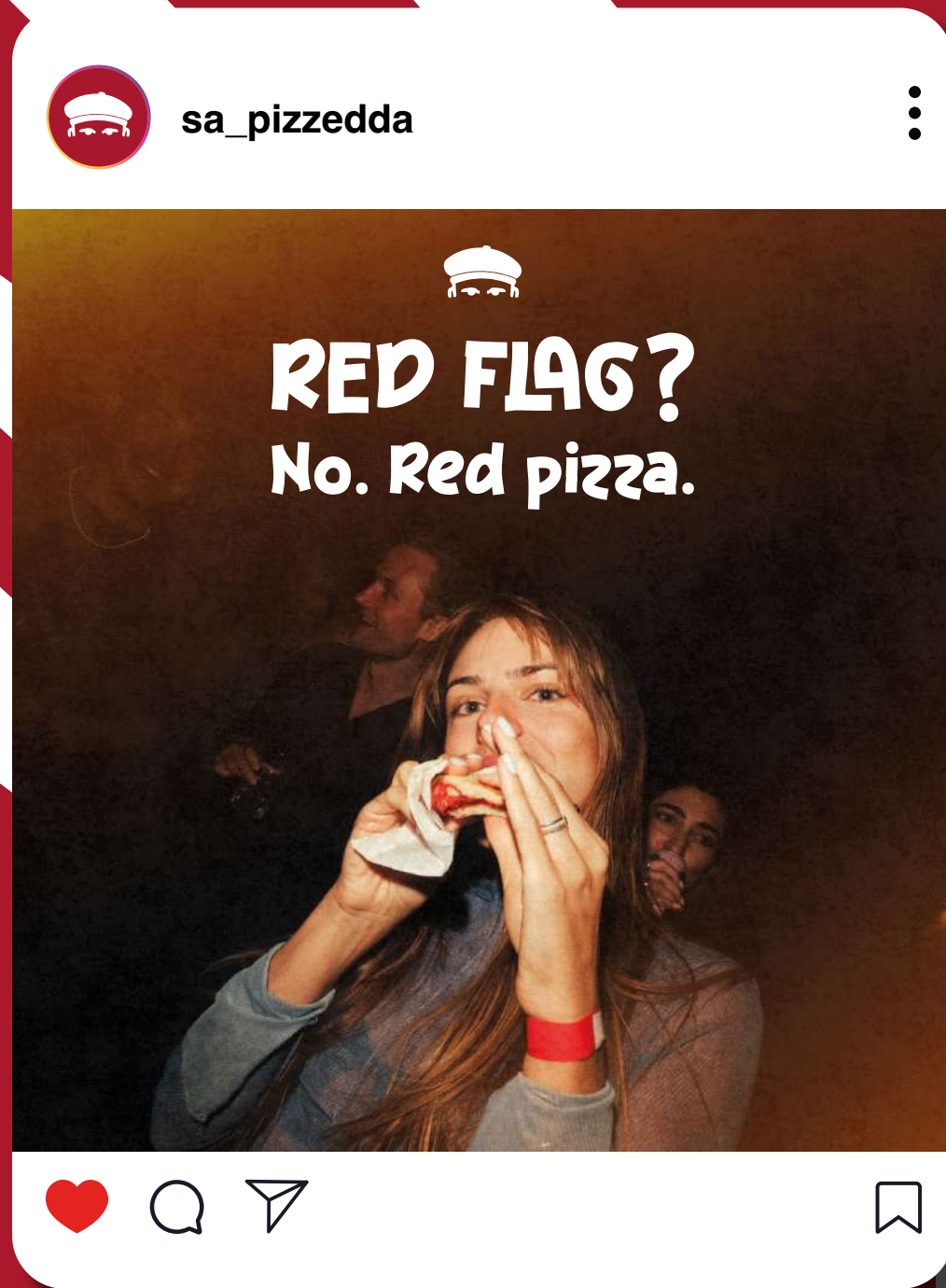
#F9F1DC

RGB: 249 · 241 · 220

CMYK: 0 · 3 · 12 · 2

PANTONE : 7499 C





03. ASSET

Communication & Social Media

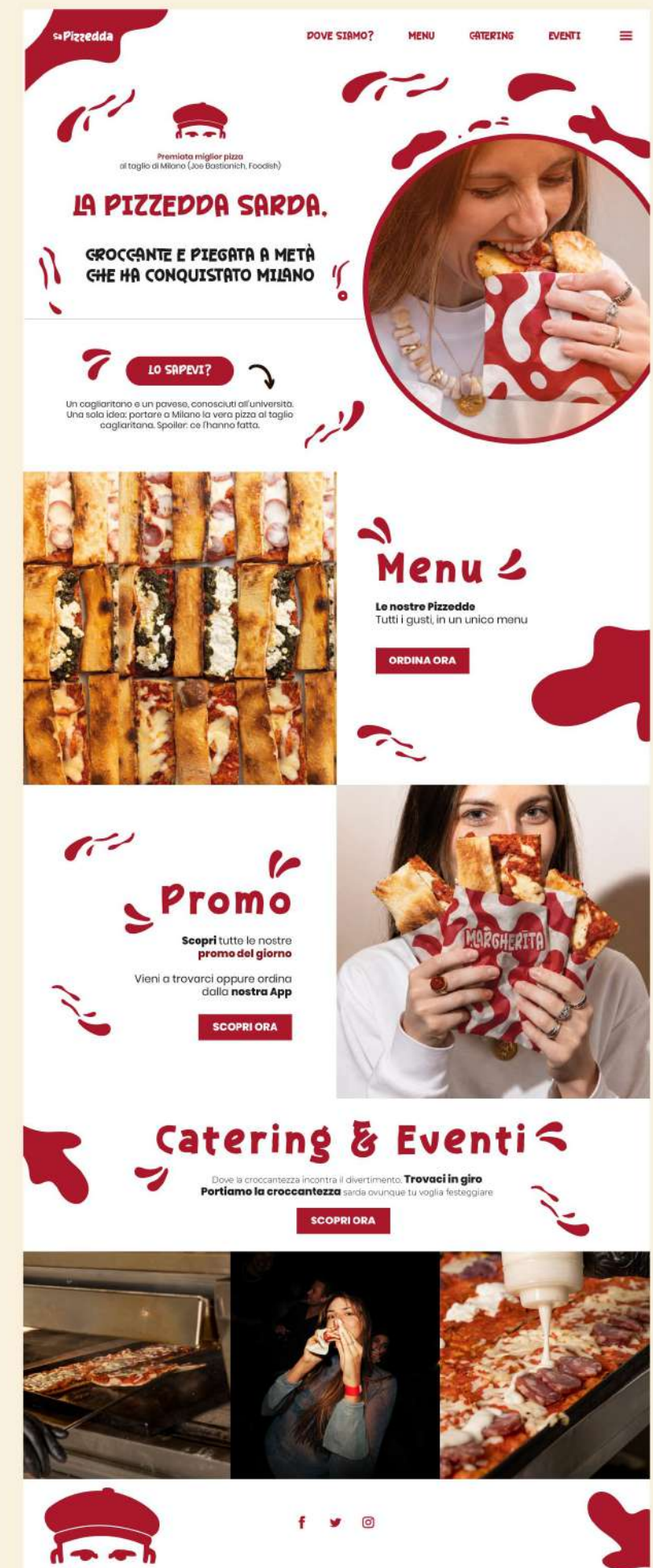
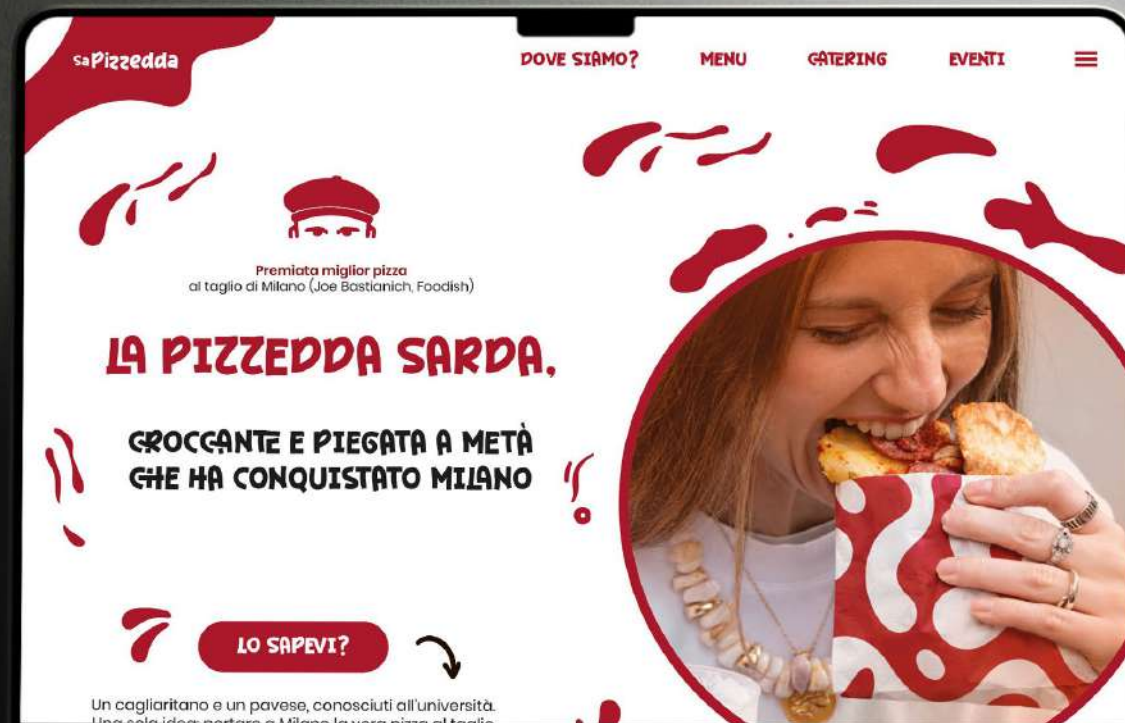
The communication strategy was developed around an ironic, simple, and direct tone of voice, with the aim of creating a recognizable, spontaneous, and approachable identity. We chose to avoid overly complex or elaborate graphics, focusing instead on a clean, immediate, and easy-to-understand communication style.

