

CODE: 112581

SA PIZZEDDA

croccantezza a sarda

Concept : Brand Story & Manifesto

Visual Fluidity & Organic Shapes

The new visual identity stems from **a deep connection with the product itself**. The organic and fluid shapes of the brand system mimic the authentic gesture of spreading tomato sauce over the dough, creating a soft, welcoming, and natural feel. This visual language extends seamlessly into the brand's custom patterns, where organic forms evoke melting mozzarella and fresh ingredients, **bridging the gap between raw craftsmanship and modern aesthetics**.



Tone of Voice & Brand Ecosystem



**Piega a metà
e goditi il
SUONO!**



**Sei
PEZZEDDA**



Logo: Extended Version





Logo: Compact Stacked





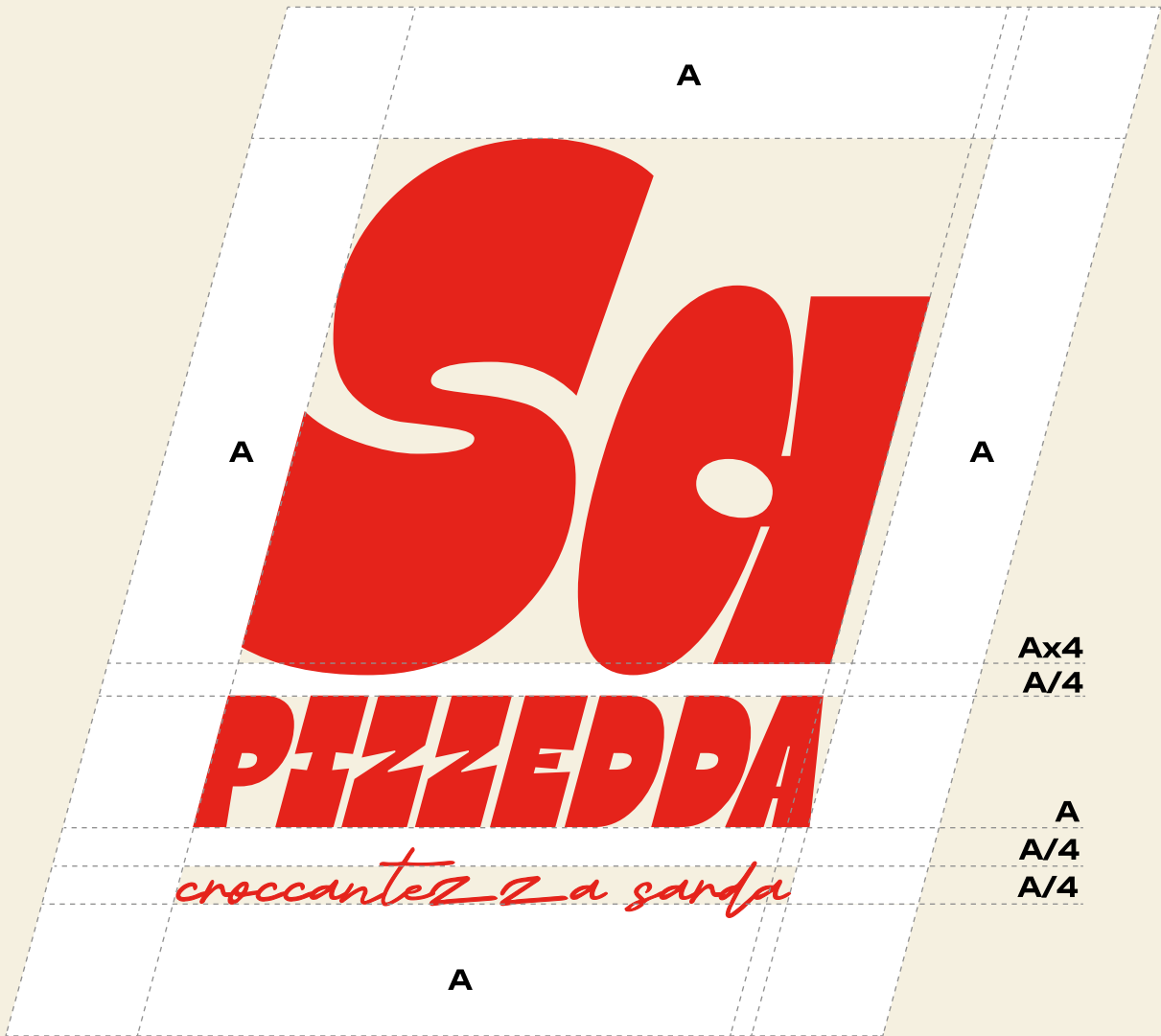
Logo Grid & Construction

Dynamism, Scalability & Versatility

Designed with a forward-leaning oblique structure, the logotype instantly communicates youthfulness, momentum, and urban energy. To ensure maximum functional adaptability across physical and digital touchpoints, the logo is crafted in two primary structural versions:

- **Extended Version:** Ideal for wide horizontal surfaces, storefront signage, and digital headers.
- **Compact Stacked Version:** Perfect for square or restricted spaces such as social media avatars, packaging labels, and favicon icons.

This dual -system approach guarantees flexibility, high reproducibility, and optimal legibility at any scale, while retaining absolute brand recognition.



Logo Typography

Strategic Typography & Vibrant Palette

To respect the brand's heritage while establishing a clear visual structure, we preserved the contrast between display and handwriting-style fonts. While the logotype features **Gulf Display Condensed Italic** alongside an expressive script for the payoff, the corporate identity adopts **Gulf Display Condensed (upright)** for primary headlines and **Cascadia Code Italic** for corporate, secondary accents, and technical notes. This subtle shift maintains brand continuity while generating a crisp, functional, and highly distinctive hierarchy across all communications.



