

New Brand Identity

Sa Pizzedda

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Moodboard & Concept

FOLK
URBAN
LOUD

The inspiration begins with the **vocality of Sardinia**, drawn from the ancestral harmonies of *Canto a Tenore* and typical Sardinian expressions and exclamations, reflecting the island's distinctive character and heritage.

This cultural dimension meets the **social ritual of sharing pizza**: an informal moment of togetherness, celebration and taste.

The concept takes shape through a **young, urban and dynamic visual language**, bold and impactful, translating tradition into a fresh, contemporary attitude.

Sardinian voices.
Shared rituals.
Urban attitude.



Logo Design

The identity translates the vocal, **social and vibrant character of Sardinia into a distinctive typographic language**. The expressiveness of sounds, voices and shared moments becomes a visual attitude, shaping a lettering that feels spontaneous, contemporary and full of character.

A subtle **forward slant** creates **rhythm** and a sense of **energy** and momentum, while the slightly **rotated letterforms and shifting weights** break the regularity of the composition. Together, these elements give the lettering its bold, dynamic and vibrant presence, balancing visual impact with a playful, energetic attitude.

SA PIZZEDA

Rhythm

SA PIZZEDA

Energy

SA PIZZEDA

The “A”

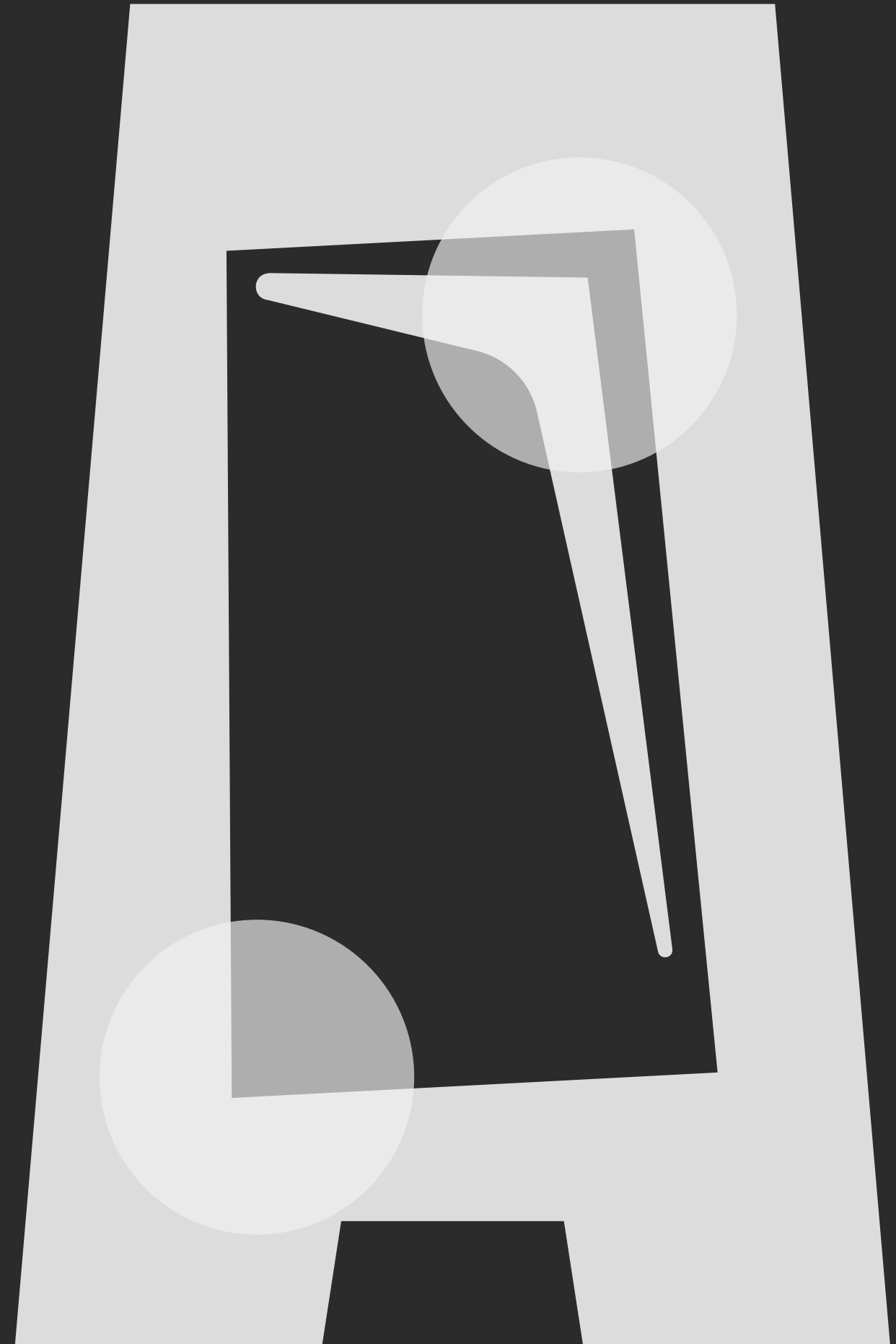
Sardinian Sound



The A in Sa Pizzedda is more than a letter. Repeated within the name, **its open sound gives the word its distinctive rhythm and echoes the musicality of Sardinian language.**

That same letter becomes the **visual core of the identity.** Its inner shape opens up to reveal the Pizzedda and its filling, turning a characteristic sound of the name into a direct representation of the product.

Sound, name and product are therefore condensed into one recognisable sign a distinctive brand asset designed to work beyond the wordmark and progressively become a visual shorthand for **Sa Pizzedda.**



Pizzu the Goat

Brand Character

Meet Pizzu, the character who gives Sa Pizzedda a face beyond the logo.

