



Getting to know

the Spirit of Sa Pizzedda

Our journey began with research into Sa Pizzedda and its origins in the city of Cagliari, Sardinia. A stunning region with a rich history that is home to thousands of archaeological sites.



Research

the mood boards

Our visual research drew from two worlds: pizzerias within an urban lifestyle context and the most classic and iconic Italian design and aesthetic references.

Based on this collection of references, we decided to capture the diverse personalities that shape the everyday life of a city like Milan. People who, after a busy day, simply want to stop at a laid-back spot and share a pizza together.

We aim to create this world through a striking visual language that embodies the richness and irreverence of Italian design.



italian design



The Concept

To bridge the diversity of Milan with Sa Pizzedda's Sardinian roots, we brought selected ingredients to life as characters, each with its own distinct personality, reflecting the eclectic mix of people, cultures, and personalities that shape the city.



people
personalities
styles, types

the
Sa pizzarda
identity



flavors
textures
aromas
sensations

Characters

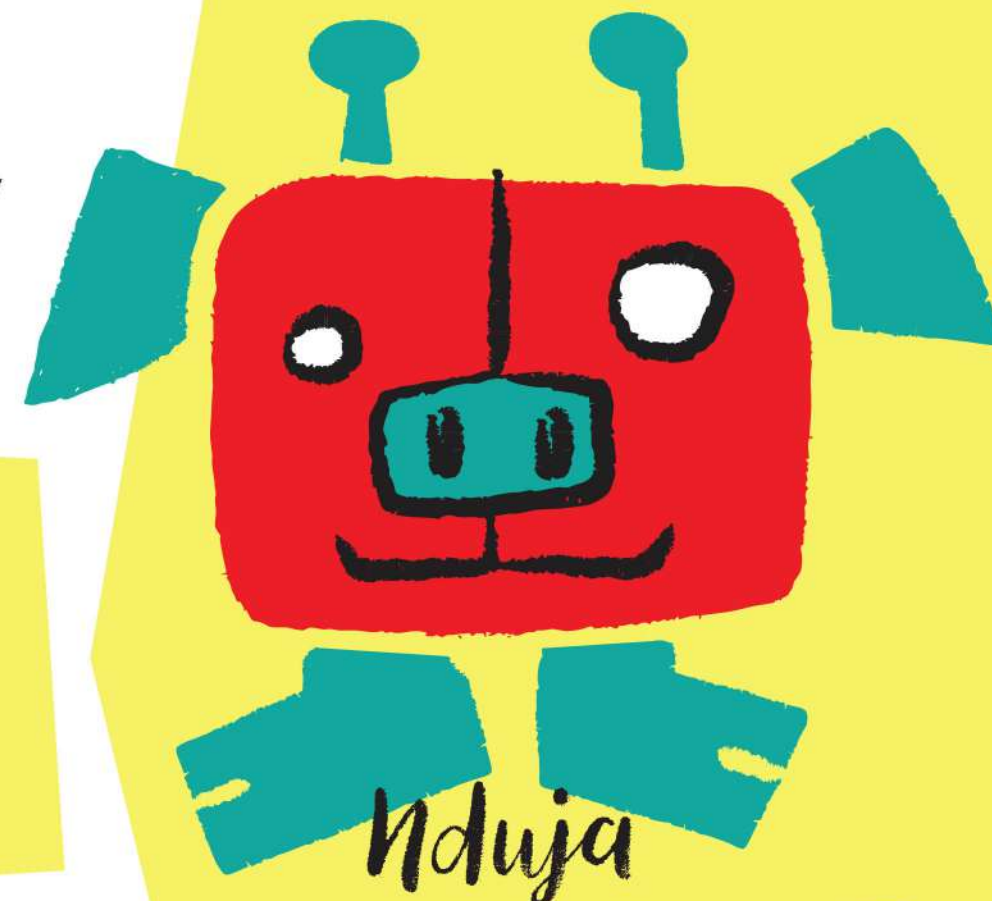
Margheritta



She's everywhere, a true diva. Loves being the center of attention, and never goes unnoticed. Beneath the glamour, she's warm, friendly, and effortlessly approachable.

