



Registration code: 108038



NEW

BRAND IDENTITY

**SA
PIZZEDDA**

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DESIGN DIRECTION

From Sardinia to the city

Sa Pizzedda brings a quintessentially Sardinian product into a young, urban, and ever-evolving culinary culture.

The new identity builds upon the brand's existing recognizability, refining its visual language rather than completely replacing it.

The current logo, color palette, and tagline serve as the foundation for a broader, more distinctive identity system.

The goal is not merely to redesign a logo, but to build a **brand ecosystem**—a flexible combination of typography, colors, symbols, patterns, illustrations, and graphic elements designed to work together across every touchpoint.

At the heart of the identity lie three defining characteristics of Sa Pizzedda: **Crunchiness, Iconic shape and Tastiness**

A visual language that stays true to its Sardinian roots while speaking the language of contemporary urban life.



PICTOGRAM

An iconic symbol for an iconic product

The pictogram serves as the visual signature of Sa Pizzedda: a compact, recognizable mark capable of conveying the essence of the product even without the wordmark.

Its design stems from the combination of three fundamental elements:

P – Pizzedda

The initial letter of the name forms the structural backbone of the symbol.

The Iconic Format of Pizzedda

The shape echoes the iconic half-folded format—resembling a small book—that makes Sa Pizzedda instantly recognizable.

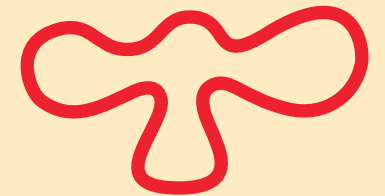
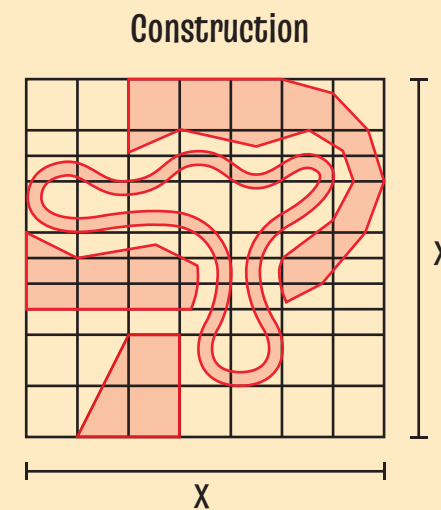
Crunchiness + Flavor

Angular shapes evoke the crunchiness of the dough, while soft lines suggest the delicious quality and flavor of Sa Pizzedda's toppings.

The result is a symbol that is not merely a monogram or pictogram, but a visual synthesis of the product itself.



Crunchiness



Tastiness



The P

Initial letter of Pizzedda



The fold

Iconic format of Pizzedda



Sa Pizzedda | Milano

75
post

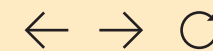
18,4 mila
follower

559
seguiti

In addition to being the distinctive symbol of the identity, the pictogram is highly useful in cases where the logo must be reproduced at very small sizes.



Sa Pizzedda



sapizzedda.it



LOGOTYPE

Evolution > Revolution

Sa Pizzedda's existing logo—recently refreshed—possesses a recognizable, contemporary personality.

For this reason, the new identity chooses to evolve the logo rather than start from scratch.

The primary adjustment concerns the relationship between "SA" and "PIZZEDDA." By integrating "SA" into the visual structure of "PIZZEDDA," the name becomes a single, **more compact, balanced, and recognizable unit.**

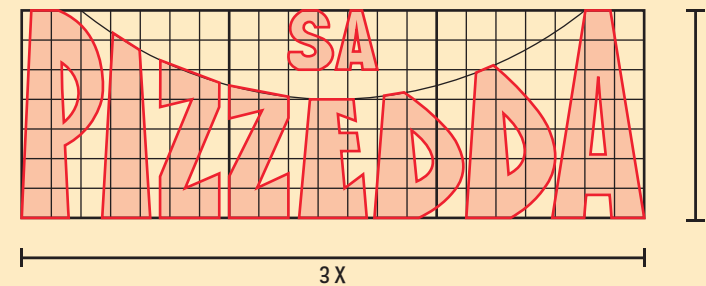
The upper sections of the letters have been redefined to accommodate "SA," while the "Z"s and the "E" have been redesigned with more slanted, angular strokes. This seemingly minimal change introduces a **more dynamic rhythm** and graphically translates one of Pizzedda's defining characteristics: its **crunchiness**.

