

CONCEPT

The rebranding of Sa Pizzedda aims to create a bold, contemporary identity while maintaining a strong connection to the product and its Sardinian roots.

The logo was designed as a stylised interpretation of the pizza itself. Its organic shape and bite detail make the product recognisable without relying on a literal illustration.

The original brand colour was slightly refined into a vibrant orange, paired with a warm cream tone. Together, they create an inviting and appetising atmosphere while giving the brand a fresh, contemporary personality.

A light blue was introduced as a secondary accent colour, used exclusively in photography and stickers. Its role is to break up the visual intensity of the orange and bring a sense of freshness and contrast to the identity, without competing with the core palette.

The visual language expands from the logo into a wavy graphic pattern, inspired by the irregular shapes, folds and movement of pizza. This pattern becomes one of the main elements of the identity, appearing across packaging, merchandise and communication materials. The same visual principle was used to develop the poster system, creating consistency across different brand touchpoints.

Alongside these graphic elements, the identity incorporates stylised faces inspired by Sardinian folklore. Rather than reproducing the traditional masks literally, they are reinterpreted through a playful visual language. The faces also introduce the idea of people and community, reflecting pizza as something to share and experience together.

LOGO & VARIATIONS

MAIN
LOGO



HORIZONTAL
LOGO

SA PiZZEDDA

COLOR
VARIATIONS



COLOR
VARIATIONS

SA PiZZEDDA
SA PiZZEDDA
SA PiZZEDDA

TYPOGRAPHY

CUSTOM
FONT

FOLD
BiTE
REPEAT

CUSTOM FONT

A bold and expressive typeface used for headlines, slogans and key visuals. It gives personality to the brand and makes the communication instantly recognizable.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,!/?&@%

USED FOR

Main headlines
Campaigns
Posters
Social media
Key messages

ARCHIVIO
BLACK

Aa

WEIGHTS

Bold **Aa**

USED FOR

Main headlines not to be paired with the custom logo.

TT
interphases

Aa

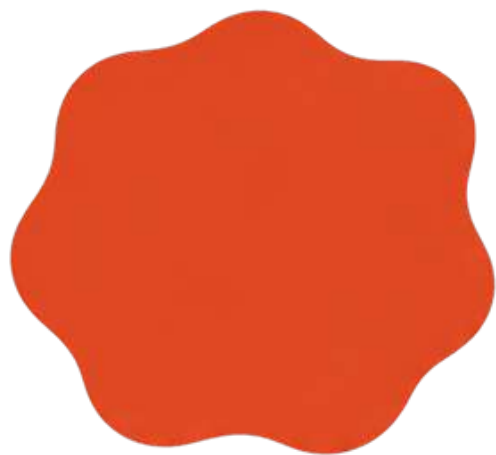
WEIGHTS

Bold **Aa**

Regular Aa

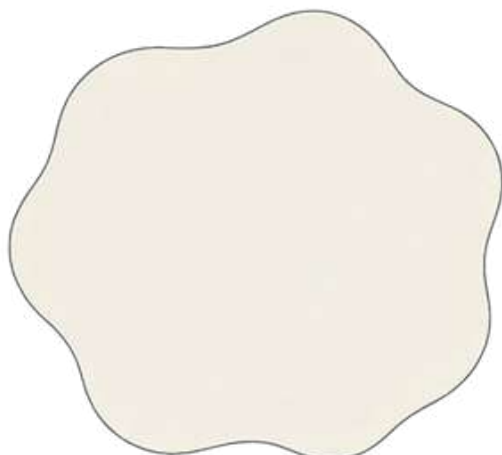
Menu items
Descriptions
Prices
Website and navigation
Informative text
Captions and details