Raw, playful and slightly irreverent, Pizzu embodies the same spontaneous attitude as its intentionally ugly drawing style. More than a mascot, it is a recurring voice and personality within the brand world: Sa Pizzedda is the product, while **Pizzu is the character who lives it, makes it, holds it and shares it.**

Appearing across different situations and touchpoints, Pizzu creates a recognizable narrative thread that connects **Sardinian roots, pastoral authenticity** and **contemporary urban culture**.



Sardinian Touch



Teglia Surfer



Ajò Like!



Topping Party



Logo Declination



Horizontal



Horizontal with Pizzu



Vertical



Vertical with Pizzu

Palette & Pattern



Typeface

Gopher

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz 0
1 2 3 4 5 6 7 8 9 ! " £ \$ % & / () = ? ^

Miranda Sans

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz 0
1 2 3 4 5 6 7 8 9 ! " £ \$ % & / () = ? ^

Visual Language

Beyond the Brand

Sa Pizzedda comes to life through two complementary visual languages: **illustration** and **photography**.

Together, they capture the brand's people, moments and energy, creating a vibrant and recognizable world.

ILLUSTRATION
PHOTOGRAPHY

THE ILLUSTRATION SYSTEM

Illustrations bring to life the special moments surrounding Sa Pizzedda.

Designed to communicate events and activities beyond the stores, each scene captures a particular occasion, season or moment of the day. **People are always at the centre**, turning every activation into a playful snapshot of the brand's community.

A flexible visual system that expands the identity into a moment of socializing and shared experiences.

Dancing Night



Block Party



DJ Set



Design Week



AperiPizza



THE PHOTOGRAPHY SYSTEM

Photography captures Sa Pizzedda in real life: in people's hands, on the streets, at different times of the day.

Close-ups, spontaneous gestures and groups of friends portray the product as **something that brings people together** and makes every moment more enjoyable.

An urban, youthful and slightly underground photographic style celebrates sociality, spontaneity and fun, while keeping the Pizzedda always recognizable and at the heart of the scene.