The result retains the familiarity of the existing brand while imbuing it with greater strength, dynamism, and versatility.

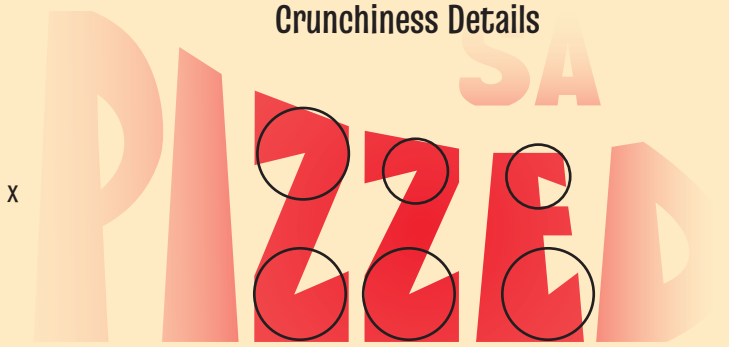
Logo versions in use



Construction



Crunchiness Details



PICTOGRAM & LOGOTYPE

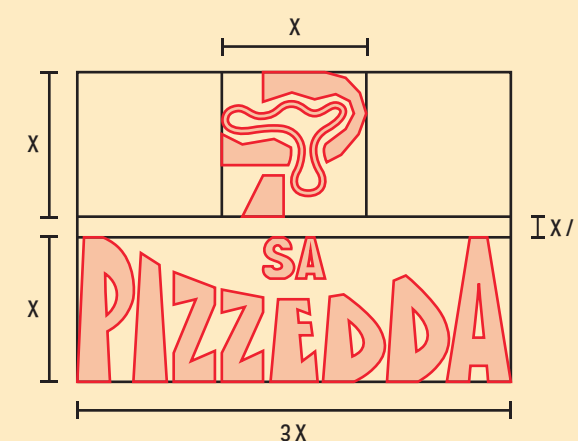
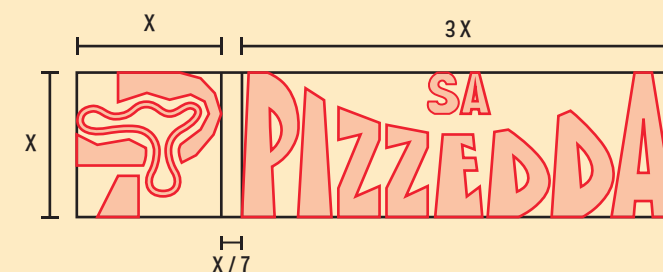
Two elements, a single identity

The pictogram and logotype are designed to function both individually and as a unified visual signature, while maintaining specific spacing and proportions between the two elements.

The system includes both horizontal and vertical configurations, adaptable to various formats and applications.



Proportions



PAYOFF

A brand that knows how to define itself

The new identity retains “**Croccantezza Sarda**” (Sardinian Crunchiness) as the brand’s verbal signature.