COLOUR
PALETTE



ORANGE

HEX #E14219
RGB 225 66 25
CMYK 0 71 89 12



CREAM

HEX #F1ECE3
RGB 241 236 227
CMYK 0 2 7 5



BLACK

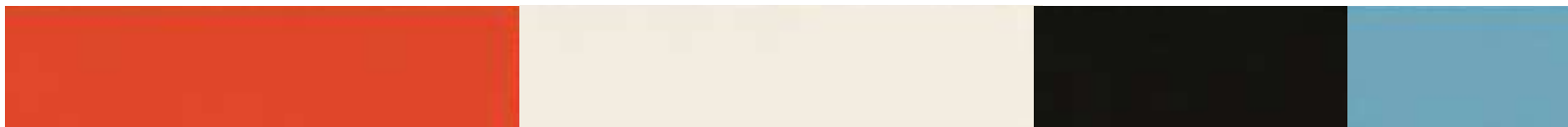
HEX #181818
RGB 24 24 24
CMYK 0 0 0 91



BLUE

HEX #83B3C4
RGB 131, 179, 196
CMYK 33 9 0 23

COLOUR USAGE



PRIMARY

Used for logo, key elements and main brand presence

SECONDARY

Background colour for a clean and balanced look

NEUTRAL

Used for text, graphics and contrast

ACCENT

Used for highlights and photos

INSPIRATION



INGREDIENTS



TRADITION

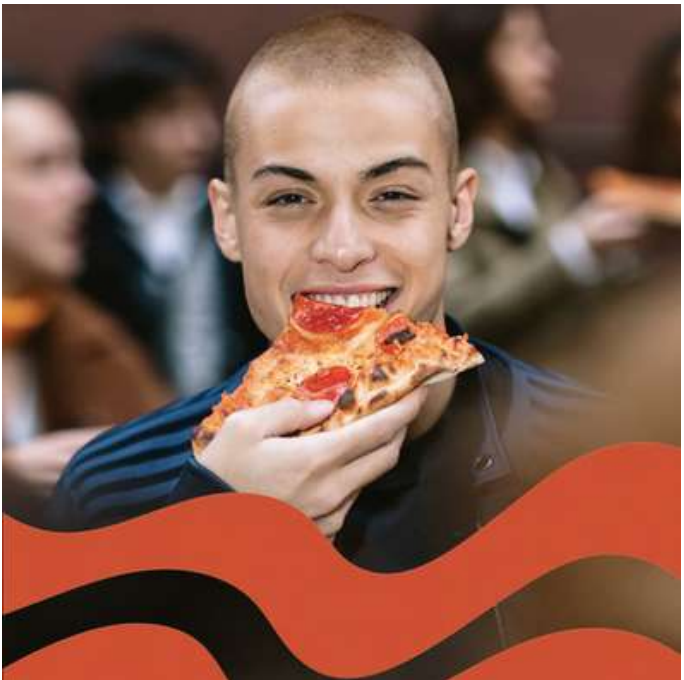


CRAFT



SARDINIA

POSTER LAYOUT

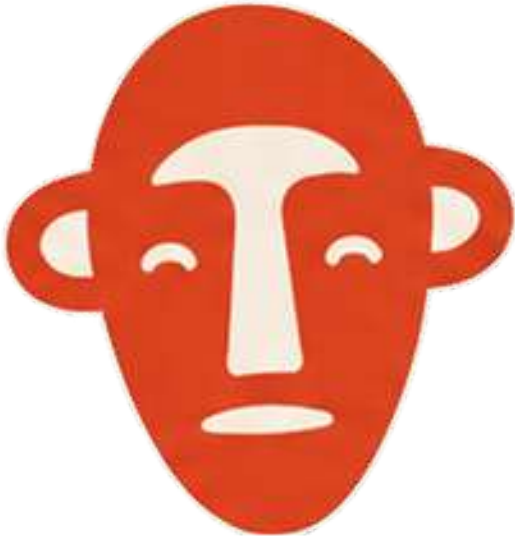


PATTERNS

MAIN PATTERN



ICON



INSPIRATION



