



Concept

Sa Pizzedda new brand identity was developed with the aim of communicating the crunchiness and softness of pizza at the same time.

By focusing its narrative on hand-crafted elements and the interaction between the ZZ glyph and the logo, the new identity conveys the diversity and artisanal nature of pizza-making through a visual system that is dynamic and adaptable to a variety of different contexts.



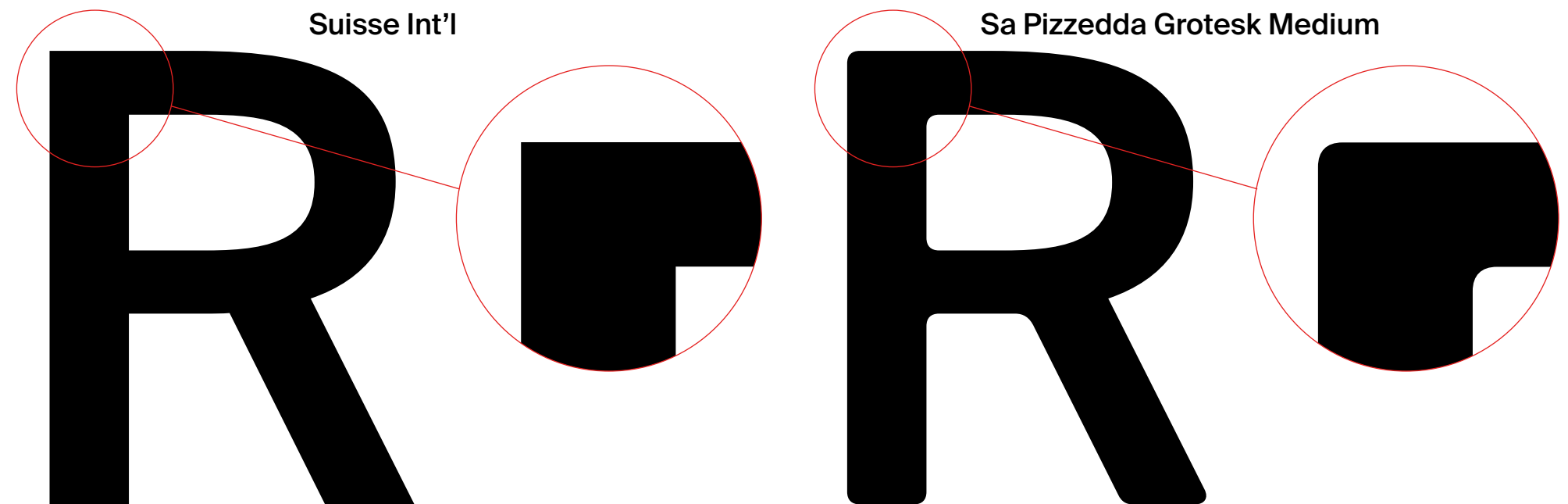
Typography

Order n° 107907

Sa Pizzedda Grotesk is a custom sans-serif typeface developed from Suisse Int'l. Its rounded corners reflect the duality of Sa Pizzedda's signature softness and crunchiness, giving the brand a smoother, more approachable voice.

Suisse Int'l

Foundry Swiss Typefaces
Designed by Ian Party
Released in 2013



Sa Pizzedda Grotesk Medium

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZzZzZz
1234567890

Color palette

Starting from Sa Pizzedda's original palette, the new identity adopts red as its single primary color combined with black and white.

Red captures both the essence of pizza and the passion rooted in the brand's Sardinian heritage, infusing the entire visual identity with an unforgettable, high-contrast personality across all media.

Red

HEX Code

#E52322

C 0%

M 95%

Y 90%

K 0%

R 229

G 35

B 34

Black

HEX Code

#000000

C 0%

M 0%

Y 0%

K 100%

R 0

G 0

B 0

White

HEX Code

#FFFFFF

C 0%

M 0%

Y 0%

K 0%

R 255

G 255

B 255

Logo design

Order n° 107907

The heart of the Sa Pizzedda identity is the double Z. Within the name, the two letters meet and merge into a single mark that becomes the brand's symbol.

Like the pizzedde themselves, the pairing recalls the fold – the gesture that closes each slice like a book, turning it into something you can eat anywhere.

