

sa
pizza da

Art of the fold.

art of the fold

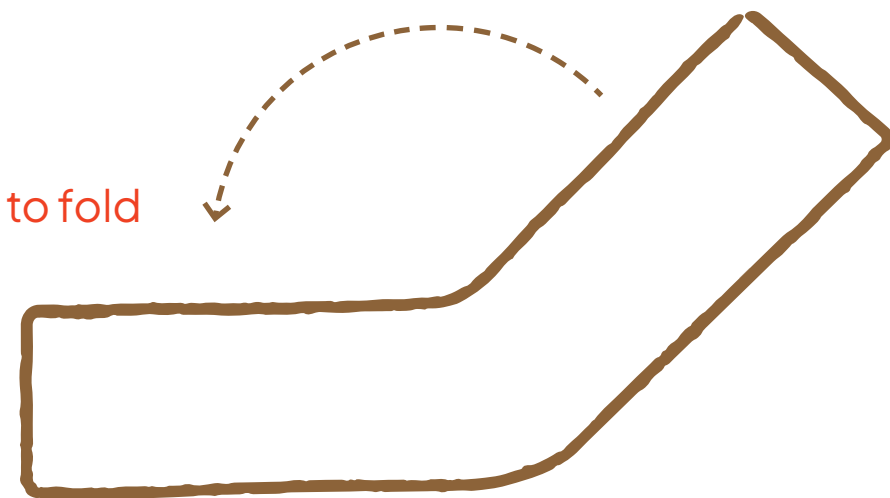
The new identity starts from Sa Pizzedda's most distinctive gesture: **the fold**.

More than a practical way of eating, it becomes a visual principle that connects product, behaviour and brand form. The logo translates this gesture into a bent wordmark, turning the fold into a recognisable graphic system that feels direct, playful and unmistakably its own.



←----- The crease

The gesture to fold



visual concept

Product / Gesture / Symbol / System

typography

The typographic system balances character and clarity.

Squid Boy gives the identity a bold, playful voice through the logo and headlines, while Plus Jakarta Sans provides a clean, highly legible structure for body copy, captions and supporting information. Together, they create a visual language that feels contemporary, approachable and distinct.

Squid Boy
Used for logo and headlines

crunch!

Aa Bb Cc 123 &!?

Plus Jakarta Sans
Used for body, captions and supporting text

Ready to order?

Aa Bb Cc 123 &!?

h1

Main title, used once per page or surface

H2

Used for product names

H3

Primary heading style

H4

Used for subheadings

Paragraph

All body copy

tone of voice

Tone of voice is made visual through typography.

Inspired by the fold of the pizzedda, type can bend and shift in angle to suggest movement, informality and spontaneity. Combined with lowercase H1 titles, this creates a brand language that feels casual, direct and immediately recognisable.

Type bends and shifts, from slight angles to full right angles, echoing the fold itself

art of the **fold**

colour palette

The colour palette combines warmth, contrast and appetite appeal to give Sa Pizzedda a bold and contemporary visual character.

The palette is drawn from the tones of the pizzetta itself, the red of a Sardinian tomato, the warmth of the creamy dough, the golden pizza crust hot out of the oven and the lovely charred crust at the edges.

Tomato red

C0/M90/Y100/K0
ef4023

Dough cream

C0/M4/Y20/K0
fff1d0

Crust brown

C36/M57/Y84/K23
8c6238

Oven gold

C0/M35/Y85 K0
fbaf3f

logo system

The identity is designed as a flexible system rather than a single fixed logo, in line with the brief's request for a broader and more adaptable brand ecosystem.

The primary folded mark is supported by an extended lockup carrying the descriptor "Croccantezza Sarda," and by a compact icon built around the framed "p", allowing the brand to remain coherent across hero applications, secondary messaging, and small-scale digital uses.



primary logo

The core signature of the brand, used wherever maximum impact and immediate recognition are needed.



logo + descriptor

An extended version that reinforces the brand promise of Sardinian crunchiness while remaining secondary to the main mark.



icon / micro mark

A compact "p" tile for small-scale applications such as avatars, stickers, stamps and social media.

the logo suite

Built for versatility across print, space and digital communication. Clear hierarchy between hero mark, descriptor and icon. Scalable, recognisable and easy to reproduce across applications.

