



SARDINIA, WITHOUT THE CLICHÉS

CODE 107890

A contemporary identity built from Sardinian culture, not stereotypes.

The project starts from what already worked.

SA PIZZEDDA had the right colours, attitude and cultural references; the rebrand simply gives them a stronger, more coherent and recognisable form.

SA PIZZEDDA reinterprets Sardinian identity through a bold, urban and contemporary visual language.

Instead of relying on traditional clichés, the project draws from the island's modern artistic culture, materiality and sense of community.

Nivola inspires the human, social and Mediterranean dimension of the brand. Sciola inspires rhythm, cuts, repetition and texture.

Together, they become the foundation for a visual identity that feels local without being folkloric.



NIVOLA

Human figures
Community
Mediterranean modernity



SCIOLA

Rhythm
Cuts
Texture



Nivola teaches us how to represent people. Sciola teaches us how to build the visual language.

NOT A NEW SYMBOL. A NEW ROLE.

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The existing mask was reworked through hand sketching, simplification and geometric reduction, until it became a more expressive and flexible brand character. The new symbol preserves the original cultural reference while reducing the form to a clearer, more iconic and scalable silhouette.



| OLD MARK



| FINAL MARK

LETTERING EVOLUTION

CODE 107890

A bold identity built to be instantly recognisable across every touchpoint

The project starts from the existing wordmark, preserving its bold and direct attitude while refining its structure, rhythm and personality. Through hand sketching and geometric simplification, the lettering evolves into a more compact, distinctive and flexible visual signature.



| CURRENT LOGO

| NEW LOGO

LOGO SYSTEM

One identity, multiple configurations.

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The identity is designed to adapt across different formats without losing recognition.

The wordmark, mask and descriptor can be combined in different configurations depending on space, scale and application.



FROM SYMBOL TO CHARACTER

CODE 107890

A Sardinian icon reinterpreted as an active voice of the brand.

Starting from the visual language of the mask, the Mamuthone evolves into a complete character designed to live across the identity. Traditional elements such as the mask, cowbells and distinctive silhouette are reinterpreted through the same bold, geometric language of SA PIZZEDDA, avoiding a folkloric representation.



| FIRST SKETCHES



| EARLY INTERACTION STUDY



| FINAL CHARACTER

The character was conceived from the beginning as an active element, able to interact with typography and branded messages.

LOGO USAGE

Consistent recognition across contrasting backgrounds.

The identity maintains its character across contrasting colour applications.
The primary combinations preserve contrast, legibility and consistency across every touchpoint.



| NEGATIVE VERSION — CREAM ON RED

CODE 107890



| PRIMARY VERSION — RED ON CREAM

SCALABILITY & CLEAR SPACE

CODE 107890

Designed to remain clear, balanced and recognisable at every size.

The logo system is designed to preserve legibility and visual impact across different scales.
A defined clear space protects the identity from surrounding elements, while simplified configurations ensure recognition in smaller applications.

CLEAR SPACE

A minimum clear space ensures maximum visibility and impact.



The protection area is defined by module X, based on the height of the “SA” element. No graphic elements, text or images should enter this area.

MODULE REFERENCE

Module X corresponds to the height of the “SA” element.



SCALABILITY

The identity adapts progressively as the available space is reduced.



FULL LOGO
Recommended for large-format applications.

L = 100 mm



FULL LOGO
For medium-scale applications.

L = 70 mm



MINIMUM FULL LOGO
For common print and digital uses. Minimum recommended size with descriptor.

L = 50 mm



SIMPLIFIED LOGO
Below 50 mm, remove the descriptor to preserve legibility.

L = 35 mm



SYMBOL ONLY
For very small applications, use the mask independently.

L = 15 mm

TYPOGRAPHY

A bold voice, supported by a clean geometric system.

SA PIZZEDDA combines a proprietary custom wordmark with Kanit for bold display typography and Jost for functional communication. The system balances character, impact and clarity across physical and digital touchpoints.