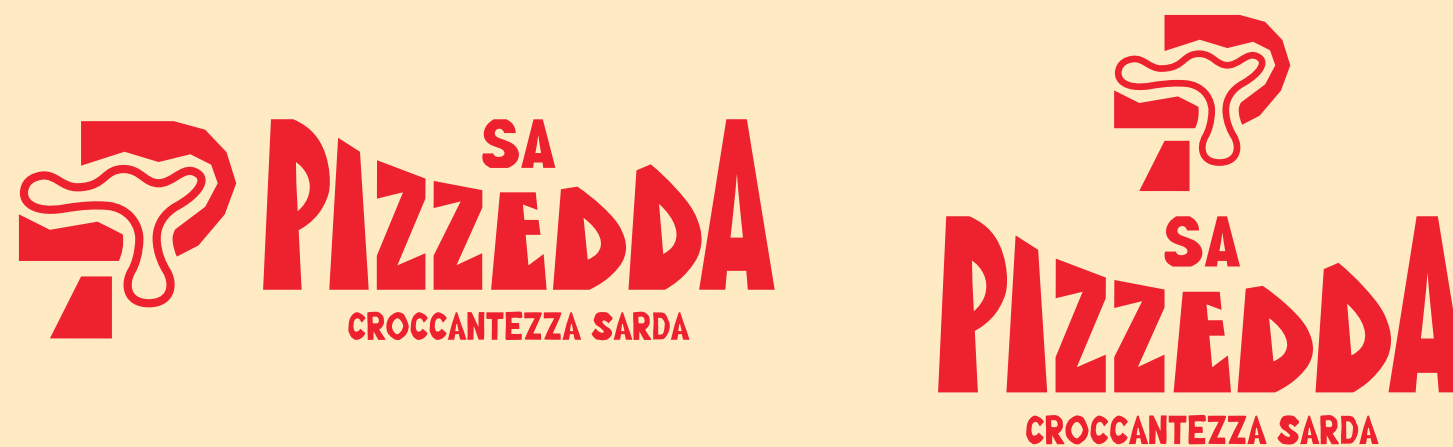
It is a simple, direct statement that conveys what makes Sa Pizzedda unique.

The tagline can appear beneath the wordmark or alongside the full brand mark, creating new layouts without compromising clarity or recognizability.

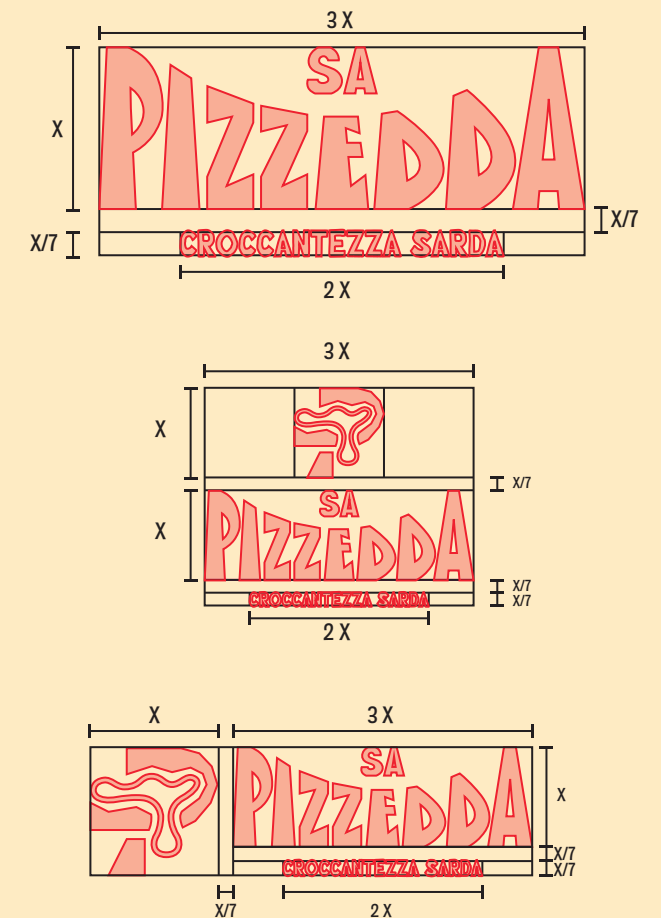
The message simultaneously reinforces the product’s two most distinctive characteristics: **its crunchiness and its Sardinian origin.**

SA PIZZEDDA

CROCCANTEZZA SARDA



Proportions



SA
PIZZEDDA
CROCCANTEZZA SARDA

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CROCCANTEZZA SARDA

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CROCCANTEZZA SARDA

TYPOGRAPHY

**Two typefaces.
A single voice.**

Typography becomes a further expression of Sa Pizzedda's personality: spontaneous, playful, contemporary, and crunchy...

OPSILON

Opsilon is a bold, all-caps typeface featuring a robust, irregular sans-serif style. Its rustic, uneven forms visually evoke the crispness of the *Pizzedda*, making Opsilon particularly well-suited for taglines, key messages, and typographic accents.