for light backgrounds



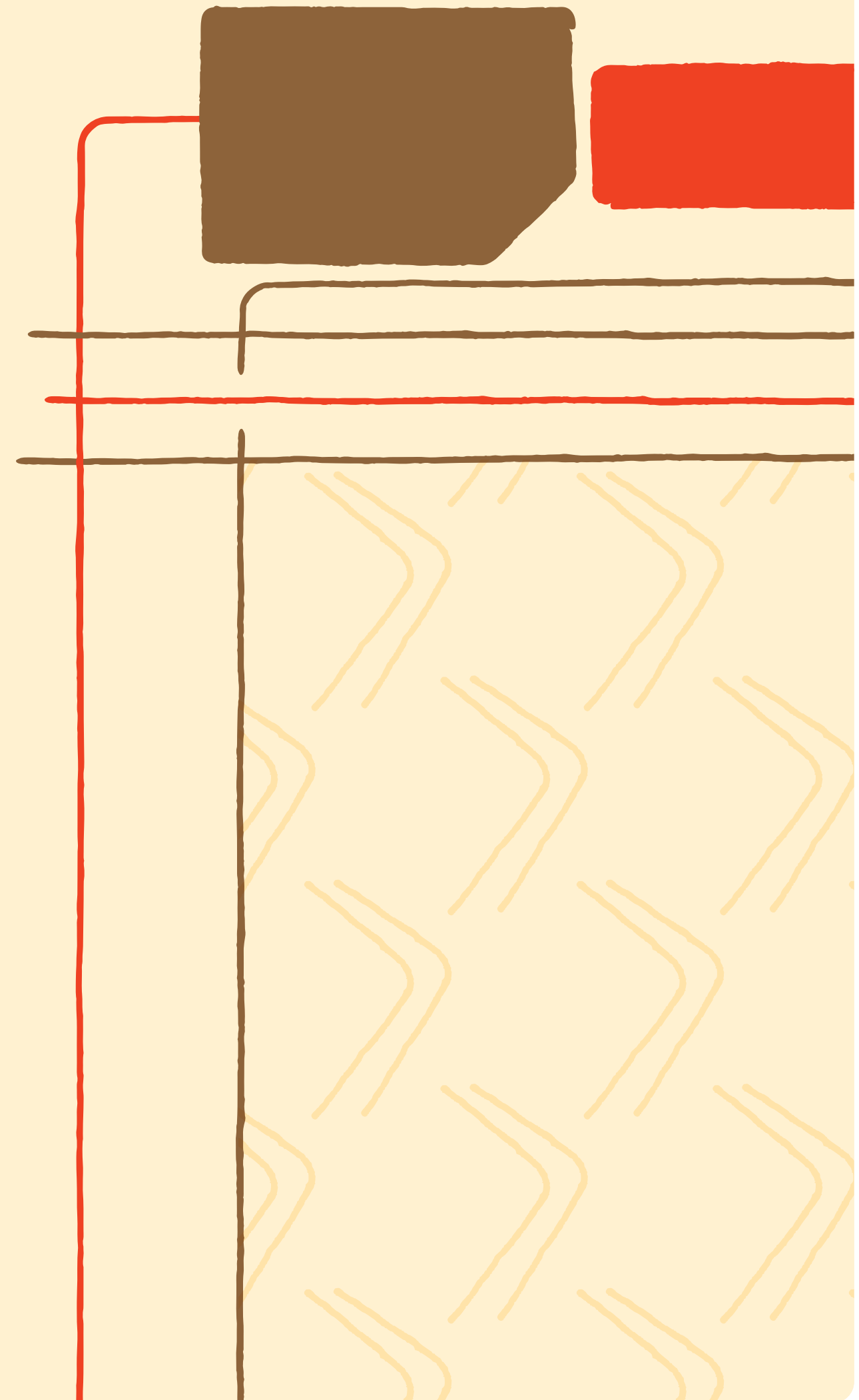
for dark backgrounds



graphic language

Beyond the logo, the identity is built around a graphic language drawn directly from the folded slice. Curved edges, framing devices, graphic cuts and bold colour blocking create a system that feels dynamic, tactile and instantly recognisable across every touchpoint.