KANIT

Aa

kanit ExtraBold
Abcdefghijklmnop
qrstuvwxyzàìùè
! ? & % \$ € @

Kanit Black
Abcdefghijklmnop
qrstuvwxyzàìùè
! ? & % \$ € @

Kanit is used as the primary display typeface across headlines, campaigns and key graphic compositions. Its bold, compact forms reinforce the visual impact of the identity, from large typographic statements to digital hero sections and branded graphics. It also becomes part of the graphic language itself, interacting with the Mamuthone character and supporting high-impact messages such as CROCCANTEZZA SARDA across campaign and digital applications.

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Jost
Aa

Jost Regular
Abcdefghijklmnop
qrstuvwxyzàìùè
! ? & % \$ € @

Jost Medium
Abcdefghijklmnop
qrstuvwxyzàìùè
! ? & % \$ € @

Jost SemiBold
Abcdefghijklmnop
qrstuvwxyzàìùè
! ? & % \$ € @

Jost is used as the supporting typeface for body copy, descriptions, navigation, captions and functional information. Its clean geometric structure provides clarity and consistency, balancing the stronger personality of the display typography.

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The SA PIZZEDDA wordmark is a custom lettering developed specifically for the brand. Its bold proportions, distinctive letterforms and compact construction give the identity a unique and recognisable voice.



Designed as a proprietary brand asset, it works independently from the supporting typefaces and remains the most distinctive typographic element of the identity

Custom lettering — Proprietary brand asset

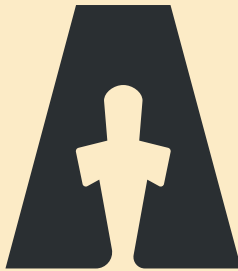
LETTERING DETAILS

The SA PIZZEDDA wordmark is built through a custom lettering system in which every cut, proportion and connection contributes to the brand's identity.



RECURRING DIAGONAL CUTS

The recurring diagonal cuts are inspired by the crispness of the pizza, turning croccantezza into a distinctive graphic gesture.



THE “A” AS A SYMBOL

The “A” incorporates a subtle reference to the Sardinian Mother Goddess, embedding a cultural symbol directly into the custom lettering.

COLOR PALETTE

CODE 107890

Existing colours, redefined through a stronger and more consistent system.

The original colour palette already had a strong personality and naturally matched the character of SA PIZZEDDA. Rather than replacing it, the rebrand preserves its core colours and gives them a more coherent, contemporary and recognisable role across the identity.

SA PIZZEDDA RED



RGB 226 · 31 · 48
HEX #E21F30

CMYK 2 · 96 · 80 · 0



DOUGH CREAM



RGB 254 · 238 · 205
HEX #FEEECD

CMYK 1 · 7 · 24 · 0



CRUST CHARCOAL



RGB 53 · 53 · 53
HEX #353535

CMYK 69 · 59 · 56 · 65



PACKAGING SYSTEM

CODE 107890

Core applications across takeaway and branded touchpoints.

The identity extends naturally into the packaging system, turning every takeaway element into a recognisable brand touchpoint. Bold colour, oversized graphics and playful copy bring SA PIZZEDDA's personality directly into the customer experience.



BRAND IN SPACE

CODE 107890

From the street to the table, the identity becomes part of the physical experience.

The identity extends into the physical environment through signage, colour and branded details, turning the restaurant into a place that feels unmistakably SA PIZZEDDA from the street to the table.



BRANDED WEAR

The identity becomes wearable.

CODE 107890

The identity becomes wearable through bold graphics, recognisable symbols and flexible applications across garments and accessories.



TONE OF VOICE

Bold, playful and unmistakably SA PIZZEDDA.

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The brand speaks with the same energy as its visual identity: direct, playful and spontaneous. Short messages, food references and unexpected cultural twists turn everyday communication into part of the SA PIZZEDDA experience.

BOLD!

Direct messages with a strong attitude.

PLAYFUL!

Humour, wordplay and unexpected references.

SPONTANEOUS!

Human, informal and never corporate.