Bringing *La croccantezza* Sarda to life

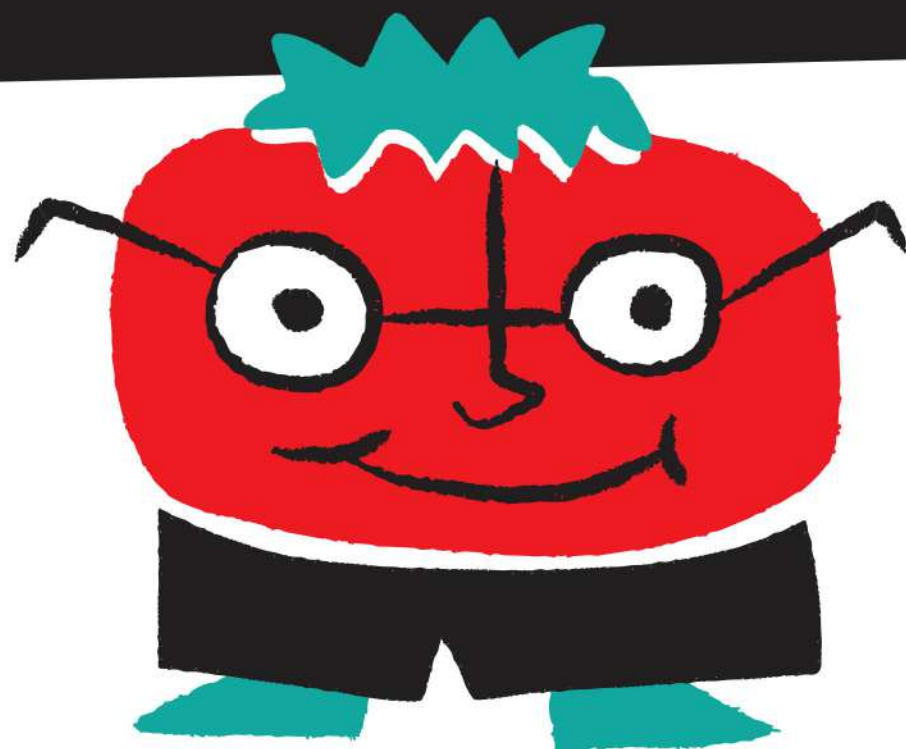
He's a shy, easygoing guy with a friendly nature. He loves the outdoors, lives a healthy lifestyle, and is always a good listener.



He's an eccentric and quirky guy with a sharp mind and a taste for prog rock. he's a proud Sardinian with a left-leaning spirit and a grandfather who was a fisherman.

Characters

He's your classic nerd: a chess player, gamer, and anime fan with a love for grunge. He has a simple and understated style



pomodoro



Olive



Capperi

He's a laid-back skater who plays soccer and enjoys a good video game. Easygoing and always up for some fun, his soundtrack of choice is metal.

Some might call him arrogant, but he prefers to think of himself as refined. Wealthy, intellectual. He has a taste for jazz fusion and expensive clothes.

He's a cool guy, kind of random and a bit quirky, but up-to-date on things; he listens to hip-hop.

Characters

Cipolla

She's got a strong personality, the kind that might even make you cry. With an alternative style and a taste for hyperpop, she's just as happy with a cold beer as she is with a well-made cocktail.



She's got an edgy attitude, a collection of piercings, and zero interest in fitting in. Drawn to Punk, she has a rebellious spirit.



Pecora



*Tonno
di Carloforte*

He's of few words, mysterious but quietly friendly. Usually spotted on his own, he's rarely seen without a Pizzedda in hand.

Salsiccia Sarda



Born into a traditional Sardinian family, she's a true lady with impeccable taste. Always dressed in designer clothes and never letting his friends pay for pizza. She loves going to the theater with Cipolla.

