

SA PIZZEDDA

BRAND IDENTITY PROPOSAL



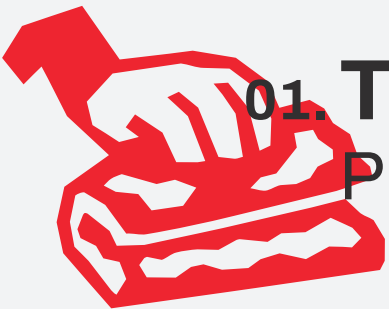


BORN IN SARDINIA. MADE FOR THE CITY.

A folded slice with a crunch of its own.

FROM PRODUCT TRUTH TO VISUAL SYSTEM

Sa Pizzedda begins with a distinctive gesture:
a rectangular slice folded like a book and eaten
on the move. The identity translates that gesture
into a sharp, flexible system rooted in Sardinia
and ready for the city.



01. THE FOLD
Product gesture



02. THE CRUNCH
Sensory promise



03. THE CHARACTER
Sardinian attitude

THE FOLD BECOMES THE MARK

An 8° forward slant gives the wordmark motion and echoes the product's distinctive fold. The payoff anchors the idea in three words.



A RESPONSIVE LOGO SYSTEM

The identity adapts to scale and context while keeping its angle, silhouette and attitude recognisable.



01. SHAPING SYSTEM



01. SECONDARY LOGO



02. LOGO COMPOSITION



02. SOCIAL ICONS

TYPOGRAPHY AND TONE OF VOICE



Retro Thunders

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

LOGO

LICENSING:
R. THUNDER E79D8GLXUY
JUMBLE C2ASGN9D6F
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Jumble

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@#\$%^&* ()

HEADLINES AND HIGHLIGHTS

Question Comics gives the characters a voice
across campaigns and in-store communication.



Archivo

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@#\$%^&* ()

BODY COPY AND INFORMATION



COLOUR AND GRAPHIC LANGUAGE

Tomato red and cream carry the core identity. Obsidian black and flour white add contrast, while the supporting colours organise ingredients and information.



- LEGENDA:**
- 1. CREAM `ffedc8`
 - 2. TOMATO RED `e41a24`
 - 3. OBSIDIAN BLACK `2e2d2c`
 - 4. FLOUR WHITE `f6f6f6`
 - 5. MYRTLE GREEN `4eb26e`
 - 6. MEDITERRANEAN BLUE `396ab2`
 - 7. SAFFRON YELLOW `fec905`
 - 8. CORK BROWN `d1a372`
 - 9. FLAMINGO PINK `df7ca6`

MEET THE SA PIZZEDDA CREW

A cast of Sardinian characters turns
the identity into a living, expressive world.

MAIN
CREW:



SHEEP



SHEPHERD DOG



MAMUTHONE



PIZZEDDA

SUPPORTING
CREW:



WILD BOAR



DONKEY



SEAGULL



FLAMINGO

ILLUSTRATION TOOLKIT

The same bold shapes work in one colour or in the extended palette, keeping menus, packaging and campaigns visually connected.



PACKAGING THAT CARRIES THE BRAND

The pizza box and carrier bag turn every takeaway order into a clear, portable brand moment.



DESIGNED AROUND THE PRODUCT

Each pocket identifies the flavour through its ingredient icons. The cup carries the same visual language in a looser, more social composition.



MENUS BUILT FOR QUICK DECISIONS

A clear hierarchy keeps flavours, prices and dietary information easy to scan on screen and in print.



PIU' NE PRENDI PIU' RISPARMI!

3 PIZZEDDE + BIBITA.....11,50 €
(BIRRA +1 €)

PIU' ORDINATO

4 PIZZEDDE + BIBITA.....14,50 €
(BIRRA +1 €)

PIU' SCELTA

12 PIZZEDDE A SCELTA.....-10%
DI SCONTO

PER I VERI SBUDONI

SEGUICI SUI SOCIAL! @SAPIZZEDDA

Sa pizzarda

Piegata. Croccante. Sarda.

GLI ANTIPASTI

COCCOI PRENA.....2,50 €
Tortino ripieno di patate, pecorino e menta

LE PIZZEDDE

MARGHERITA.....2,50 €

SALSICCIA, PECORINO E MOZZARELLA.....2,50 €

TONNO DI CARLOFORTE E MOZZARELLA.....2,50 €

LA ROSSA.....2,50 €

CIPOLLE CAMELLATE E ZOLA.....2,50 €

RICOTTA DI PECORA E SPINACI.....2,50 €

SALSICCIA, PATATE E MOZZARELLA.....2,50 €

RICOTTA E 'NDUJA.....2,50 €

CAPPERI, OLIVE E ACCIUGHE.....2,50 €

VEGETARIANA VEGANA PICCANTE POMODORO LATTOSIO

LA BIRRA

NON FILTRATA IN BOTTIGLIA.....3,50 €

CLASSICA IN BOTTIGLIA.....3,50 €

NON FILTRATA ALLA SPINA 20 cl.....2,50 €

NON FILTRATA ALLA SPINA 40 cl.....3,50 €

LE BIBITE

ACQUA NATURALE.....1,50 €

ACQUA FRIZZANTE.....1,50 €

COCA COLA.....2,50 €

COCA COLA ZERO.....2,50 €

THE AL LIMONE.....2,50 €

I DOLCI

PABASSINOS ANICE O NOCI.....2,00 €



A RECOGNISABLE STREET PRESENCE

The sign, window graphics and A-board make the brand visible before customers enter.



THE BRAND BECOMES PART OF THE SPACE



IDENTITY AT THE TABLE

Placemats and napkins carry the visual system into the everyday service experience.



THE BRAND, ONE CLICK AWAY

The website keeps the product, menu and store information easy to find without losing the brand's personality.



01. MENU

02. HOMEPAGE



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THE WEBSITE

A FLEXIBLE INSTAGRAM LANGUAGE

Product photography, characters and short messages
create a feed that can sell, announce and entertain.



01. EVENT COMMUNICATION



SA PIZZEDDA

02. INFORMATIVE COMMUNICATION



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03. EMOTIONAL COMMUNICATION



THE SOCIALS

04. PIZZEDDA COMMUNICATION



A BRAND PEOPLE CAN WEAR

The logo and character system move naturally across merchandising.



THE SYSTEM, SET LOOSE

Characters, hands, ingredients and short phrases become a sticker pack made for packaging, store surfaces and everyday use.