Type Designer: **GGBotNet**

Licensed under the **SIL Open Font License (OFL)**
Free use, including commercial use, for print, web and applications

Truculenta

Truculenta represents the brand's everyday voice.

Its dynamic, friendly, and expressive forms ensure a strong typographic presence while maintaining versatility and readability.

Used in SemiBold and Black weights, it conveys playfulness, dynamism, and informality.

Type Designer: **Omnibus-Type**

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**OPSILON
REGULAR**

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789 !?.,

**OPSILON
ITALIC**

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789 !?.,

**SARDA
CROCCANTE
E PIEGATA A METÀ**

Premiata miglior pizza al taglio di Milano
Joe Bastianich, Foodish

**Truculenta
SemiBold**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?.,

**Truculenta
Black**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?.,

COLORS

Appetizing, energy and recognizability

Sa Pizzedda’s existing color palette is also retained as an element of continuity and brand recognition.

Beige and red lend the identity an appetizing, vibrant, energetic, and contemporary feel, while black and white are used sparingly as accent colors.



Beige
Warmth
Familiarity
Balance

C0 M7 Y26 K0
R255 G237 B201
#ffedc9



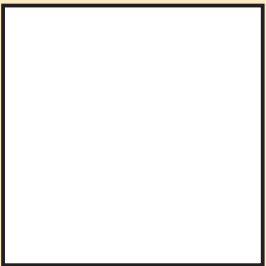
Black
Support
Color

C0 M0 Y0 K100
R29 G29 B27
#1d1d1b



Red
Energy
Appetite
Audacity

C0 M98 Y89 K0
R227 G23 B34
#e31722



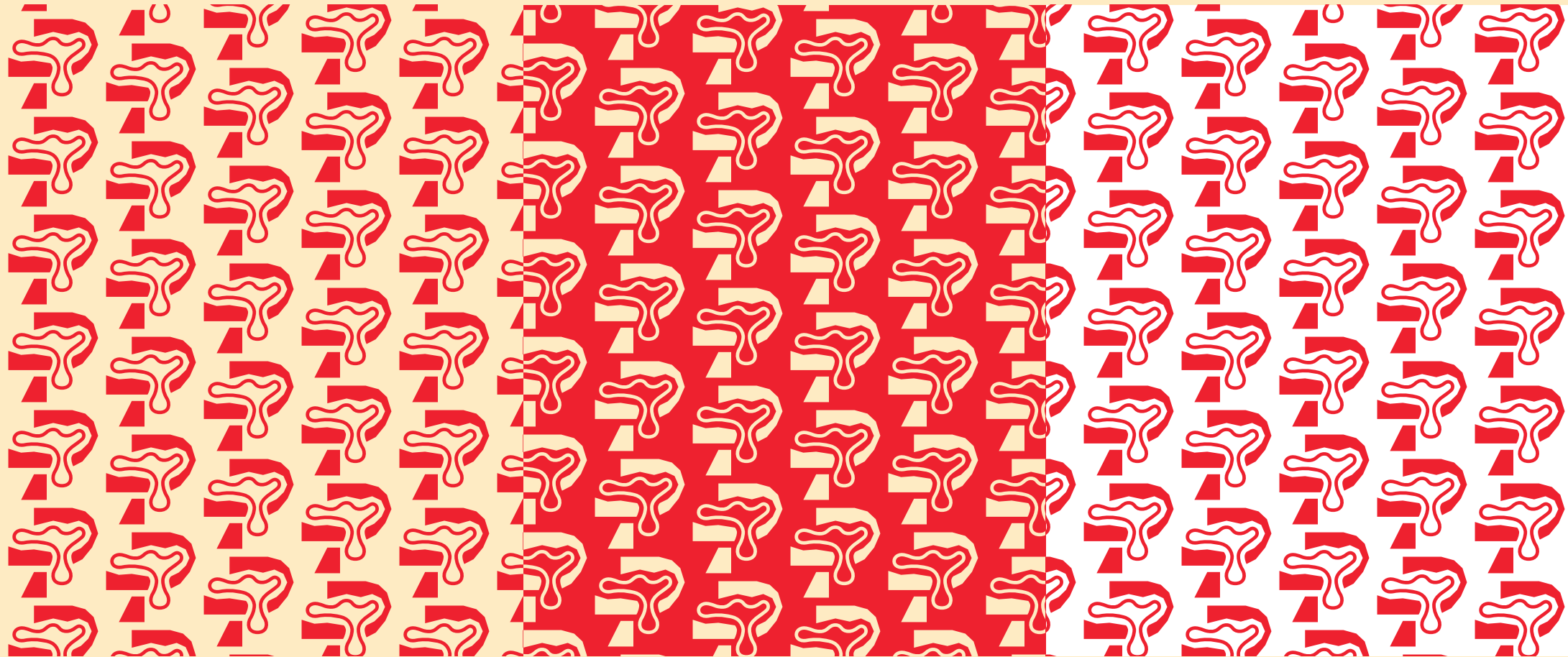
White
Support
Color

C0 M0 Y0 K0
R255 G255 B255
#ffffff

PATTERN

The Sa Pizzedda Pattern

The new pictogram, repeated in a staggered, close-knit arrangement, creates a distinctive pattern capable of extending its presence and recognizability; it is designed for packaging, takeaway materials, physical spaces, and digital content.



ILLUSTRATIONS

People of Sa Pizzedda

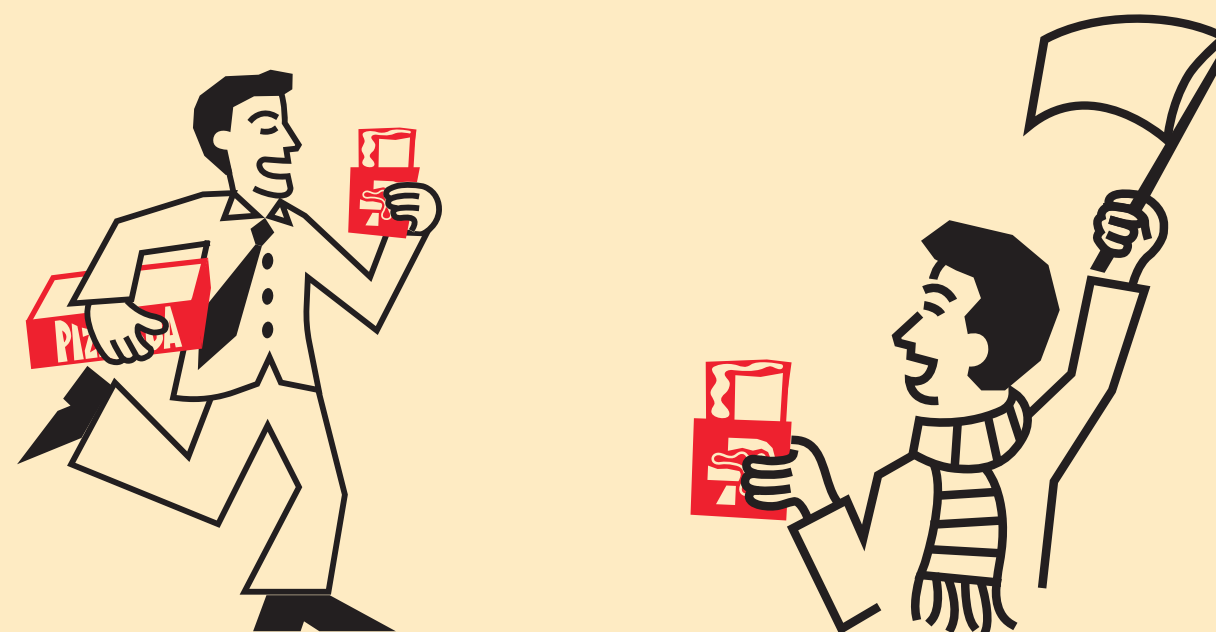
Illustrations play a starring role in the visual ecosystem of Sa Pizzedda's new identity.

They bring Sa Pizzedda's personality into the everyday situations of urban life.