Branding

a Character-Driven Brand System

The characters are designed to become a versatile and distinctive asset within the Sa Pizzedda identity.

They complement the logo and bring personality to every touchpoint: from packaging and campaigns to merchandising and social media.

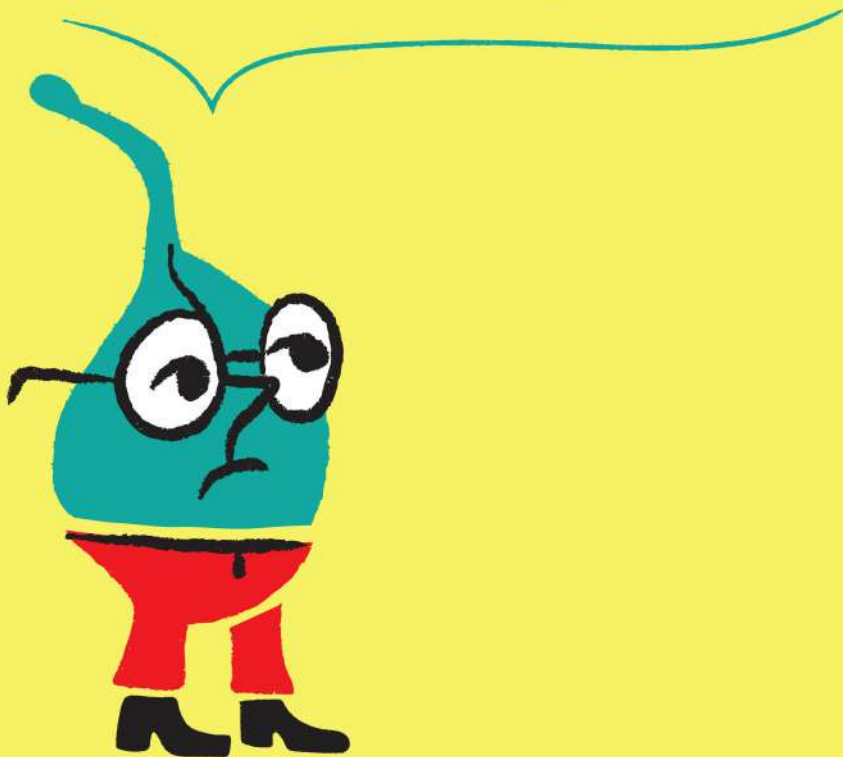
In this way, the characters become more than illustrations: they become a living cast of the brand, giving Sa Pizzedda a unique voice and a visual system that can continuously evolve.



Logotype

*an evolution
not a
transformation*

We chose to evolve the existing logo rather than completely changing it. This way, we preserved its personality and made it easier for existing customers to recognize it.