Together, these elements extend the brand into a wider visual ecosystem. Rather than relying on the logo alone, Sa Pizzedda is expressed through a coherent set of shapes, contrasts and compositions — reinforcing its values of freshness, experimentation and urban energy.



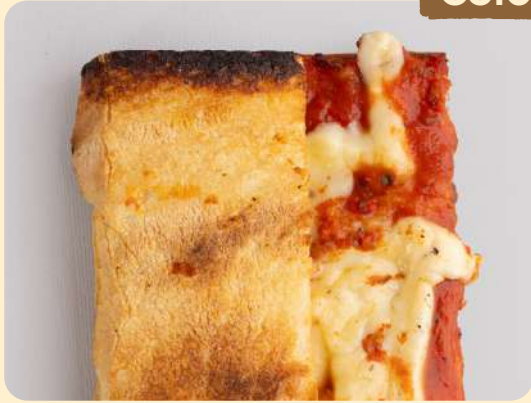
brand in use

The identity is designed as a flexible brand ecosystem, capable of adapting across packaging, editorial, digital and physical environments while remaining coherent, recognisable and bold.

Rather than a single logo applied to different surfaces, the project functions as a complete visual language: a system of typography, colour and graphic forms that gives Sa Pizzedda a strong, scalable presence across every touchpoint.

menu system

€3.00

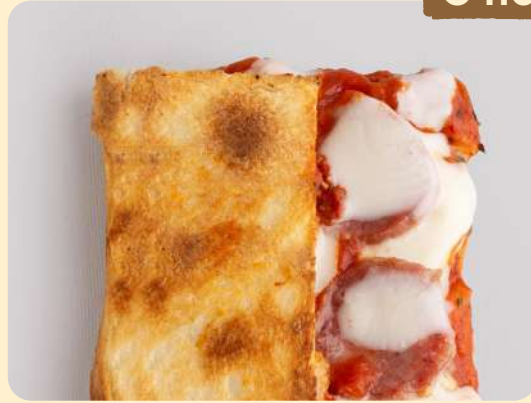


MARGHERITA

Una margherita dalla croccantezza e dal gusto inimitabile.

ORDINA ORA ►

€4.00



SALSICCIA E PECORINO

La Pizzedda più richiesta e gustosa con crema di pecorino e salsiccia secca di Orgosolo.

ORDINA ORA ►

€3.50

LA PIÙ ORDINATA



ZUCCA E FUNGHI

Sugo, dolcezza della zucca, funghi saporiti e nota leggermente affumicata: equilibrio perfetto per l'inverno.

ORDINA ORA ►

€4.00



CIPOLLE CAMELLATE E ZOLA

La Pizzedda più gustosa con deliziose cipolle caramellate accompagnate da Gorgonzola dolce.

ORDINA ORA ►

The menu system is conceived as a modular framework, ensuring adaptability, consistency and immediate legibility across printed, digital and in-store applications. By assigning each product to a repeatable card structure, the identity establishes a coherent visual grammar that strengthens recognition, supports scalability and extends the brand ecosystem across every customer touchpoint.

croccantezza sarda

Impasto Pizzedda: miscela di farina e semola di grano duro, alta idratazione e lunga lievitazione. Il risultato è una base leggera, molto digeribile, con crosta sottilmente croccante e interno morbido.



€3.00

MARGHERITA

Una margherita dalla croccantezza e dal gusto inimitabile.



€4.00

SALSICCIA E PECORINO

La Pizzedda più richiesta e gustosa con crema di pecorino e salsiccia secca di Orgosolo.



€4.00

TONNO DI CARLOFORTE E MOZZARELLA

Tonno di Carloforte lavorato a mano, mozzarella filante e profumo di mare: sapore autentico e deciso.



€3.00

LA ROSSA

Base pomodoro semplice e intensa, come si mangia a Cagliari: croccante, profumata, essenziale.



€3.50

ZUCCA E FUNGHI

Sugo, dolcezza della zucca, funghi saporiti e nota leggermente affumicata: equilibrio perfetto per l'inverno.



€4.00

CIPOLLE CARAMELLATE E ZOLA

La Pizzedda più gustosa con deliziose cipolle caramellate accompagnate da Gorgonzola dolce.



€3.50

RICOTTA DI PECORA E NDUJA

Ricotta di pecora morbida e cremosa, nduja piccante al punto giusto e sugo.