Primary Logotype

Gulf Display - Condensed Italic

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 u v w x y z

0 1 2 3 4 5 6 7 8 9

<https://www.myfonts.com/collections/gulfs-display-font-studio-sun/>



Payoff Font

The Signature Regular

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 u v w x y z

0 1 2 3 4 5 6 7 8 9

<https://www.dafont.com/the-signature.font>

Brand identity &
Corporate Typography

Aa

Aa

Primary font

Gulf Display - Condensed

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 u v w x y z

0 1 2 3 4 5 6 7 8 9

<https://www.myfonts.com/collections/gulfs-display-font-studio-sun/>

Secondary font

Cascadia Code SemiBold Italic

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 u v w x y z

0 1 2 3 4 5 6 7 8 9

<https://fonts.google.com/specimen/Cascadia+Code/license>

Color Palette

Grounded in traditional pizza cues—Cream (dough), Bright Red (tomato), and Deep Red—the color palette has been refined with heightened contrast. The refreshed bright red serves as a high-energy focal point, giving the identity an impactful, modern, and appetite-stimulating presence.

Tomato Red

HEX: #e5231b
RGB: 229/35/27
CMYK: 0/95/95/0

Dough Cream

HEX: #f5f0e0
RGB: 245/240/224
CMYK: 5/5/15/0

Deep Tomato

HEX: #ad1917
RGB: 175/25/23
CMYK: 20/100/100/15

Packaging System



Menu & Instore Communication



Spatial & Outdoor Communication



Spatial & Outdoor Communication

A Bold, Contemporary & Engaging Persona

The visual system directly reflects Sa Pizzedda's attitude: an unfiltered, energetic, and urban tone of voice tailored for a young, digital-native audience.