More than documenting the product, photography gives the brand a real-world presence and becomes the foundation for its digital communication, creating a consistent and recognizable visual language across social and campaign assets.







MENU

LA TEGLIA
12 pizzedde a scelta
- 50% di sconto sul totale -

SBUDDONE
4 pizzedde + bibita
(birra esclusa, bibita a scelta)
14.50 €

Su SPizzU
3 pizzedde + bibita
(birra esclusa, bibita a scelta)
11.50 €

EJA!
MORDI E VAL.



LE CLASSICHE

Margherita	3
Salsiccia, pecorino e mozzarella	4
Tonno di Carloforte e mozzarella	4
La Rossa	3

LE IMPERDIBILI

Cipolle caramellate e Zola	3.50
Zucca e funghi	3.50
Ricotta di pecora e 'nduja	4
Salsiccia, patate e mozzarella	4

DESSERT
Dolcetti sardi 2



AJÒ!
FAI CRUNCH

Bibite

Acqua naturale	1.50
Acqua frizzante	1.50
Coca Cola	2.50
Coca Cola Zero	2.50
The al limone	2.50

ICHNUSA IN BOTTIGLIA

Non filtrata	3.50
Classica	3.50



LE CLASSICHE

Margherita	3
Salsiccia, pecorino e mozzarella	4
Tonno di Carloforte e mozzarella	4
La Rossa	3

LE IMPERDIBILI

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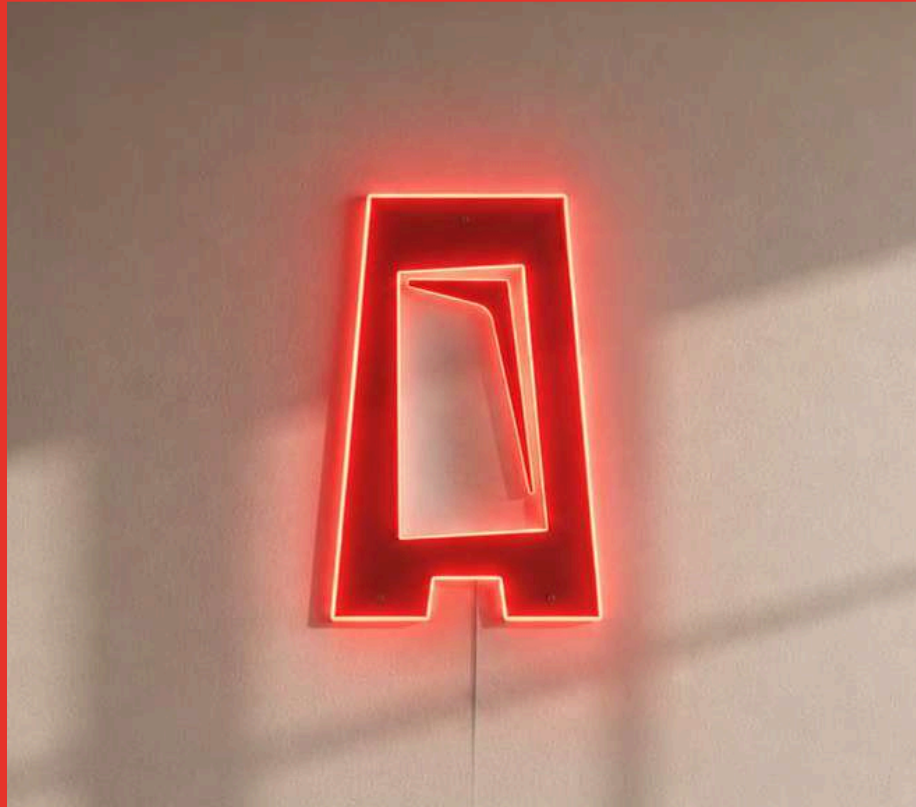
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- 50% di sconto sul totale -





SA PIZZEDDA

sapizzedda.it



AJÒ, LET'S BLOCK PARTY.