ICON VARIATIONS



PACKAGING



BOX DA 12

12 PIZZEDDE
A SCELTA

10%

DI SCONTO

Scegli liberamente
i tuoi gusti

LA STRISCIA

UNA STRISCIA
DI PIZZEDDA

6€

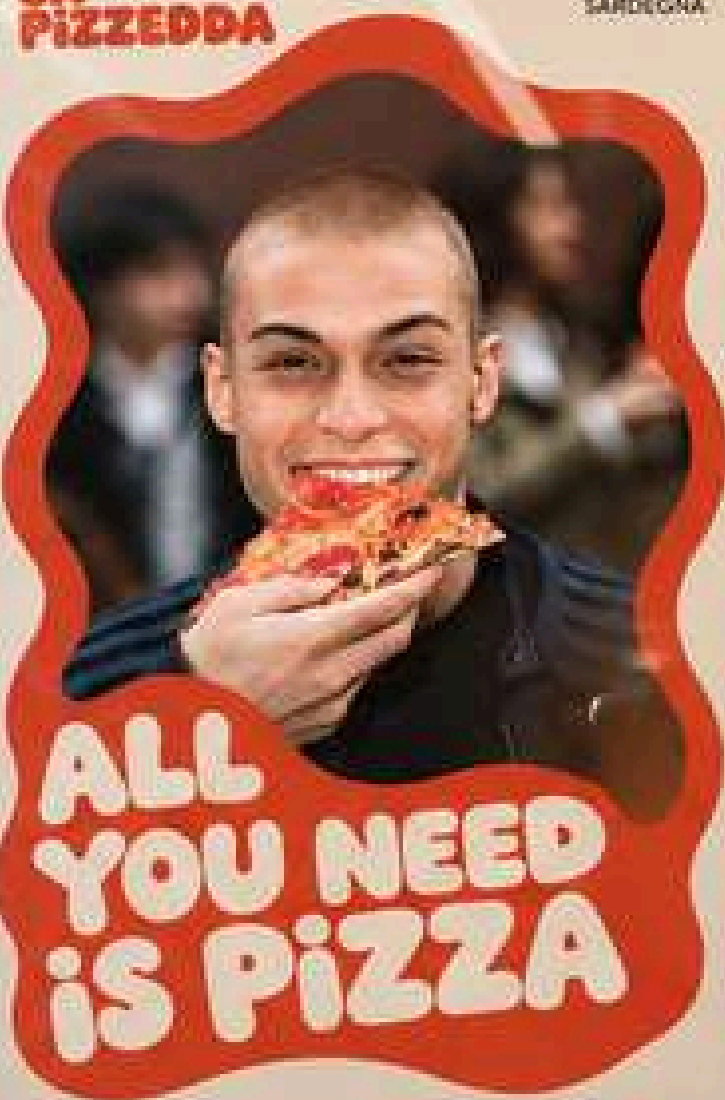


SPECIAL
PACKAGING



**SA
PIZZEDDA**

MILANO
SARDEGNA



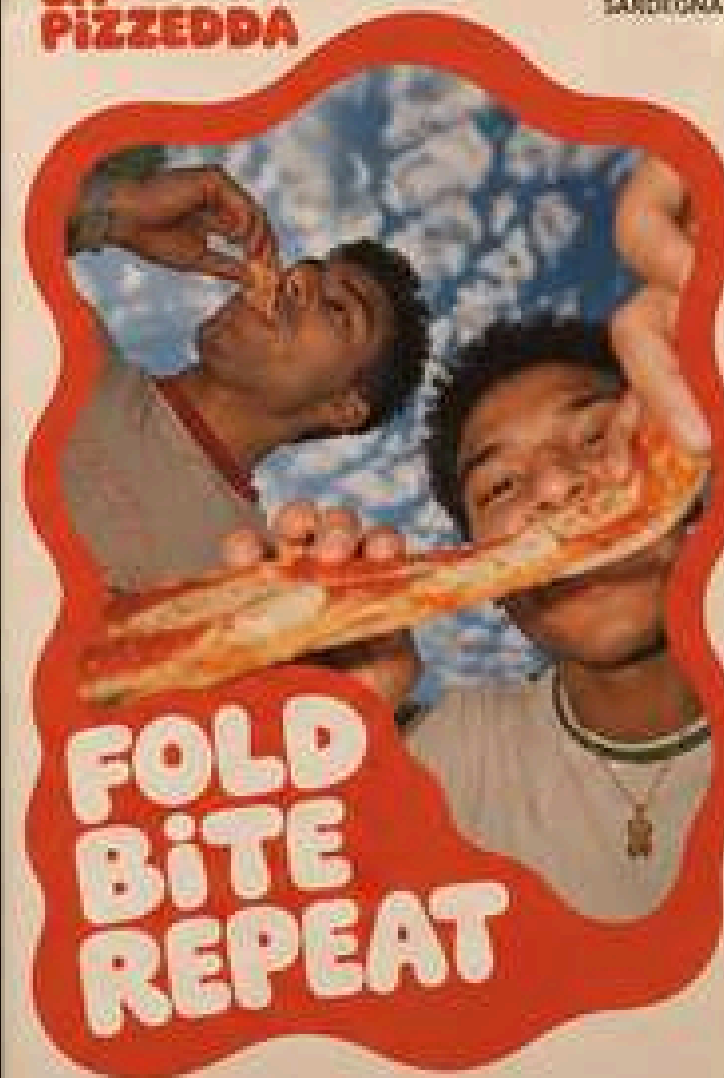
**ALL
YOU NEED
IS PIZZA**



**SEND.
FRIENDS**

**SA
PIZZEDDA**

MILANO
SARDEGNA



**FOLD
BITE
REPEAT**

**SA
PiZZEDDA**

MILANO
SARDEGNA



**FOLD
BITE
REPEAT**

**SA
PiZZEDDA**

MILANO
SARDEGNA



SA PIZZEDDA

MILANO
SARDEGNA

Infraestrutura	1.0
Atendimento	1.0
Processo	0.00 g
Relação de Interatividade	0.00 g
Relatório: Processo e Análise	0.0
Treino de Capacitação e Avaliação	0.0