Extended Logo

Sa Pizzedda

Compressed Logo / Social Icon



Sa Pizzedda



Logo system

White version



Black version



Wrong usages (Alteration / Different colors)





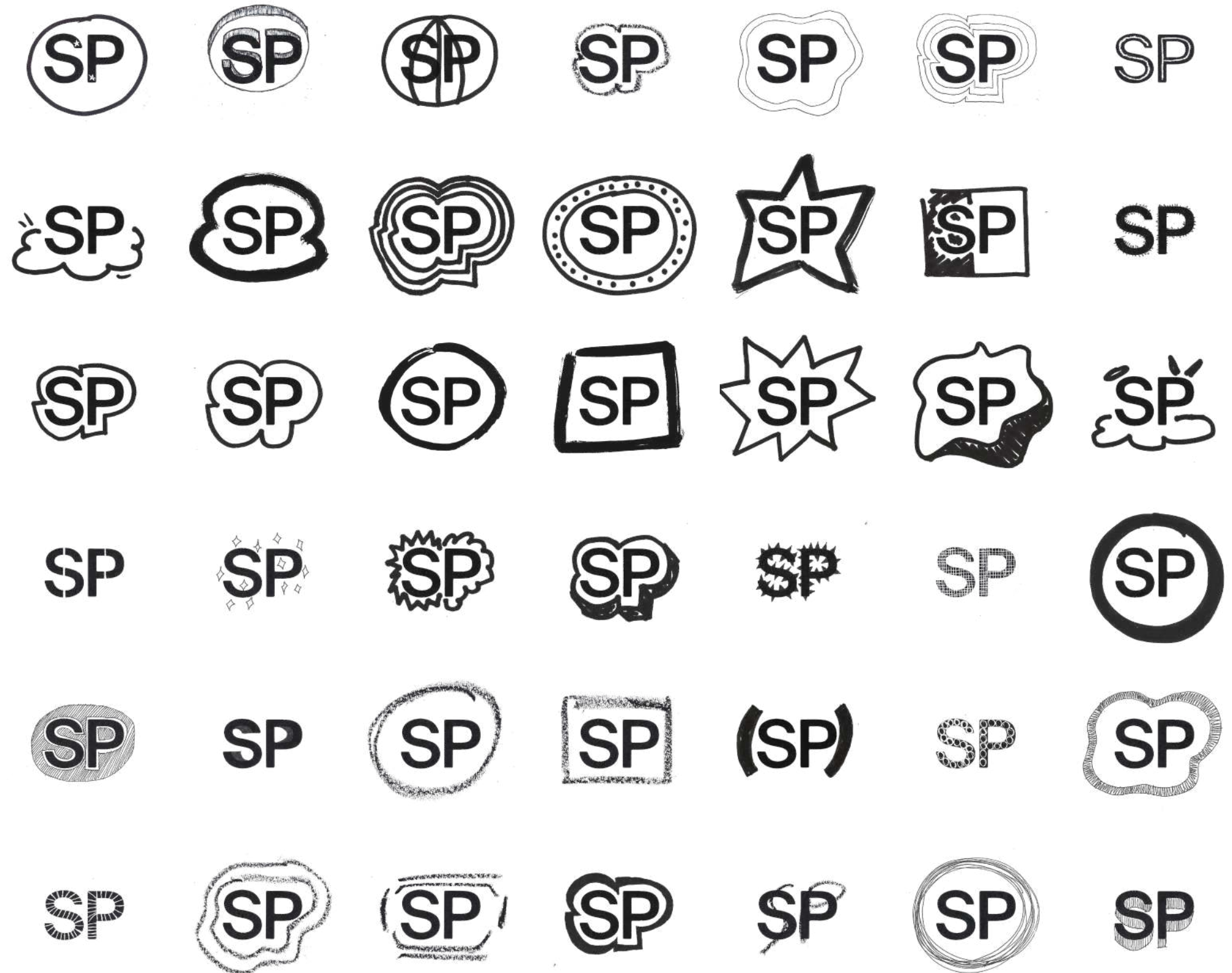
Croccantezza
Delicatezza
Pieghevolezza
Prelibatezza
Accuratezza
Freschezza

Logo system

Order n° 107907

Every pizzata is shaped by hand, and the brand follows the same rule. Both the SP monogram and the ZZ glyph are drawn with a handwritten stroke, carrying the human imperfection of artisanal work into the logo.

The ZZ of Sa Pizzata logotype and the circle of the SP monogram come in a set of hand-drawn alternates that switch from one application to the next, turning the logo into a signature. Each version has its own rhythm, bringing dynamism to the visual system. The result is an identity always recognisable and never identical.





