

SA PI **Z** EDDA



THE STARTING POINT

STRONG CHARACTER.
NO UNIFIED SYSTEM.

Sa Pizzedda was studied through its competitive landscape, Sardinian roots and existing identity. While the category relies on familiar Italian codes, the brand already owns a distinctive product and a strong attitude. The opportunity was to turn that difference into one coherent and immediately recognizable visual system

THE OPPORTUNITY

KEEP THE ATTITUDE.
BUILD ONE RECOGNIZABLE SYSTEM.

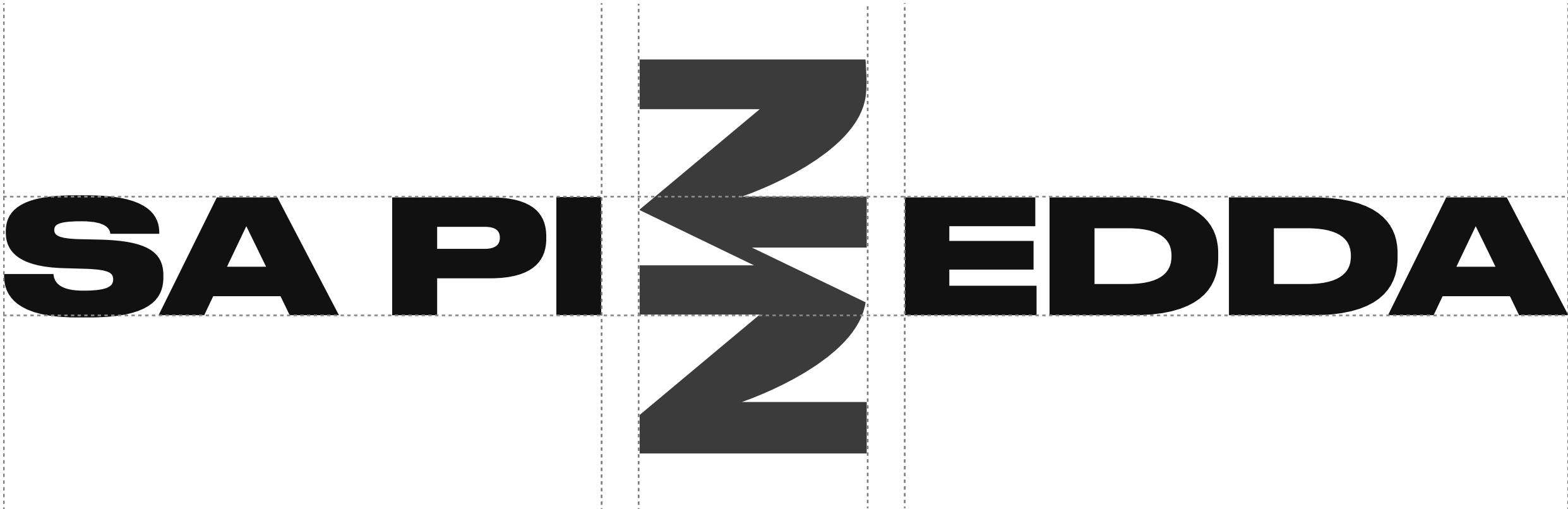
TYPOGRAPHY

DISPLAY / HEADLINES
DRUK WIDE CYR
COMMERCIAL TYPE

BODY / SUPPORTING COPY
HELVETICA NOW DISPLAY
MONOTYPE

PRIMARY HORIZONTAL LOCKUP

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A DISTINCTIVE SIGN BUILT DIRECTLY INTO THE NAME.