The red, the brand's primary color, acts as a visual thread throughout all content, ensuring consistency and continuity across different communication channels. The graphic elements are designed to be flexible and easily adaptable to posts, stories, and other digital formats, while maintaining a cohesive visual language.

The goal is to build an authentic, recognizable, and engaging social media presence, capable of conveying the brand's informal and convivial character. The world of pizza is expressed through spontaneous, ironic, and easily shareable messages that encourage interaction and create a stronger connection with the audience.



Sa Pizzedda



04. MOCKUPS

Packaging

The packaging was designed to strengthen the brand's visual identity, turning each product into a recognizable and engaging experience. Red and white take center stage across the packaging, creating a strong visual impact and immediately evoking the world of pizza.

The use of organic and dynamic shapes, combined with bold and playful lettering, gives the packaging a spontaneous, ironic, and contemporary character. The graphics, simple yet distinctive, make each package easily recognizable while maintaining visual consistency with the brand's overall communication.

The goal is to create packaging that is functional, yet also communicative and memorable, capable of enhancing the product and turning the consumption experience into an opportunity for sharing. The combination of vibrant colors, ironic messages, and an informal aesthetic helps convey the brand's values of authenticity, conviviality, and craftsmanship.



Pizza Box Packaging



Paper Cup Packaging

Placemat Packaging

Delivery Bag Packaging



Pizza Bag Packaging



Menu Design – Indoor & Outdoor Mockups

LE CLASSICHE

MARGHERITA €4
SALCICCIA E PECORINO €4
CAPPERI OLIVE E ACCIUGHE €4

LE ROSSE

FRIARIELLI E OLIVE €4
NDUJA E STRACCIATELLA €4
CIPOLLE CARAMELATE E ZOLA €4

LE BIANCHE

SALCICCIA ,PATATE E MOZZA €4
POMODORI E STRACCIATELLA €4
GORGONZOLA E RADICCHIO €4

MENU

LE DOLCI

NUTELLA €3
PISTACCHIO €3

LE CLASSICHE

MARGHERITA €4
SALCICCIA E PECORINO €4
CAPPERI OLIVE E ACCIUGHE €4

LE ROSSE

FRIARIELLI E OLIVE €4
NDUJA E STRACCIATELLA €4
CIPOLLE CARAMELATE E ZOLA €4

LE BIANCHE

SALCICCIA ,PATATE E MOZZA €4
POMODORI E STRACCIATELLA €4
GORGONZOLA E RADICCHIO €4

BIBITE

ACQUA NATURALE €1.5
ACQUA FRIZZANTE €1.5
COCA COLA/ ZERO €2.5
FANTA €2.5
THE LIMONE €2.5

LE BIRRE

ICNUSA CLASSICA €3.5
ICNUSA NON FILTRATA €3.5

SEGUICI SU INSTAGRAM
PER RIMANERE AGGIORNATO
@SA_PIZZEDDA



MARGHERITA

Sa Pizzedda

LE CLASSICHE

MARGHERITA €4
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Thank you