OPEN

MONDAY-THUR
FRIDAY-SATURD
SUNDAY

022 35946315
@sa_pizzedda
www.sapizzedda.it

Sapizzedda

Sp

SOLARI

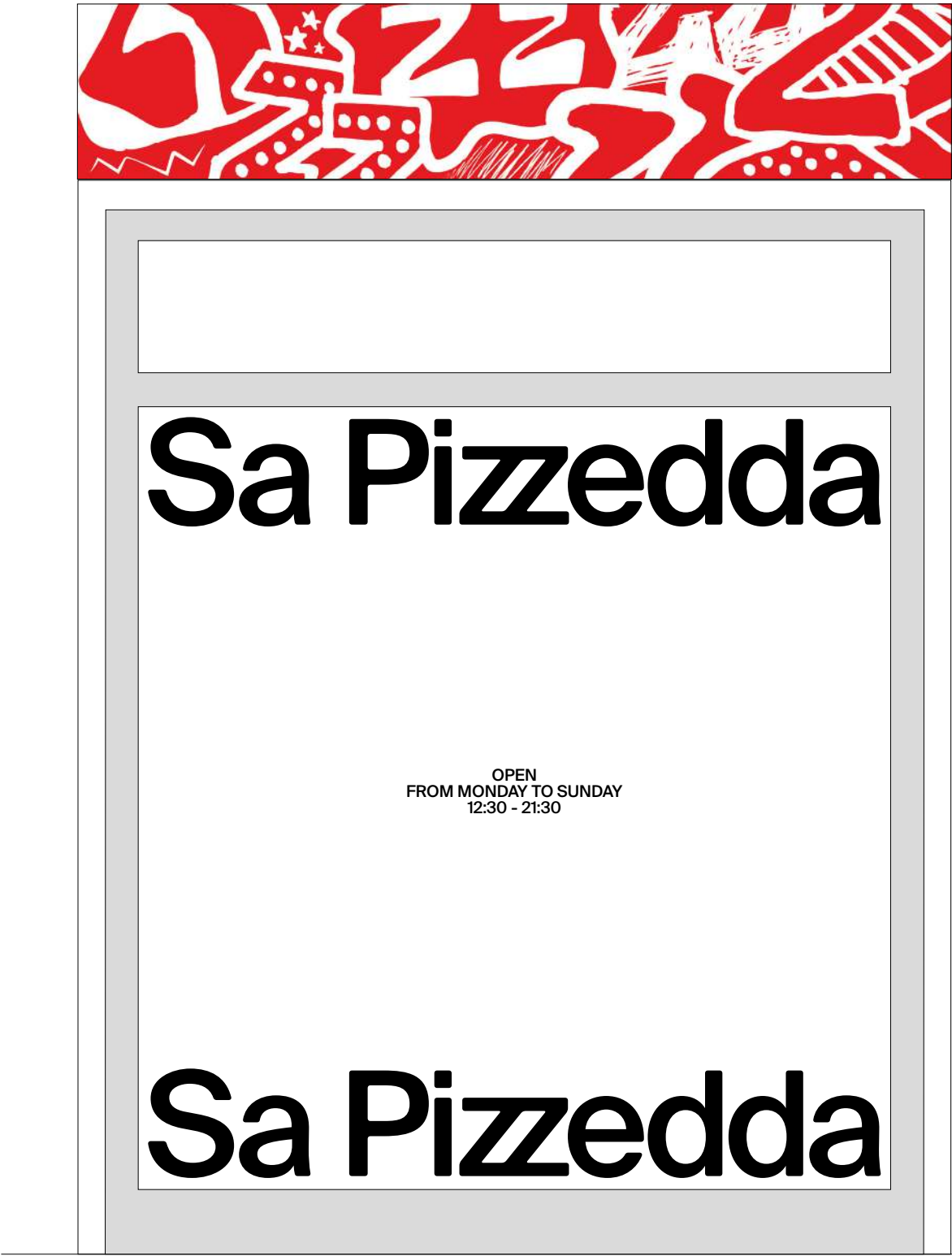
Pizza box and pack

Order n° 107907



Pizza restaurant sign

Order n° 107907



T-shirt and cap

Order n° 107907



Posters

Order n° 107907



Digital menu board



I nostri Menu

Su Spizzu

3 Pizzedde + Bibita
€ 11,50

Sbuddone

4 Pizzedde + Bibita
€ 14,50

La Teglia

12 Pizzedde a scelta
10% di sconto sul totale

Sa Pizzedda

Le classiche

Margherita	€ 3,00
Salsiccia, Pecorino, Mozzarella	€ 4,00
Tonno di Carloforte, Mozzarella	€ 4,00
La Rossa	€ 3,00

Le imperdibili

Cipolle caramellate, Zola	€ 3,50
Zucca, Funghi	€ 3,50
Ricotta di pecora, Spinaci	€ 4,00
Salsiccia, Patate, Mozzarella	€ 4,00

Dessert

Dolcetti sardi	€ 2,00
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Drinks

Le bibite

Acqua Naturale	€ 1,50
Acqua Frizzante	€ 1,50
Coca Cola	€ 2,50
Coca Cola Zero	€ 2,50
The al Limone	€ 2,50

Alla spina

Non Filtrata 0,40 cL	€ 4,50
Aperol Spritz	€ 5,00

Ichnusa in bottiglia

Non Filtrata	€ 3,50
Classica	€ 3,50

Sa Pizzedda Brand Identity

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Website

Order n° 107907



Take away

Order n° 107907



Sa Pizzedda

OPEN
MONDAY - SUNDAY
12:30 - 21:30



da Sa Pizzedda Sa Pizzedda Sa Pizzedda Sa Pizzedda Sa Pizzedda