

# SA PILZEDDA



# THE CONCEPT

**Crunch becomes the identity:** The idea started with the most recognisable part of a Pizzedda: **the crunch.**

Not just the sound of it, but everything that comes with it. The toasted edges, the uneven surface, the little imperfections, and that contrast between something crisp on the outside and soft inside.

I wanted to translate that feeling into the identity rather than simply create a logo that represents pizza.

That is why the typography is intentionally bold, oversized and slightly irregular. The letters don't follow a perfect grid or sit at exactly the same scale. They move, stretch and push against each other, creating a sense of energy and movement.

SA is kept smaller and placed above PIZZEDDA to create hierarchy and balance. It gives the composition a clear anchor while allowing the main word to feel bigger, louder and more expressive.

The result is a wordmark that feels playful, tactile and a little unexpected, while still coming together as one strong, recognisable shape.

**The Wedge:** The small wedge beneath SA brings the product directly into the wordmark.

Seen from the side, the folded Pizzedda creates a triangular profile. The wedge takes that profile and turns it into a simple graphic detail that can also be read as a pizza shape.

Its unfinished top edge is intentional. It hints at toppings and the irregular, toasted surface of the pizza rather than trying to create a perfect geometric symbol.

It is less about drawing a pizza and more about capturing the feeling of one.

The wedge takes its cue from the side profile of a folded Pizzedda. The triangular form can also read as a small pizza shape, making the connection to the product without literally illustrating it.

Its uneven, unfinished edge adds another layer. It hints at the toppings, toasted surface and natural irregularity of the pizza, keeping the shape tactile rather than perfectly geometric.

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The letters intentionally move in and out of scale. Some feel bigger and more forward, while others pull back, creating a rhythm across the wordmark.

This gives the name a sense of movement and appetite. It feels lively and slightly unruly, but the overall composition keeps it balanced and recognisable.

# BRAND COLOURS

Rather than introducing colours from outside the product, the palette is drawn directly from the Pizzedda itself.

From the red of the sauce to the toasted crust and darker marks left by the oven, each colour comes from something you can actually see in the food. This keeps the identity closely connected to the product, while the intensity of the palette gives it a bold and energetic character.

1) PIZZEDDA RED:  
Bold. Energetic. Instantly recognisable.

Inspired by the rich tomato sauce, red brings appetite, flavour and immediate visual impact.

2) CROSTA:  
Toasted. Crispy. Full of character.

Inspired by the baked surface and darker edges of the crust, bringing the feeling of crunch into the palette.

3) PANE:  
Warm. Familiar. The space between the ingredients.

Inspired by the colour of the bread, it gives the stronger colours warmth and space to breathe.

4) CARBONE:  
Deep. Charred. Authentic.

Inspired by the darker marks from the oven and toasted crust, adding depth while staying connected to the food.

5) DEEP POMODORO  
Rich. Warm. Intense.

A deeper take on the tomato red, giving the palette more depth and flexibility.

From sauce to crust, the palette comes straight from the pizzedda.

PIZZEDDA RED

#D62828

Hero colour. Bold, energetic, instantly recognisable.

CMYK: 10% | 97% | 99% | 2%

RGB: 213 | 42 | 40

DEEP POMODORO

#9E201C

Deeper tomato red for depth & richer applications.

CMYK: 23% | 100% | 100% | 16%

RGB: 155 | 45 | 42

CROSTA

#A9572B

Toasted crust. Warm, earthy and tactile.

CMYK: 25% | 73% | 96% | 15%

RGB: 159 | 92 | 52

PANE

#F2E8D5

Warm bread tone. A soft base for the palette.

CMYK: 4% | 7% | 17% | 0%

RGB: 241 | 232 | 213

CARBONE

#171717

Inspired by charred edges and the heat of the oven.

CMYK: 73% | 67% | 65% | 80%

RGB: 23 | 23 | 23

# THE WORDMARK, IN ITS ELEMENT

The wordmark is designed to hold its character across different backgrounds, colours and contexts.

Whether it is loud and saturated, stripped back to one colour, or placed directly into the texture of the product, the shape and personality of the mark stay recognisable.

**Same character. Different contexts.**

The wordmark 'SA PIZZEDDA' is rendered in a bold, slanted, sans-serif font. 'SA' is smaller and positioned above 'PIZZEDDA'. The entire mark is colored in a vibrant red against a light beige background.The wordmark 'SA PIZZEDDA' is rendered in a bold, slanted, sans-serif font. 'SA' is smaller and positioned above 'PIZZEDDA'. The entire mark is colored in white against a solid red background.The wordmark 'SA PIZZEDDA' is rendered in a bold, slanted, sans-serif font. 'SA' is smaller and positioned above 'PIZZEDDA'. The entire mark is colored in white against a solid red background.The wordmark 'SA PIZZEDDA' is rendered in a bold, slanted, sans-serif font. 'SA' is smaller and positioned above 'PIZZEDDA'. The entire mark is colored in white and is superimposed over a close-up image of a pizza with toppings.The wordmark 'SA PIZZEDDA' is rendered in a bold, slanted, sans-serif font. 'SA' is smaller and positioned above 'PIZZEDDA'. The entire mark is colored in white against a solid black background.The wordmark 'SA PIZZEDDA' is rendered in a bold, slanted, sans-serif font. 'SA' is smaller and positioned above 'PIZZEDDA'. The entire mark is colored in black against a solid white background.

# VISUAL LANGUAGE

The visual language takes the same ideas from the wordmark and turns them into a set of simple, recognisable graphic elements.

Each one comes from something already present in the Pizzedda, from its shape and texture to the energy of the product and its Sardinian connection.

They can be used individually, combined together, enlarged, cropped or repeated, giving the identity a sense of movement without making every application look the same.

## The Burst



A spark of excitement  
and energy.  
Adds movement,  
optimism and a playful  
moment of impact.

## The Char



Inspired by the toasted  
edges of the crust.  
Heat, crunch and the  
beauty of imperfection.

## The Fold



A simple shape inspired  
by the folded Pizzedda.  
A recognisable product  
detail turned into a  
graphic gesture.

## The Tile



A subtle nod to Sardinian  
craft and place.  
Reimagined as a simple,  
contemporary graphic  
form.

# TYPE THAT FEELS LIKE PIZZEDDA

The typography follows the same attitude as the wordmark.  
Bold, condensed, slightly unexpected and full of character.

The primary typeface brings structure and impact, while a  
more expressive handwritten style adds warmth and  
personality when the brand needs to feel more playful.

## Barlow Condensed

Big, bold, condensed  
For headlines, posters, campaigns.

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

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

**0123456789**

## Source Sans

Clean, simple and highly readable  
For menus, information and longer copy.

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

**the quick brown fox  
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**0123456789**













**SA  
PIZZEDDA**