**SA
PIZZEDDA**

**SA
PIZZEDDA**

**SA
PIZZEDDA**

**SA
PIZZEDDA**

Logotype

*construction
and tagline*

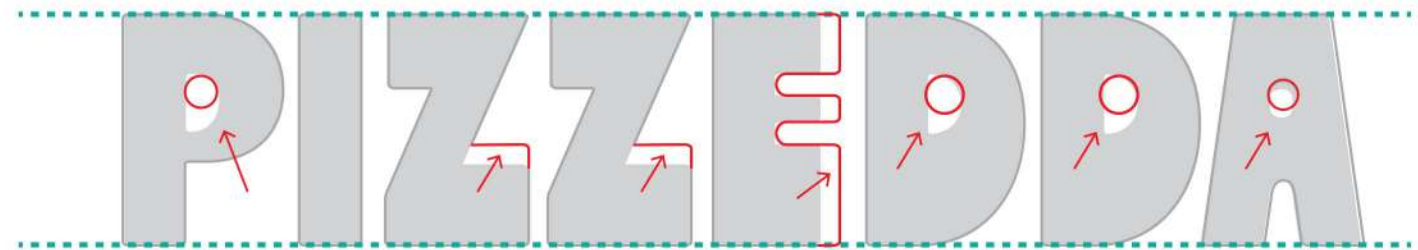
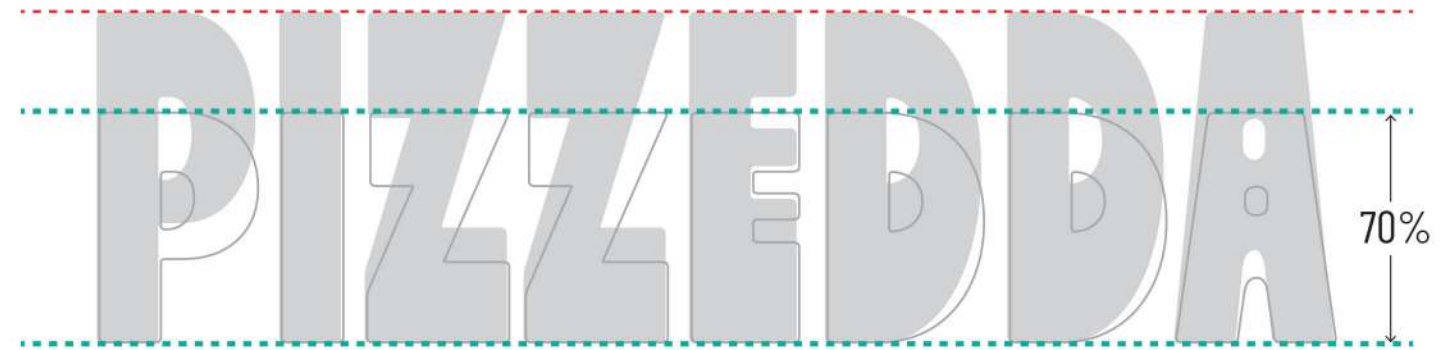
We chose a typeface similar to Sa Pizzedda's current logo to maintain brand identity while introducing a more modern and versatile approach to suit the various applications required.

Canvas Script Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
xyz1234567890 &@#\$()



Calios Typefont



SA
PIZZEDDA
*La Croccantezza
Sarda*

Logotype

*versatile
variations*

A flexible logo system with a range of expressive distortions allows the identity to adapt to different formats and contexts, with or without the characters, while maintaining a consistent and recognizable brand presence.

PIZZEDDA

distortions

PIZZEDDA

PIZZEDDA

PIZZE
DDA

distortion

PIZZE
DDA

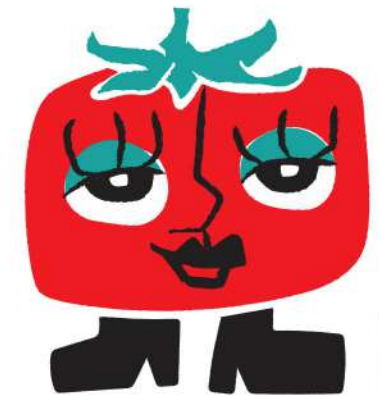
The typographic element of the logo can be distorted to introduce dynamism without compromising the brand identity.

SA — SA — SA
PIZZEDDA
*La Croccantezza
Sarda*

SA
PIZZEDDA
*La Croccantezza
Sarda*

SA
PIZZEDDA
*La Croccantezza
Sarda*

SA — SA — SA
**PIZZE
DDA**
*La
Croccantezza
Sarda*


SA
**PIZZE
DDA**
*La
Croccantezza
Sarda*

The various logo versions allow the characters to be used or omitted depending on what makes the most sense for each graphic application.

Color Palette

*a Vibrant
Mediterranean
Palette*

The color palette builds on a familiar foundation while giving Sa Pizzedda a more vibrant and distinctive expression.

The bold red maintains a visual connection to the existing identity, preserving a sense of recognition and continuity. Bright yellow and emerald green introduce a fresh, energetic contrast, evoking the warmth, light, and vibrant character of Sardinia and the Mediterranean. Together with black and white, the palette creates a flexible visual system that balances tradition with a contemporary, playful spirit.

