A PIZZ A EBDA

Code: 107970



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Sardinian roots, turned up

Sa Pizzedda already has a distinctive story, so the goal was not to replace it with something unfamiliar. The rebrand starts from continuity, keeping the brand's Sardinian roots, playful attitude and recognisable visual cues, then pushing them into a clearer and more confident system.

Red, white and warm beeswax remain at the core, while royal blue introduces a new layer inspired by Sardinia's sea and sky. Custom lettering, bold typography and a flexible character system give the identity more energy and consistency across every format. The result feels unmistakably Sa Pizzedda, only sharper, louder and ready to grow from a local favourite into a brand with a wider presence.

A custom wordmark with bite

The new logotype is fully custom, built from semi-monospaced letterforms with solid proportions, tight spacing and unexpected cuts. Its block-like construction gives Sa Pizzedda a stronger, more contemporary presence, while the irregular details keep the spontaneity of the existing brand alive.

Designed as a flexible system, the wordmark can work with the descriptor, with Orazio, or on its own. The result is direct and highly recognisable, with enough visual weight to perform equally well on a storefront, a pizza box, a mobile screen or a small social icon.



Logo Variations & usage

Primary Logo



Horizontal Logo



Logo mark / Icon

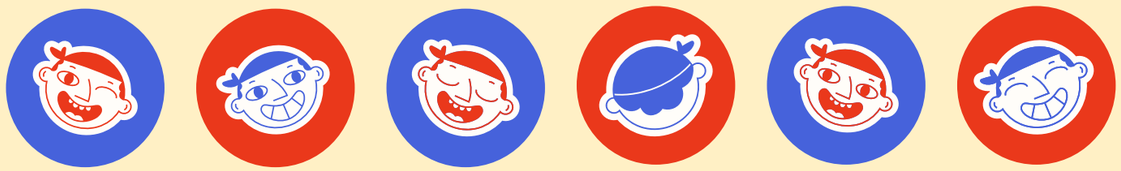


Meet Orazio

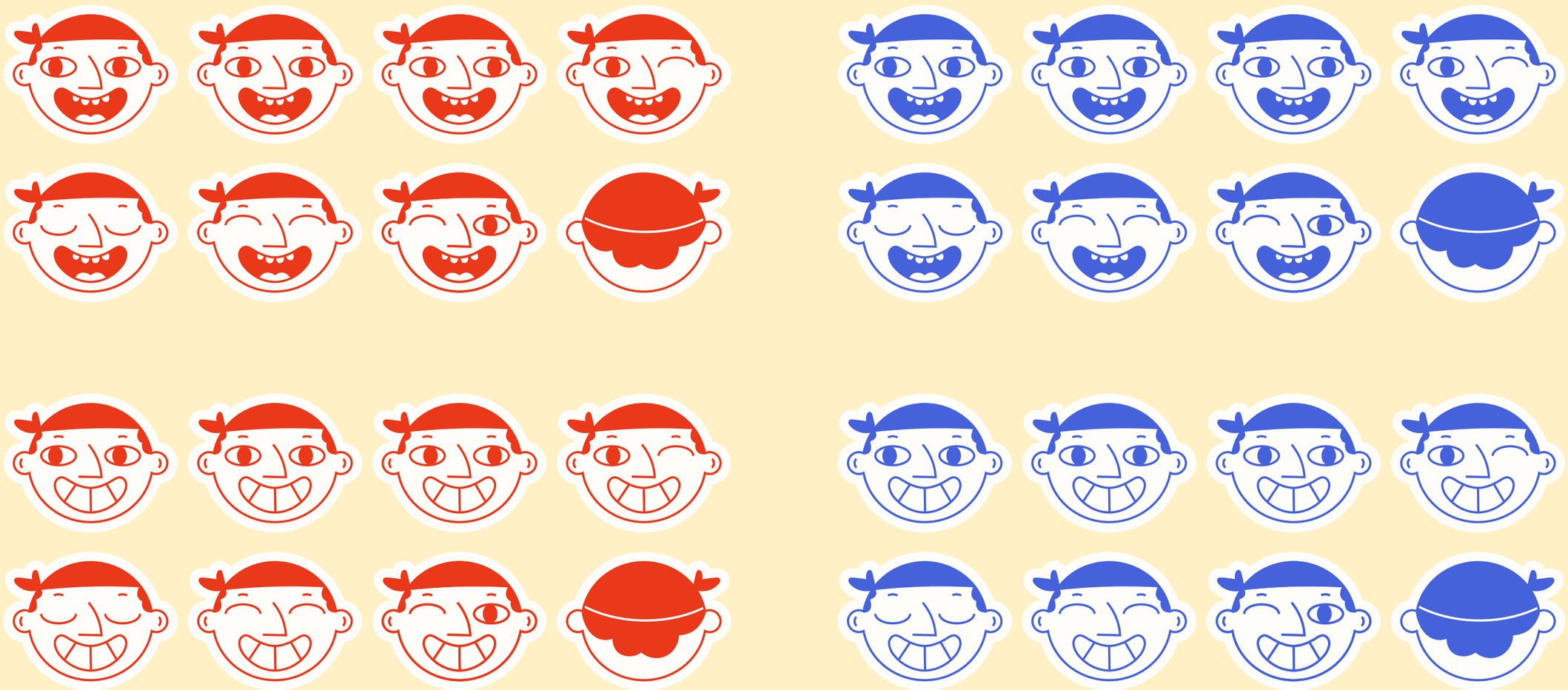
Orazio gives Sa Pizzedda a face: friendly, bold and a little irreverent. His exaggerated nose and mask-like features draw from the Mamuthone, reconnecting the new identity with a Sardinian symbol already present in the brand's visual history.

