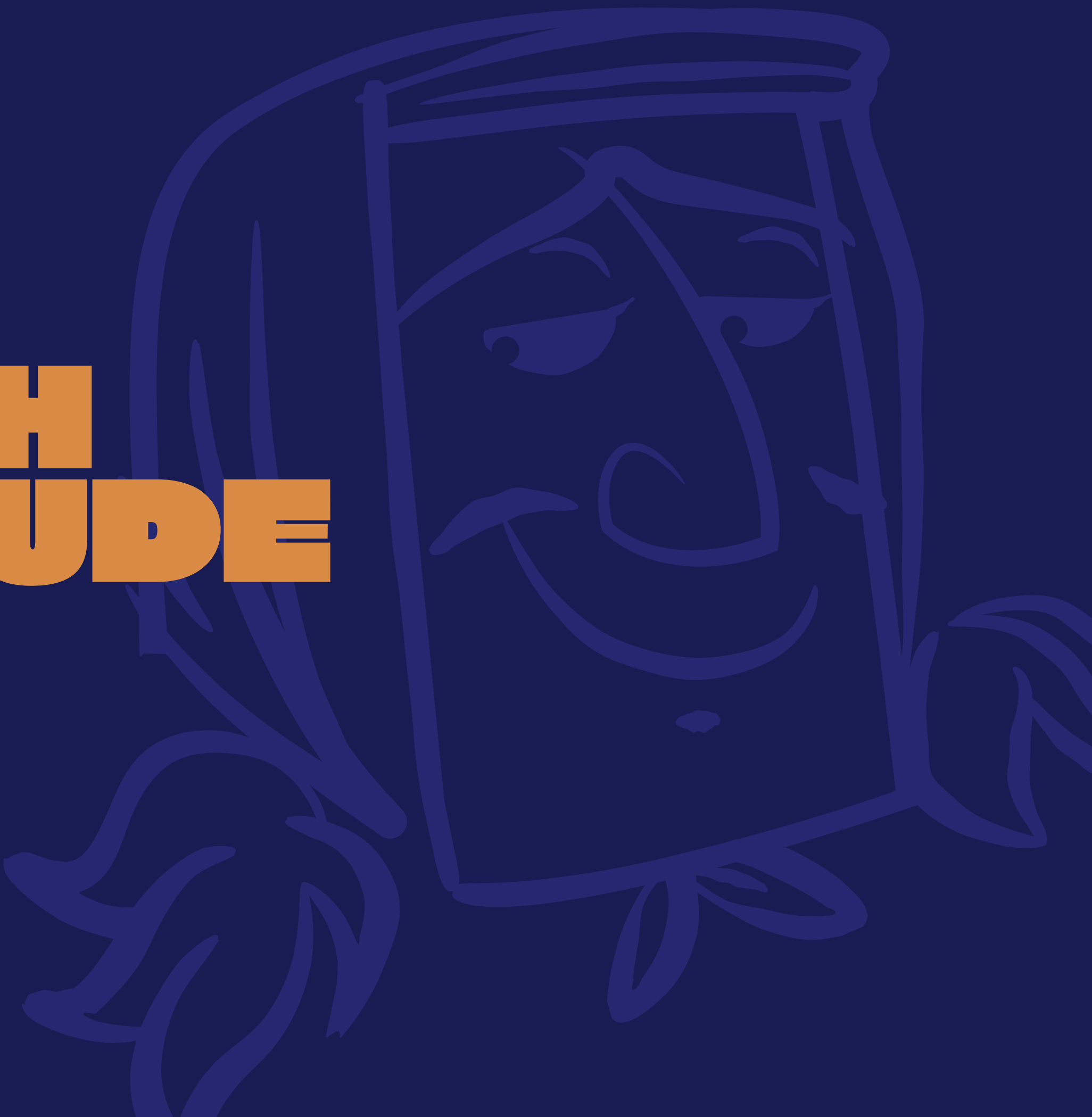


PIZZA WITH ATTITUDE

Rebranding Sa Pizzetta



COMPACT IN SIZE, BIG ON FLAVOR

The concept for the new logo draws inspiration from the distinctive shape and size of Sardinian pizza: a **rectangle**. Compact, crispy, and packed with flavour.

The typography translates this signature shape into a **bold, condensed typeface**, while the colour palette and tactile texture evoke the look and feel of freshly baked pizza dough. The **double “Z”** has been subtly customised to emphasise the core idea of being **compact yet rich**, a distinctive detail that adds character to the identity.

The iconic **Mamuthones mask** is reinterpreted with a more **friendly, playful personality**, giving the symbol a warm and approachable character. Its hand-drawn character brings a sense of **craft** and **authenticity**, reflecting the hands-on process behind every pizza.