#ed1c24

C 0
M 100
Y 100
K 0

R 237
G 28
B 36

#faf067

C 5
M 0
Y 75
K 0

R 250
G 240
B 103

#00a79d

C 80
M 10
Y 45
K 0

R 0
G 167
B 157

#000000

C 30
M 0
Y 0
K 100

R 0
G 0
B 0

#ffffff

C 0
M 0
Y 0
K 0

R 255
G 255
B 255

Mockups













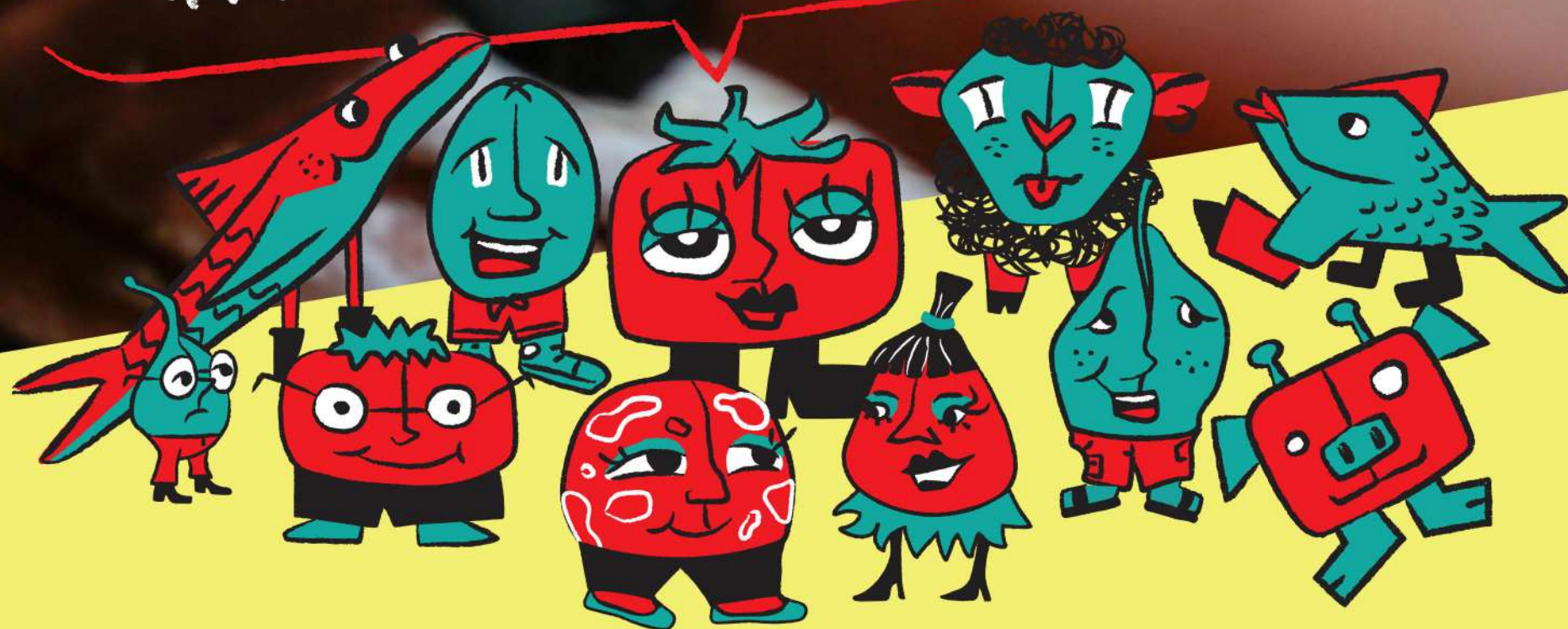


Inspired by the bold colors and distinctive character of Italian design, this identity brings visual richness and personality to the brand, deliberately stepping away from the increasingly prevalent trend toward minimalism.





good pizza, great company,
and nowhere else we'd rather be



SA PIZZEDDA