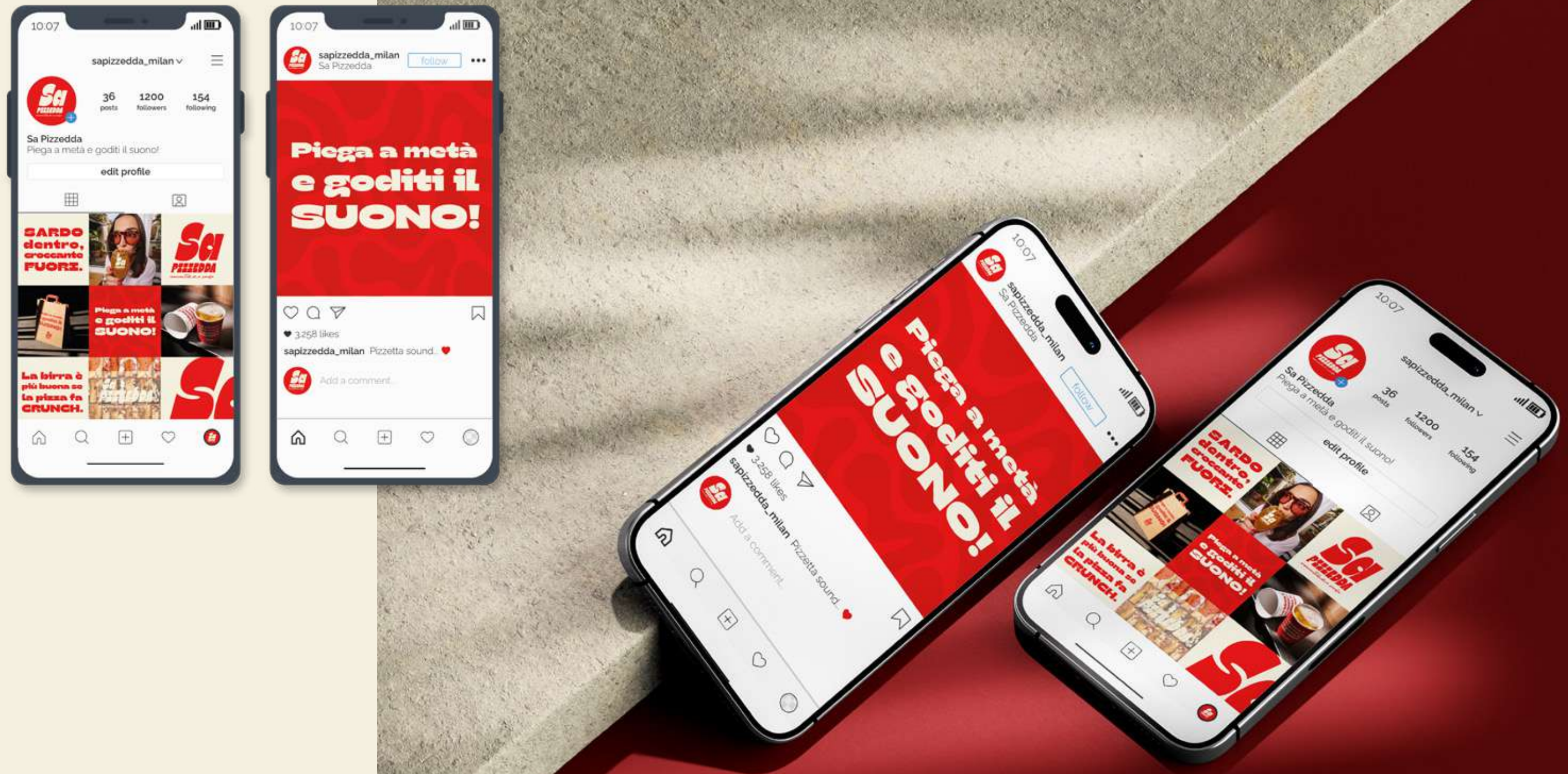
- **Sharp & Direct:** Unfiltered, witty, and straightforward messaging.
- **Bold & Confident:** Visual elements that stand out effortlessly in crowded urban spaces.
- **Playful & Contemporary:** Lighthearted and aligned with modern street culture.
- **Tasty & Sensorial:** Evocative visuals that trigger appetite and curiosity. From packaging to social media and outdoor touchpoints, the entire ecosystem balances Sardinian roots with Milanese urban culture.