MONOCHROME



REVERSE BLUE



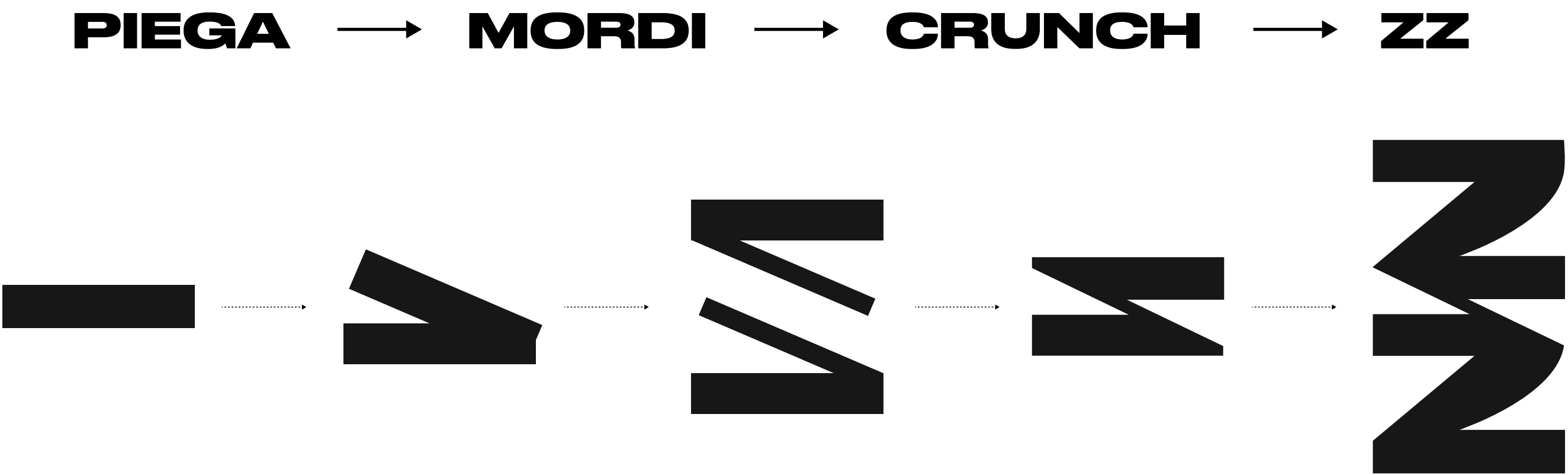
REVERSE CORAL

CAN THE PRODUCT BECOME THE IDENTITY?

The answer was found in the product itself.
A pizzata is folded in half, bitten and
remembered for its unmistakable crunch.
This distinctive ritual became the concept:
PIEGA. MORDI. CRUNCH.
The fold creates the layered structure, the
crunch defines its sharp angular form, and the
name provides the double Z. Together, they
become a bold graphic sign born directly from
the product.



THE ANSWER IS IN THE GESTURE.



THE SYSTEM

ONE SIGN.
EVERY SCALE.

The double Z works as a horizontal or vertical lockup, social icon, pattern and cropped graphic. Its simple geometry stays recognizable at every scale and applies easily across packaging, menus, uniforms, interiors, delivery and digital.



PRIMARY VERTICAL LOCKUP

SOCIAL ICON
FAVICON · APP



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CAGLIARI — NOT AS DECORATION,
BUT AS COLOUR.

Cagliari is present not as decoration, but through colour. Mediterranean blue, salt-pan coral and limestone cream form a sharp urban palette. Black adds structure and contrast.

MEDITERRANEAN BLUE	SALT-PAN CORAL	LIMESTONE CREAM	URBAN BLACK
#186A96	#EC523B	#F8E9D7	#181717
RGB 24 / 106 / 150 CMYK 84 / 29 / 0 / 41	RGB 236 / 82 / 59 CMYK 0 / 65 / 75 / 7	RGB 248 / 233 / 215 CMYK 0 / 6 / 13 / 3	RGB 24 / 23 / 23 CMYK 0 / 4 / 4 / 91





ZZ MENU

SU SPIZZU

AVOCCHUTAI BREME
11.50 €
GAJULAKOHEUA OIU BOTTANIA 17E

SBUDDONE

AVUCQUETA OSEPRIMA
15.50 €
GAJULADOGRUQUIL ROTTALIA 17E

LA TEGLIA

ABOCOKIM AMNUS
RACE GOOOD IDN TAREA

LE CLASSICHE

MBONRYETO 2 €
POSITETO POMIOBDO 4 €
CNAGGODIGLA 4 €
LA VDOLA 4 €

LE IMPERDIBILI

REBBLA 2 €
GROCHS LILVAIQINGLA 2 €
GLOCOK LAEACA 2 €
MOTEVALLAINIMBA 2 €
AMNIOABG 2 €
ALCOTAZN GUEMARQ 2 €
GIONGHIELLA 2 €

DESSERT

OESSETTI PINCO 2 €

LE BIBITE

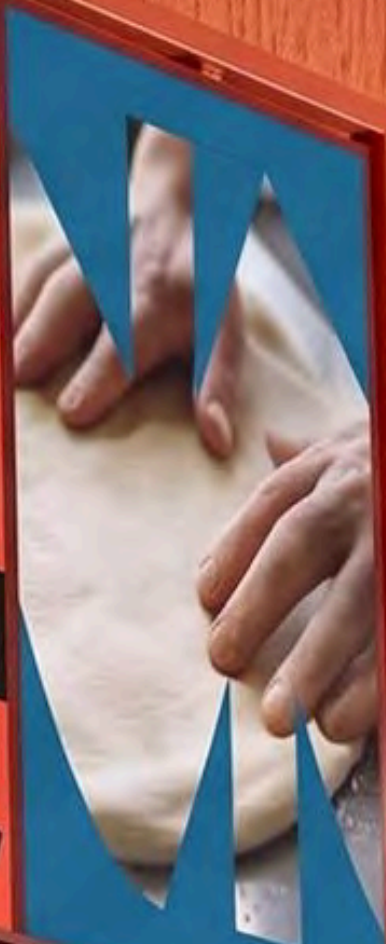
ALTALA RIVEZZE 1.85 €
ALZHLA TIEZARE 1.35 €
COCA COLA 2.89 €
COCA COLA TTAO 2.89 €
TUE KE LAKBE 2.39 €

ICHNUSA IN BOTTIGLIA

NOAYCUIRA 3.80 €
ELADCCA 3.90 €

SA PIZZEDDA

LO SENTI?