Hot pizza.
Loud music.
Zero reasons
to stay
home.

JOIN THE BLOCK.



Solari
Via Bernardino Lanino, 3



Ajò! hai fame?

Pizza al taglio, ma a modo nostro.
È sarda, è piegata, è croccante.
E la mangi come vuoi.



SA PIZZEDDA

Vieni a trovarci

Solari
Via Bernardino Lanino, 3

Porta Ticinese
Corso di Porta Ticinese, 80

Porta Venezia
Via Lazzaro Palazzi, 10

Seguici

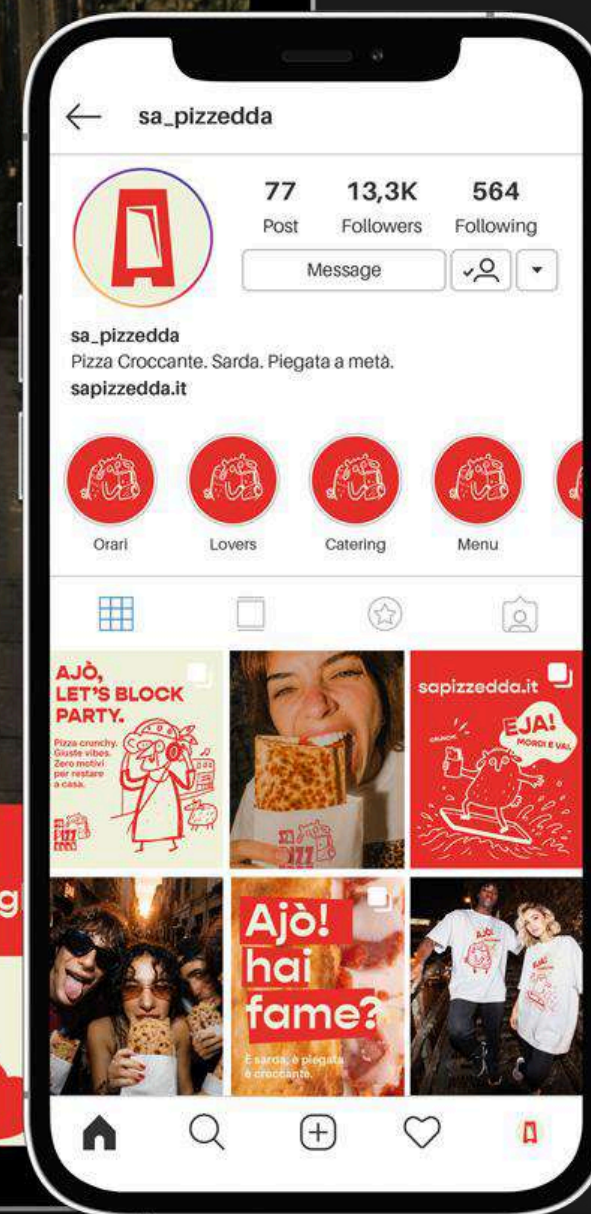
@sa_pizzedda

CRUNCH AND GO.

Tutta Sa Pizzedda
in un click.
Scopri i gusti,
le storie e le novità.

sapizzedda.it









Merchandising

COLLAB

NSS x SA PIZZEDDA

Rather than simply visualising a potential event, the concept starts from a relevant cultural collaboration. NSS represents a natural fit for **Sa Pizzedda**, bringing together two strong Southern identities through street culture, contemporary creativity and urban energy.

Naples and Sardinia meet in Milan with one shared ambition: taking over the city.

Within this collaboration, "**AJÒ, Milano ha fame**" becomes a call to Milan, brought to life through events, activations and branded objects across the city.

Events / Out of the Box





SA PIZZ
EDDA

SALSICCIA E
PECORINO

Thank you