

**SA
PIZZEDDA**

A new shape for the same identity

Sa Pizzedda's new identity is designed to evolve the brand without losing the connection with what has made it recognizable since the beginning.

Red therefore remains at the core of the visual identity. A familiar element from Sa Pizzedda's existing language, it creates continuity while introducing a new stage in the brand's evolution.

The logotype is based on a fully custom typeface. Its geometric, angular construction echoes the distinctive shape of the Pizzedda itself, while deliberately avoiding perfect regularity. Cuts, slanted edges and shifting proportions create a rougher, more instinctive rhythm, giving the wordmark a bold and contemporary personality.

This tension between geometry and irregularity also reflects a certain Sardinian character: strong, direct and authentic.

The key element of the identity, however, lies in the negative space. Between the two Zs, the letterforms create the stylized face of a Mamuthone, one of the most recognizable symbols of Sardinian culture.

Rather than being added as an external icon, the mask emerges naturally from the construction of the wordmark itself, becoming part of the name Sa Pizzedda.

A reference to the brand's origins that reveals itself at a second glance.

The result is an identity that preserves a deeply Sardinian symbol while translating it into an urban, essential and contemporary visual language. A logo designed to be immediately recognizable, yet capable of revealing a second layer when observed more closely.

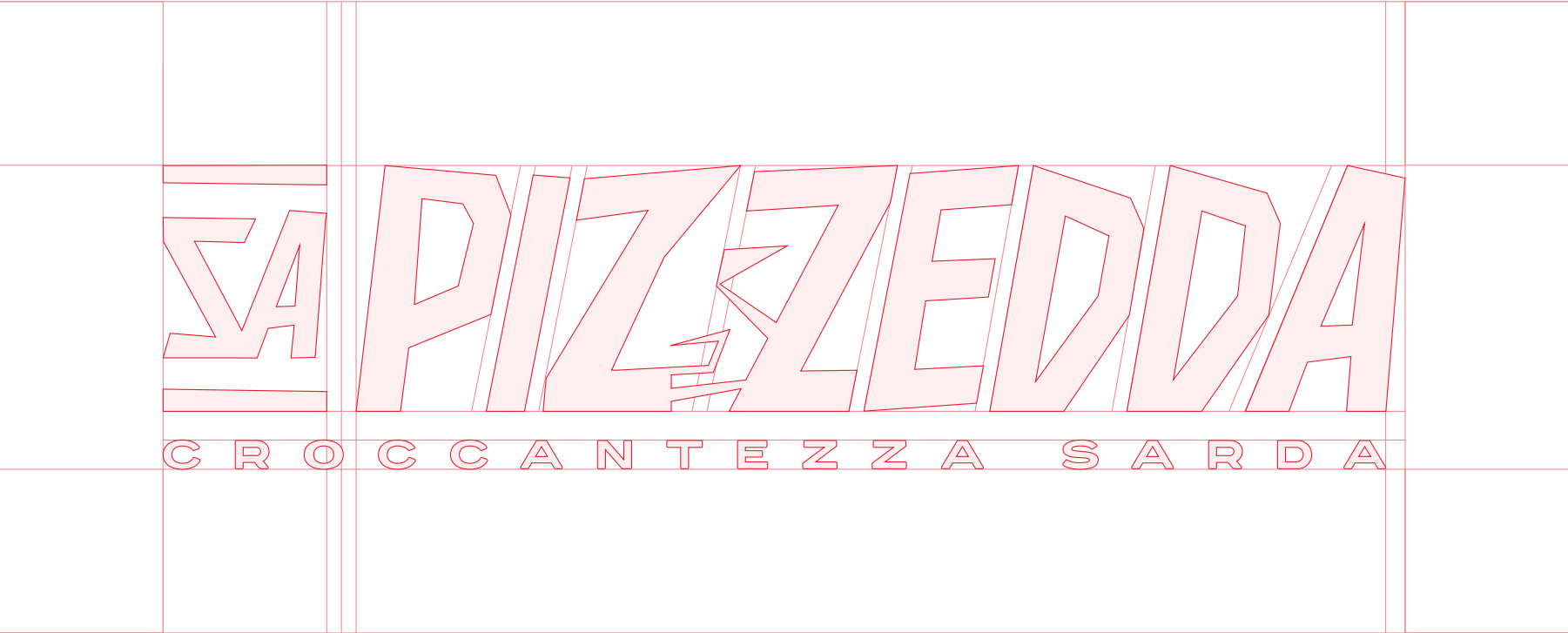


**SA
PIZZEDDA**

SA PIZZEDDA

LAPIZZEDDA
CROCCANTEZZA SARDA

SA PIZZEDDA
CROCCANTEZZA SARDA



PALETTE

CMYK
0 . 100 . 90 . 0

RGB
233 . 29 . 45
#ed0029

PALETTE

CMYK
0 . 6 . 22 . 0

RGB
255 . 237 . 203
#ffecc

FONT

**LOGO
FONT**

Custom Font

SA PIZZEDDA

**PAYOFF
FONT**

Mudclaw

CROCCANTEZZA SARDA

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



Born from the negative space between the two Zs, the Mamuthone mask can be repeated to create a distinctive brand pattern.



**PIZZA
DAS
ZZEL**

The logo does more than simply sign the packaging: it becomes a pattern itself, repeating across the surface and giving the brand a strong, recognizable, and cohesive visual identity.









The Mamuthone mask also evolves into a dedicated brand character: a recognizable and versatile presence designed to add personality to Sa Pizzedda's communication.

Its illustrative style also lends itself to stickers, merchandising and graphic applications, strengthening the brand identity in an immediate and distinctive way.