Impulse	\$ 10.00
Basic & Premium	\$ 10.00
Family Plan	\$ 10.00
or www.fox.com	

Penne e Salsiccia	1.20 €
Pommes e Salsiccia	1.30 €
Meatballs e Pasta	1.50 €
Cheese Gnocchi e Sauce	2.50 €
Meatballs, Gravy, and Pasta	4.00
Spaghetti, Sauce, e Minestrone	8.00

Processing Results	1.0
Processing Parameters	0.0
Overall Score	1.0

Average Underwrite	1,321.8
Average Net Income	1,321.8
Group Size	1,321.8
Group Size (Year)	1,321.8
Payroll	1,321.8
Payroll (Year)	1,321.8
Individuals (Year)	1,321.8
Individuals (Year)	1,321.8

FOLD BiTE REPEAT

SA PIZZEDDA

SA PIZZEDDA

ROSSE

Margherita	3 €
Marinara	3 €
Diavola	3,50 €
'Nduja e Stracciatella	3,50 €
Salsiccia, Pecorino e Mozzarella	4 €
Tonno di Carloforte e Mozzarella	4 €

BIANCHE

Patate e Rosmarino	3,50 €
Pomodori e Stracciatella	3,50 €
Gorgonzola e Radicchio	3,50 €
Cipolle Caramellate e Zola	3,50 €
Mortadella, Stracciatella e Pistacchio	4 €
Salsiccia, Patate e Mozzarella	4 €

VEG

Vegetariana	3,50 €
Zucca e Friarielli	3,50 €
Pesto, Olive e Mozzarella Veg	3,50 €

DOLCI

Pizzedda Nutella	3 €
Pizzedda Pistacchio	3 €
Dolcetti Sardi	2 €

BIBITE

Acqua naturale	1,50 €
Acqua frizzante	1,50 €
Coca-Cola	2,50 €
Coca-Cola Zero	2,50 €
Fanta	2,50 €
Tè al limone	2,50 €
Ichnusa Classica	3,50 €
Ichnusa Non Filtrata	3,50 €
	3,50 €

SA PIZZEDDA

12



MERCHANDISING:
T SHIRTS



01 T-SHIRT-ORANGE



02 T-SHIRT - WHITE

MERCHANDISING:
ACCESSORIES



01 TOTE BAG -
WAVY STRIPES



02 TOTE BAG -
ALL OVER PATTERN



02 HAT



02 KEY CHAIN

SOCIAL MEDIA





MENÙ

[TUTTE](#)
[CLASSICHE](#)
[SPECIALI](#)
[VEG](#)

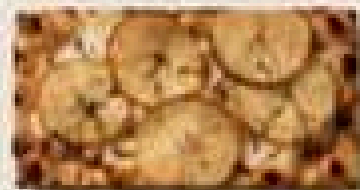
CLASSICHE



Margherita
Mozzarella, pomodoro, basilico



Diavola
Mozzarella, salsiccia, salami piccante



Patate
Mozzarella, patate al forno, cipollotto

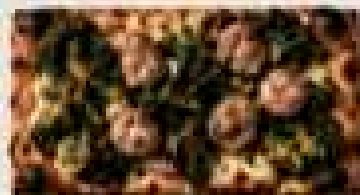
SPECIALI



Mortadella e Funghi
Mozzarella, mortadella, funghi di porcini

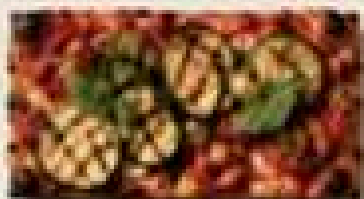


Tartufo
Mozzarella, crema di tartufo, funghi, cipolla di grana



Salsiccia e Frittelli
Mozzarella, salsiccia, frittelli

VEG



Vegetariana
Mozzarella, verdure, funghi, cipolla di grana



Crema di Zucca e Frittelli
Crema di zucca, frittelli, formaggio veg



Pesto, Olive e Mozzarella Veg
Pesto di basilico, olive, funghi, cipolla di grana



sapizzedda
Milano



2.341 likes

sapizzedda Come taste Sa Pizzedda.

#SaPizzedda #Milano #Sardegna #PizzaPeoplePlaces

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