The same handcrafted spirit carries into the payoff, creating a visual language that feels spontaneous, distinctive and contemporary.

The result is a visual identity that brings together Sardinian heritage, craftsmanship, and a contemporary, playful attitude.



LOGO
VARIANTS

The new logo system also comes with a **compact version**, designed to adapt seamlessly across different touchpoints.

Available with or without the Mamuthones mask, the compact mark can be used in communication where the brand doesn't need to take centre stage, while still remaining **instantly recognisable and unmistakably ownable**.

A flexible expression of the identity **built to stay distinctive, whatever the context**.



Designed with **social icons** in mind, the version without the mask icon keeps its visual identity clear and readable even at small sizes.



SAPIZEDDA
Croccantezza Sarda

SAPIZEDDA
Croccantezza Sarda

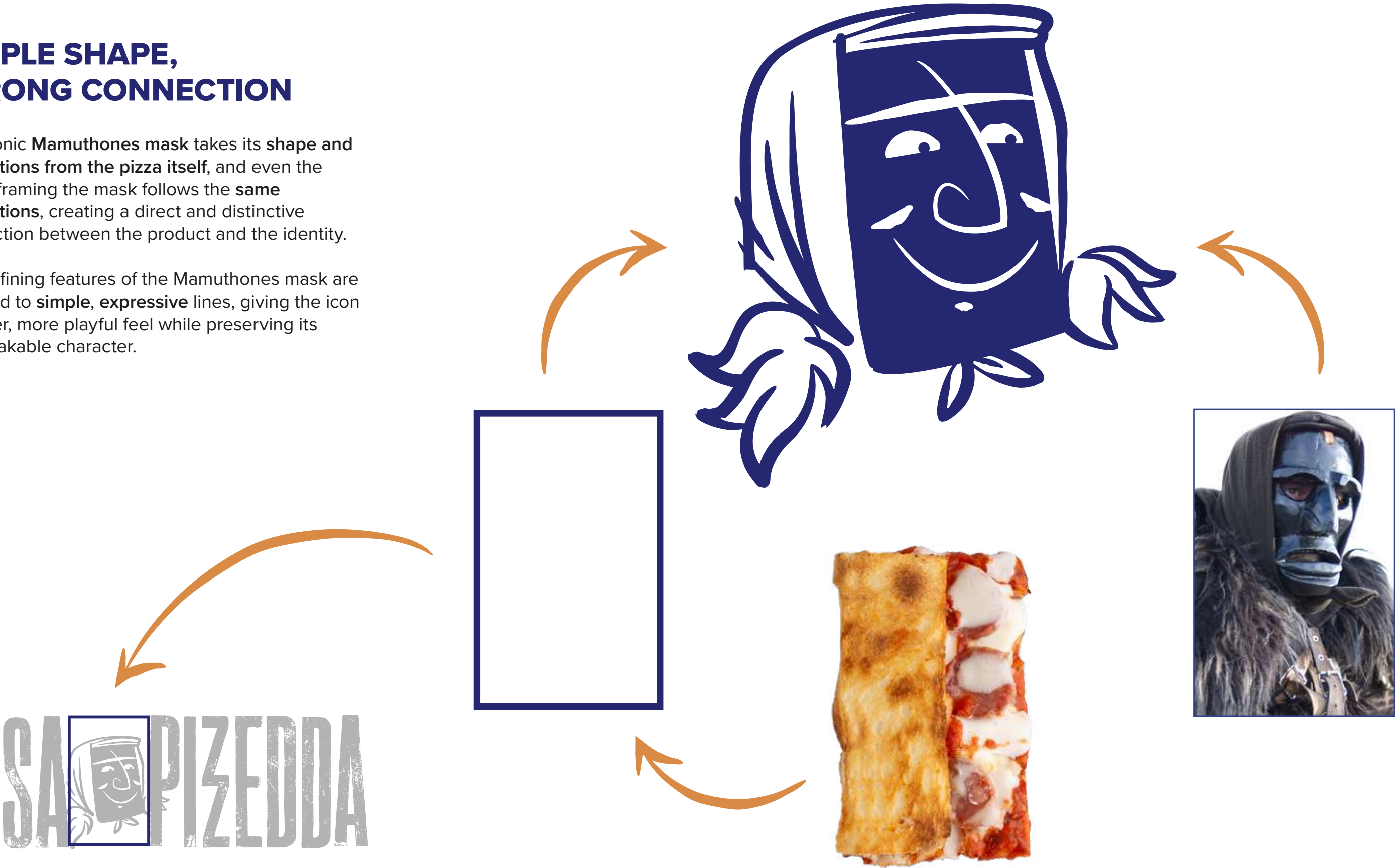
SAPIZEDDA
Croccantezza Sarda

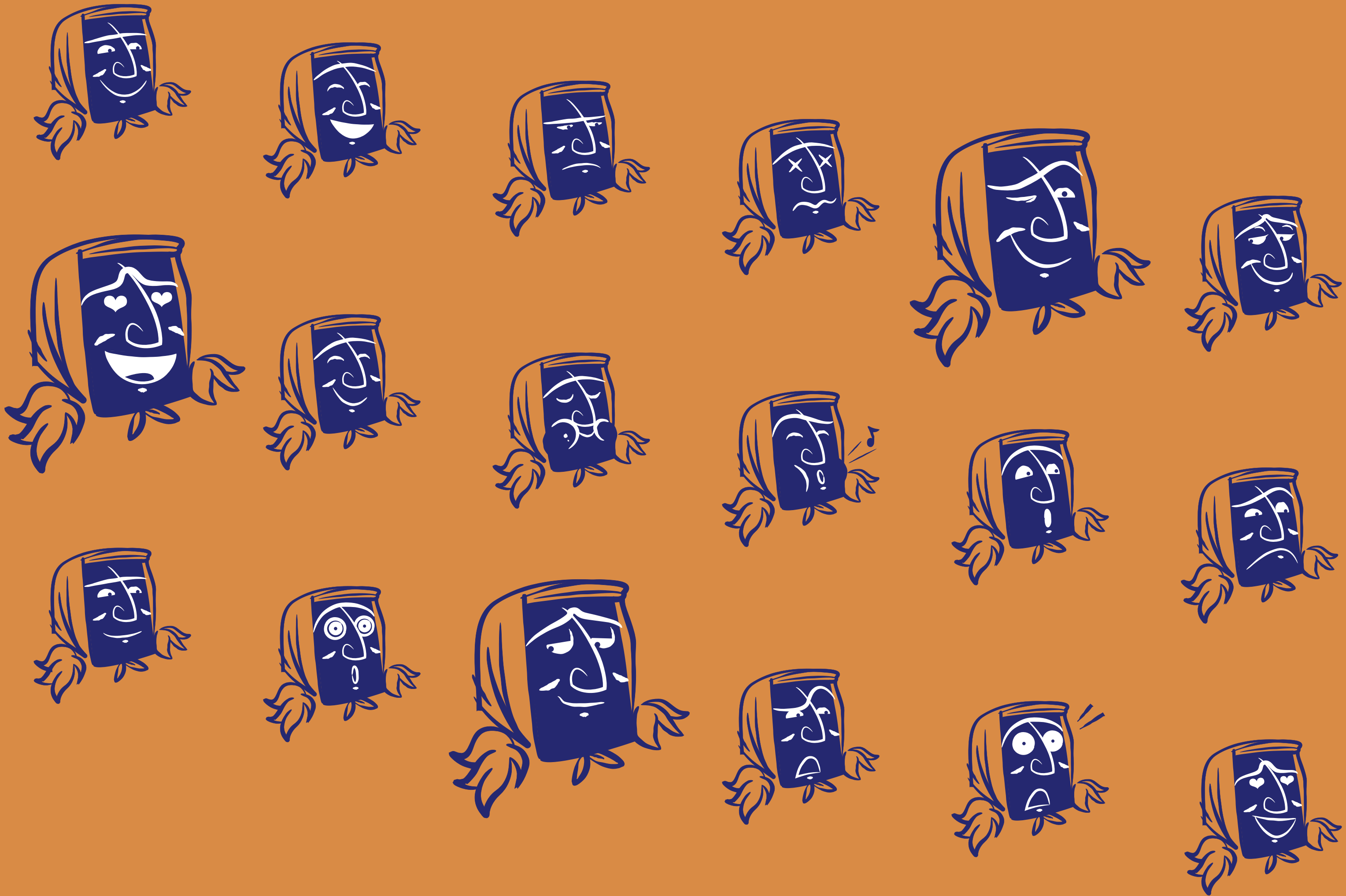
SAPIZEDDA
Croccantezza Sarda

SIMPLE SHAPE, STRONG CONNECTION

The iconic Mamuthones mask takes its **shape and proportions** from the **pizza itself**, and even the space framing the mask follows the **same proportions**, creating a direct and distinctive connection between the product and the identity.

The defining features of the Mamuthones mask are reduced to **simple, expressive** lines, giving the icon a lighter, more playful feel while preserving its unmistakable character.





SUN-BAKED, SEA-BORN

The brand palette is born from the meeting of sun-warmed earth and the endless blue of the Mediterranean.