"This Zola plays up front" — a wordplay between gorgonzola and Gianfranco Zola, the Sardinian footballer and former Cagliari player.



"Zola, but without the football boots" — continuing the wordplay between gorgonzola and Sardinian football icon Gianfranco Zola.



A playful reference to a famous rock band, where "CROC" echoes "ROCK" while recalling the product's signature crunch.

COMMUNITY CAMPAIGN

CODE 107890

An example of a social carousel built to connect SA PIZZEDDA with specific communities and cultural references.

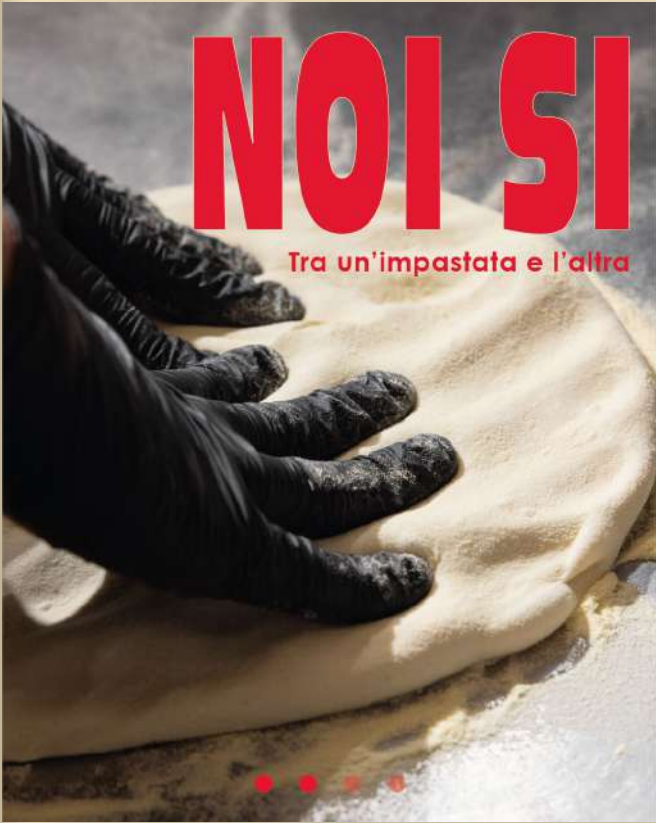
This campaign explores how SA PIZZEDDA's tone of voice can adapt to different cultural contexts. Using a gaming reference as a starting point, the content creates a playful connection with the audience while remaining consistent with the brand's visual and verbal identity.

| EXAMPLE INSTAGRAM CAROUSEL



01 - Have you ever praised the sun, B...?

02 - RESPONSE



02 - We have. Between one batch of dough and the next.

03 - ENGAGEMENT



03 - Gaming night? You bring your pad. We'll take care of the rest.

04 - CALL TO ACTION



04 - Order. Log in. Eat. Praise the sun again.