€4.00

SALSICCIA E PATATE

Una pizza che ti riporta ai sapori della tradizione: patate, salsiccia, mozzarella e un tocco di rosmarino.



MENU

MARGHERITA €3.00

Una margherita dalla croccantezza e dal gusto inimitabile.

SALSICCIA E PECORINO €4.00

La Pizzedda più richiesta e gustosa con crema di pecorino e salsiccia secca di Orgosolo.

TONNO DI CARLOFORTE E MOZZARELLA €4.00

Tonno di Carloforte lavorato a mano, mozzarella filante e profumo di mare: sapore autentico e deciso.

LA ROSSA €3.00

Base pomodoro semplice e intensa, come si mangia a Cagliari: croccante, profumata, essenziale.

RICOTTA DI PECORA

E NDUJA €3.50

Ricotta di pecora morbida e cremosa, nduja piccante al punto giusto e sugo.

CIPOLLE CARAMELLATE

E ZOLA €4.00

La Pizzedda più gustosa con deliziose cipolle caramellate accompagnate da Gorgonzola dolce.

LA PIÙ ORDINATA

RICOTTA DI PECORA

E SPINACI €3.50

Sugo, ricotta di pecora morbida e cremosa, spinaci freschi e gusto pieno mediterraneo.

LA PIÙ ORDINATA

SALSICCIA E PATATE €4.00

Una pizza che ti riporta ai sapori della tradizione: patate, salsiccia, mozzarella e un tocco di rosmarino.

LA PIÙ ORDINATA

ZUCCA E FUNGHI €3.50

Sugo, dolcezza della zucca, funghi saporiti e nota leggermente affumicata: equilibrio perfetto per l'inverno.

sa
pizzedda

MENU

€3.00



MARGHERITA

Una margherita dalla croccantezza e dal gusto inimitabile.

LA PIÙ ORDINATA

€3.50



ZUCCA E FUNGHI

Sugo, dolcezza della zucca, funghi saporiti e nota leggermente affumicata: equilibrio perfetto per l'inverno - 1/3 di teglia (4 Pizzedde per una persona).

LA PIÙ ORDINATA

€4.00



TONNO DI CARLOFORTE E MOZZARELLA

Tonno di Carloforte lavorato a mano, mozzarella filante e profumo di mare: sapore autentico e deciso - 1/3 di teglia (4 Pizzedde per una persona).

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sa
pizzedda

menu system





croccantezza sarda	Tonno di Carloforte lavorato a mano, mozzarella filante e profumo di mare: sapore autentico e deciso. sapizzedda.it	TONNO DI CARLOFORTE E MOZZARELLA pizzedda^{sa}
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croccantezza sarda	Una margherita dalla croccantezza e dal gusto inimitabile. sapizzedda.it	MARGHERITA pizzedda^{sa}
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product presentation

Via Vigevano 28, 20144 Milano

pizza al taglio cagliaritana

sa
pizzedda



entra.
piega.
mangia.

è così semplice.

orari di
apertura

Tutti i giorni dalle 12.00
Vene sab fino alle 23.30

Siamo chiusi? Non tirarti indietro. Scopri di più su

sapizzedda.it

croccantezza sarda

sa
pizzedda

si piega.
si mangia.
non si discute.

sapizzedda.it

store experience

un cagliaritano trapiantato
a milano e un'idea sola,
la vera pizza al taglio
cagliaritana, fatta come a

cagliari

store experience



merchandise





Fold club

Fold club is Sa Pizzedda's editorial playground, a recurring space where the brand steps out of the shop and into the conversation. It's where the brand tells stories, shares secrets, celebrates the people who eat pizza, make pizza and those that supply the ingredients for pizza.

It's not a sub-brand. It's a space where Sa Pizzedda gets to play, experiment and connect with the people who care about pizza as much as they do. It's a space where the brand gets to be a little more human, a little more curious and a little more Sardinian.

conclusion

Sa Pizzedda's new identity is designed as a scalable system that adapts effortlessly across menus, packaging, digital touchpoints and physical spaces.

Modular, flexible and immediately recognisable, it balances a bold and distinctive character with the clarity and commercial strength needed to grow confidently with the business – **fold by fold**.

thank you