His headband adds a second reference, nodding to the Four Moors while also recalling the practical bandana of a pizzaiolo. Reduced to a simple, expressive line system, Orazio can scale easily, change mood and move naturally across packaging, digital communication, merchandise and the restaurant environment.





Orazio is more than a static mascot. A small set of expressions gives the brand an adaptable visual voice, bringing humour, appetite and personality to social content, packaging, campaigns and in-store communication.



Red Sunset

RGB: 234, 56, 27

CMYK: 0, 98, 100, 0

HEX: #EA381B

Dove White

RGB: 255, 254, 249

CMYK: 0, 0, 2, 0

HEX: #FFFEF9

Royal Blue

RGB: 70, 99, 219

CMYK: 78, 64, 0, 0

HEX: #4663DB

Beeswax

RGB: 255, 241, 197

CMYK: 0, 4, 28, 0

HEX: #FFF1C5

The palette evolves colours already associated with Sa Pizzedda rather than replacing them. Red, white and warm beeswax keep the identity familiar, warm and food-focused, while royal blue adds contrast and a direct reference to Sardinia's sea and sky. Together they create a vivid, flexible system with strong visibility across print, digital and physical spaces.

Scale VF Extended

Scale VF Extended is the primary typeface for brand communication. Its wide proportions, geometric structure and strong rhythm complement the custom wordmark without competing with it, giving headlines a confident and contemporary presence.

As a variable type family, it can move between expressive display typography and practical information while maintaining a consistent voice. This makes it especially effective for menus, prices, packaging, wayfinding, digital interfaces and campaign messages, where personality and clarity need to work together.

Used across different weights and sizes, Scale gives Sa Pizzedda a direct, urban and playful typographic language that can stay recognisable across both small everyday formats and large-scale communication.

Available Licences: PSTL Type Lab ; Adobe Font

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

the quick brown fox jumps
over the lazy dog

0123456789
&€?!,;.*

**THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG**

**the quick brown fox jumps
over the lazy dog**

**0123456789
&€?!,;.***



Paper Cups

Packaging becomes one of the most visible expressions of the identity. Large logo crops, Orazio and high-contrast colour combinations turn everyday takeaway items into recognisable brand assets, designed to feel just as bold in the street as they do inside the restaurant.



Paper Bag







The digital system carries the same attitude into a clearer and more functional experience. Bold typography, generous colour blocks and expressive photography create immediate recognition, while the structure keeps the offer, locations, menu and ordering easy to understand.

The interface balances personality with usability: playful enough to feel unmistakably Sa Pizzedda, but simple enough to move quickly from discovery to order. The visual system can also scale naturally across future locations, campaigns and new content.



Mobile Order / Delivery App





Social media extends the identity into a fast, flexible content system. Strong type, colour, photography and Orazio can be recombined across posts, stories and campaigns, keeping communication recognisable without becoming repetitive.

The menu system prioritises speed and clarity without losing character. Strong hierarchy, bold colour and modular layouts make flavours and prices easy to scan, while Orazio and short branded messages bring personality to digital screens, printed menus and tabletop formats.



Display Menu


Printed Menu



Location 01 - Front Facade



Location 02 - Side Facade



Tote Bag



T-shirt



Billboard Campaign



Stand Promo


SA PIZZEDDA
SA PIZZEDDA
croccantezza sarda
Margherita
Pomodoro & Mozzarella
€3.00
Nduja & Zola
Pomodoro, Nduja Piccante & Gorgonzola Dolce
€4.00
Capperi, Olive & Acciughe
Pomodoro, Capperi, Olive Taggiasche & Acciughe del Cantabrico
€4.00
NOVITÀ
Salsiccia Sarda & Pecorino
Pomodoro, Salsiccia secca di Orgosolo & Crema di pecorino
€4.00
La più Gradita
Salsiccia Sarda, Patate & Mozzarella
Pomodoro, Mozzarella, Salsiccia secca di Orgosolo,
Patate al Forno & Rosmarino
€4.00
NOVITÀ
Cipolle Caramellate & Gorgonzola
Pomodoro, Cipolle di Tropea Caramellate & Gorgonzola Dolce
€3.50
La Rossa
Con la nostra Salsa di Pomodoro
€3.00
Tonno di Carloforte & Mozzarella
Pomodoro, Mozzarella & Tonno di Carloforte
€4.00
Stagioni
sapizzedda.it
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ordina a casa tua!
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EDDA
croccantezza
sarda on the
road

Code: 107970

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