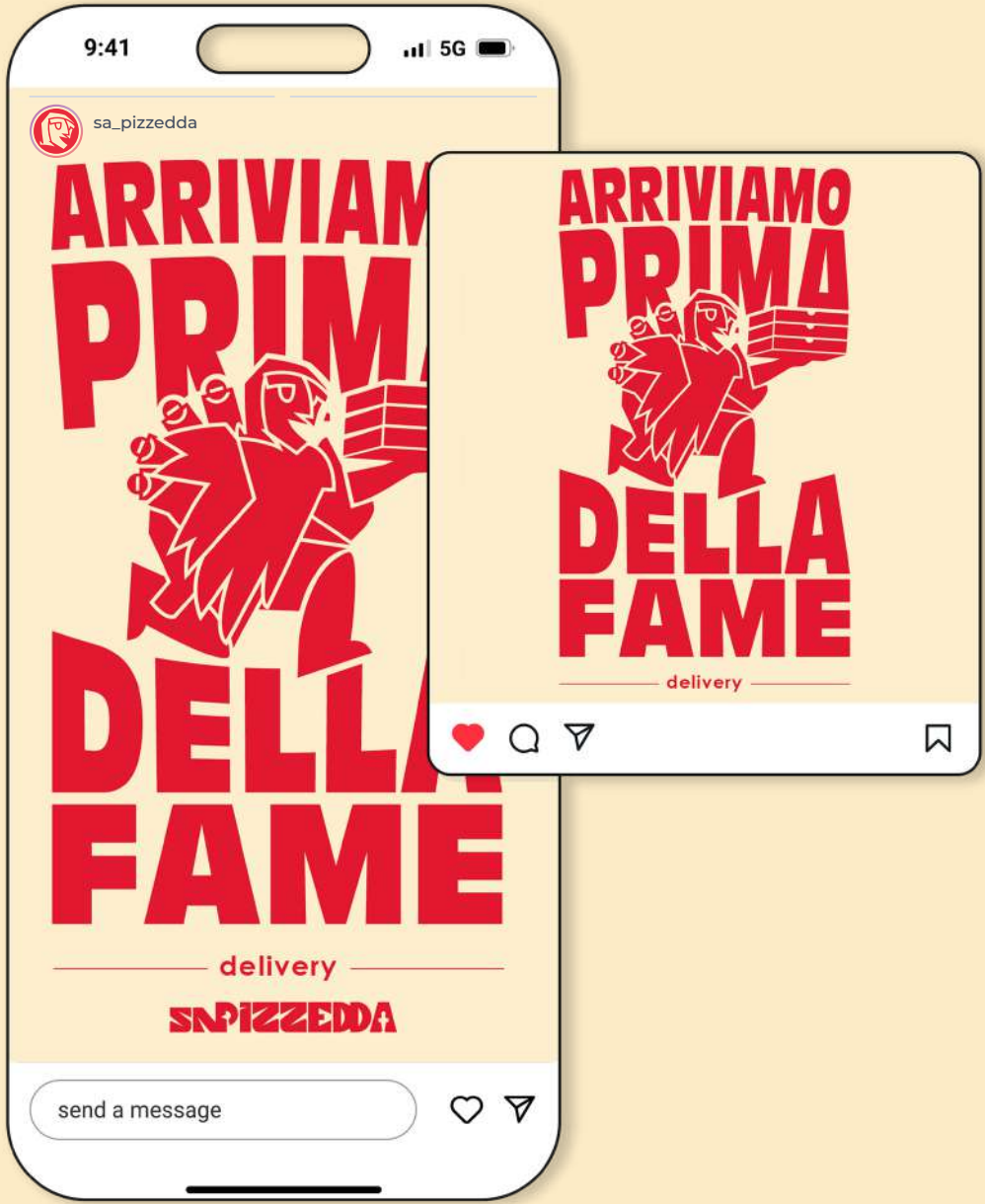
A flexible social format that allows the brand to react to different interests, moments and communities without losing its identity.

DELIVERY CAMPAIGN

CODE 107890

The brand arrives before the hunger does.

SA PIZZEDDA's identity extends naturally into delivery, turning movement into visibility. The bold red system, oversized graphics and the Mamuthone character make every ride a moving brand touchpoint.



A campaign system designed to remain recognisable across delivery equipment and social communication.

EVENT FOOD TRUCK

CODE 107890

A mobile brand experience designed for events, festivals and temporary activations.

The Piaggio food truck takes SA PIZZEDDA beyond the restaurant, bringing its personality to events, festivals and the streets. Bold graphics and the Mamuthone turn the vehicle into something instantly recognisable, and hard to miss.



DIGITAL EXPERIENCE

CODE 107890

The identity translates into a bold, clear and intuitive digital experience.

The digital experience carries SA PIZZEDDA's visual language into an accessible and immediate interface. Bold typography, strong colour contrast and simple navigation keep the brand recognisable while making menu, delivery and location information easy to access.



| APP ICON - FUTURE APPLICATION



Derived from the Mamuthone symbol, the icon preserves recognition even at small digital scales.

THANK YOU FOR WATCHING.



ENJOY YOUR PIZZEDDA.