The **Crunchy Brown** draws from Sardinia’s earth, stone and sun-soaked architecture, while echoing the golden, crispy tones of freshly baked pizza dough.

The **Deep Blue** brings the Mediterranean and Sardinian sky into the identity — adding a sense of freshness and creating a bold contrast with the warmth of the oven and the baked dough.



CRUNCHY BROWN

RGB 217 - 139 - 69
HEX D98B45
CMYK 15 - 52 - 80 - 0

DEEP BLUE

RGB 37 - 40 - 112
HEX 252870
CMYK 100 - 95 - 25 - 08

PRIMARY FONTS

Vienna Woodtype is the primary typeface, and the foundation of the logo as well.

Veveine is used for the logo tagline. Its handcrafted, expressive character reflects the human touch behind every pizza, bringing a sense of craftsmanship and authenticity to the brand.

VIENNA WOODTYPE

CLEAN ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#\$\$%&*

ROUGH ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#\$\$%&*

Verveine

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

SECONDARY FONTS

The combination of Big Sexy Sans and Vienna Woodtype creates a typographic language with strong visual impact. Used in headlines builds a clear and bold contrast that enhances the message.

Proxima Nova family it offers a range of styles, allowing it to perform equally well in a variety of contexts.

BIG SEXY
SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#\$\$%&*

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

SMALL SPACE



BIG
FAST
TASTE

LE NOSTRE SEDI
A MILANO:

- Corso di Porta
Ticinese, 60
- Via B. Lanino, 3
- Via L. Palazzi, 10

SA PIZEDDA
Crocantezza Sarda

 #sa_pizzedda

GOOD THINGS  **COME
FOLDED**

FOLDED  **MASTER
PIECE**

 **SERIOUS
FLAVORS**

LESS SPACE  **MORE
TASTE**

 **SMALL BITES BIG
VIBES**

 **PIZZA WITH
ATTITUDE**

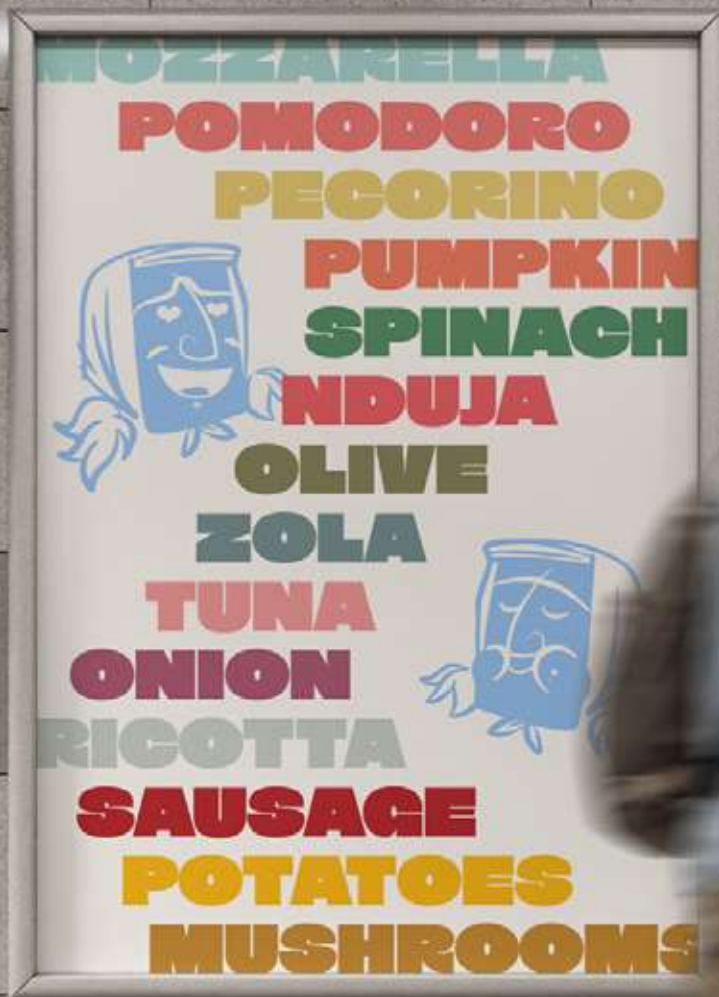
 **ROUND IS OVER
RATED**

 **SMALL SPACE BIG
TASTE**

 **SMALL SPACE BIG
TASTE**

 **SA PIZEDDA**
Croccantezza Sarda









SMALL SPACE

BIG TASTE



SA PIZZEDDA
CRUSTANTISSIMA S.p.A.

Le nostre sedi a Milano
Corso di Porta Ticinese, 60
Via Bernardino Lanino, 3
Via Lazzaro Pazzi, 10

 @sa_pizzedda