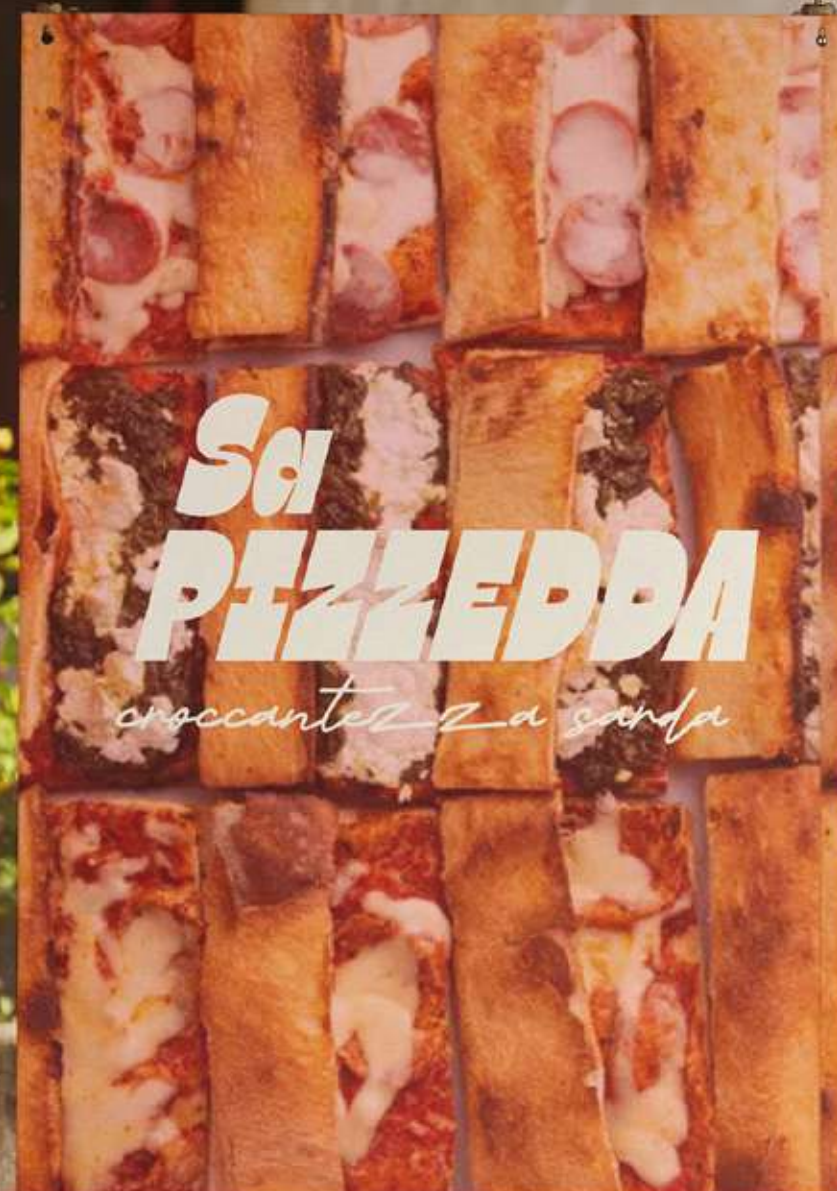
Merchandising & Streetwear



Social Media Strategy & Adv



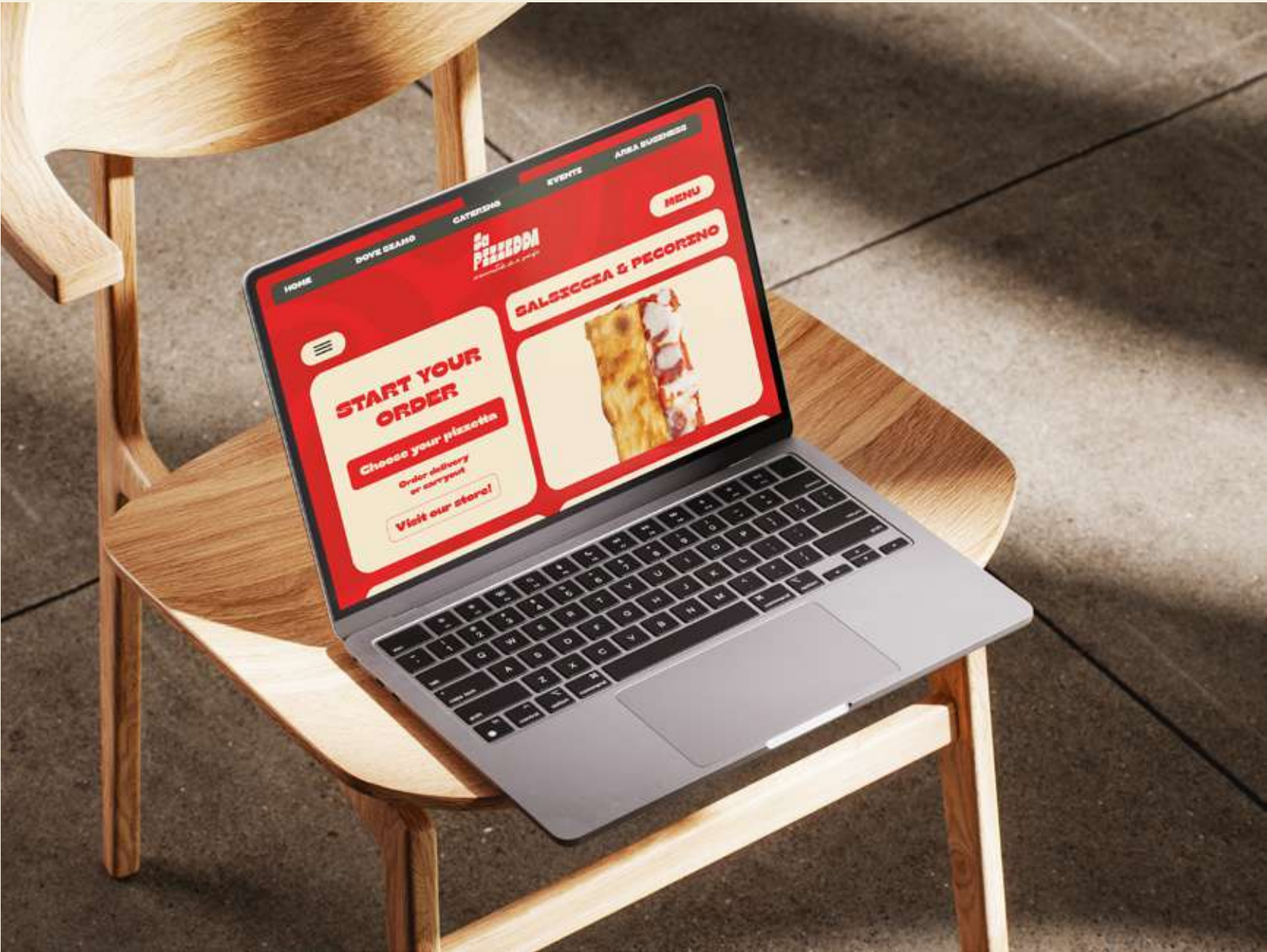
Social Media Strategy & Adv



SARDO
dentro,
croccante
FUORI.



Digital Ecosystem: Web & App UI



**Sei
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croccantezza sarda