A simple, playful, and minimalist visual language portrays the *pizzedda* not merely as a quick meal, but as part of the city's rhythm and social fabric.

From lunch breaks to drinks with friends, and from spontaneous encounters to events, the illustrations capture the moments when the brand naturally becomes part of people's lives.

The style blends simplicity, wit, and movement, adding a human touch to the identity while maintaining consistency with the overall visual system.



VISUAL ELEMENTS

Crunchiness and Tastyiness

Sa Pizzedda's visual language is built not just around the logo, but through a system of graphic elements capable of transforming the product experience into a recognizable visual code.

Crunchy Frames

Irregular, angular frames inspired by the texture of the *Pizzedda*.

They are designed to highlight words, ingredients, offers, and key messages across packaging, campaigns, and digital communications.

They make the information... Crunchy.

Tasty Lines

Soft, fluid lines derived from the inner curves of the pictogram.

Used as decorative accents, they introduce movement and evoke the richest, softest, and most appetizing aspects of the product.

They make the identity... Tasty.

CROCCANTEZZA

**LA
MARGHERITA**

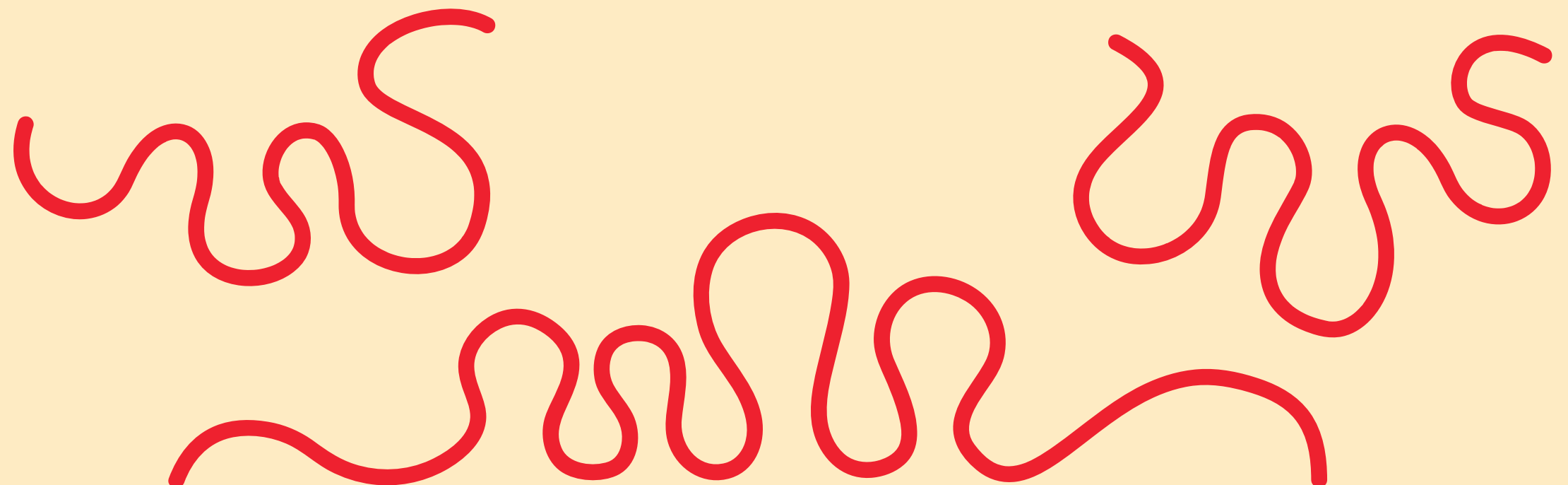
**SALSICCIA
E PATATE**

**RICOTTA
E NDUJA**

LE CLASSICHE

LE IMPERDIBILI

LE NOVITÀ

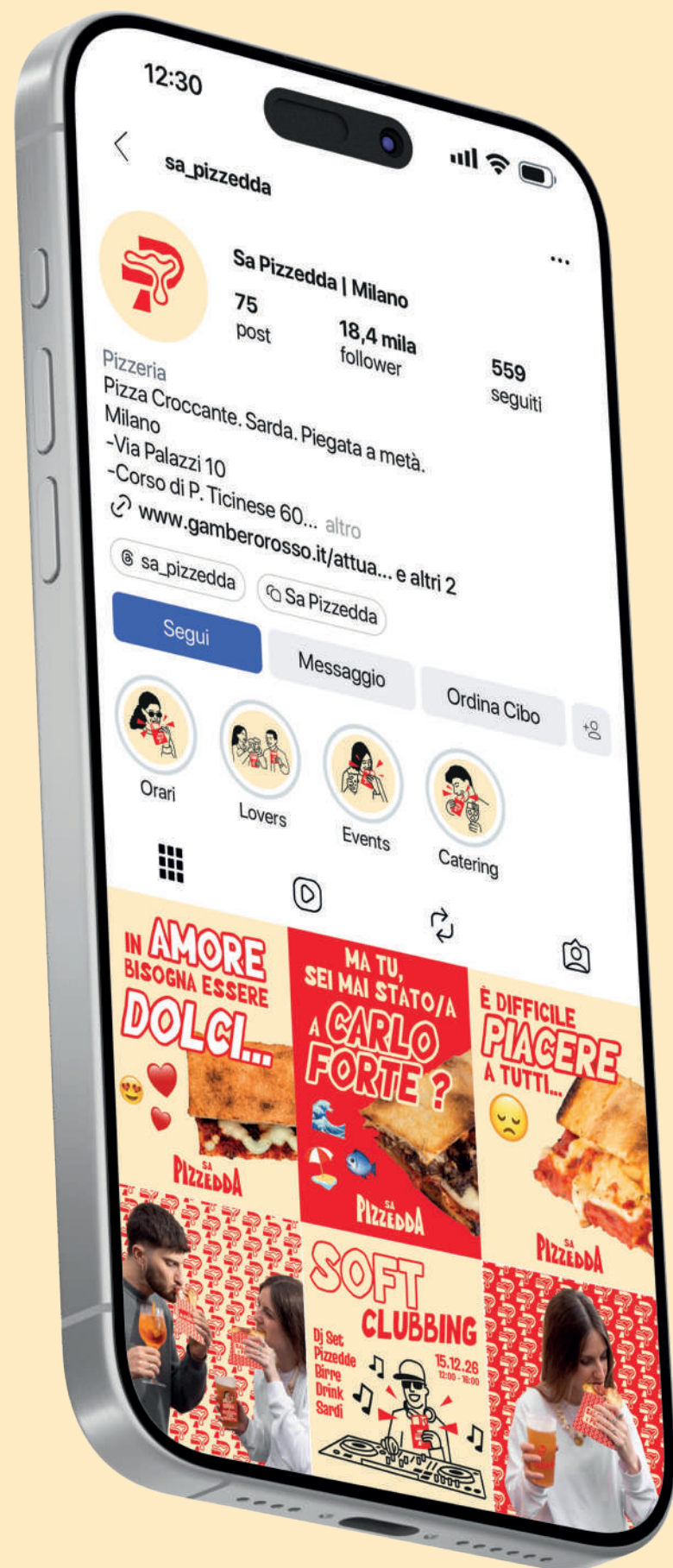














BIRRA & PIZZEDDA COMBO PERFETTA



**MOOOOOOOOOLTA
FRETTA?
FATTI UNA
PIZZEDDA!**

Grazie suo iconico formatopiegato "a libro"
puoi mangiarla anche **CORRENDOOOOOO!!!**

(ma se ti fermi un attimo e te la gusti con calma forse è meglio...)

ORDINA SU SaPizz App Glovo

MILANO Via Palazzi, 10 C.so di P. Ticinese, 60 Via Lanino



**SA
PIZZEDDA**

CROCCANTEZZA SARDA



SAPIZZEDDA.IT

**SA
PIZZEDDA**

**SOFT
CLUBBING**

Dj Set
Pizzedde
Birre
Drink
Sardi

DJ
Promo L'Inverso
Pablo Rubins

15.12.26
12:00 - 18:00

Porta Venezia
Via Lazzaro Palazzi, 10







THANKS
FOR WATCHING