Z I MENU

SU SPIZZU
ACOLEGGIO I-IRBIA
11,50 €
EKKK, ROMAGGIOLO, BOTTIGLIA 1 L

SBUDDONE
ACOLEGGIO I-IRBIA
16,50 €
EKKK, ROMAGGIOLO, BOTTIGLIA 1 L

LA TEGLIA
OSKIOZINSA P-DEA
BAGG, GAROGGIOLO, TIKKIS

LE CLASSICHE

BASPLURIGITTO	3 €
PRALIS KSA, PANDONAS	4 €
CPINICODANILLA	
LA VOGILA	3 €

LE IMPERDIBILI

ROCOLE	3 €
CRGGIAZU PIZAGOLA	
OUCOCA I NEKA	3 €
RGCCALLI PBI/ASIA	3 €
UNGBOMA	
ARLIZOCH BGAMO E	3 €
SSUCHBIVLLA	

DESSERT

SOCCEPITI KXZIS	2 €
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LE BIBITE

ACOLIN MOTTZOE	1,00 €
ACOLIN PIZZEARTE	1,00 €
COSA NDOA	2,20 €
COGA DOLA TARO	2,80 €
THE AL LSKERE	2,80 €

ICHNUSA IN BOTTIGLIA

MONTUTURA	3,30 €
CLAGSCA	2,50 €

SA PIZZEDDA

LO SENTI?





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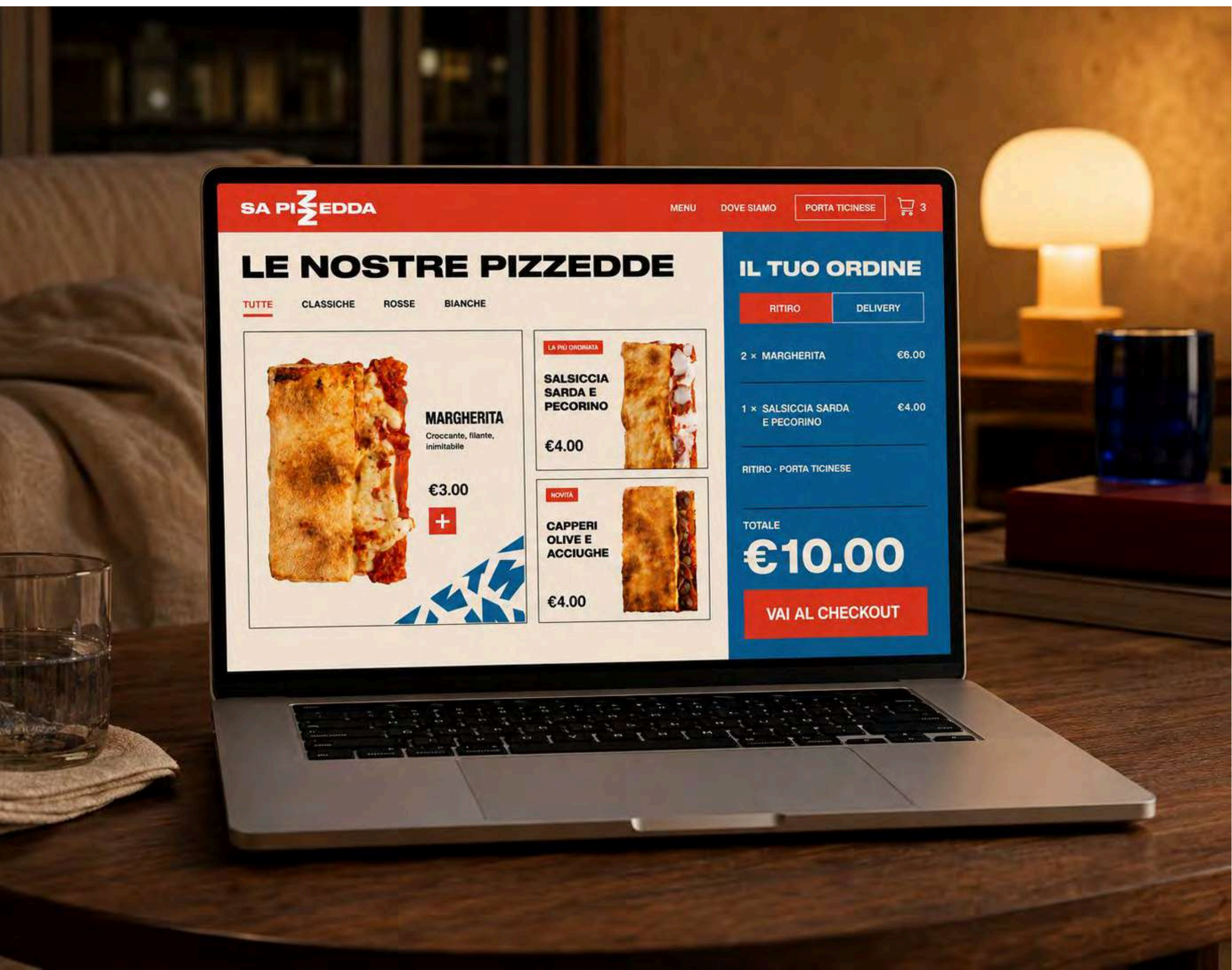


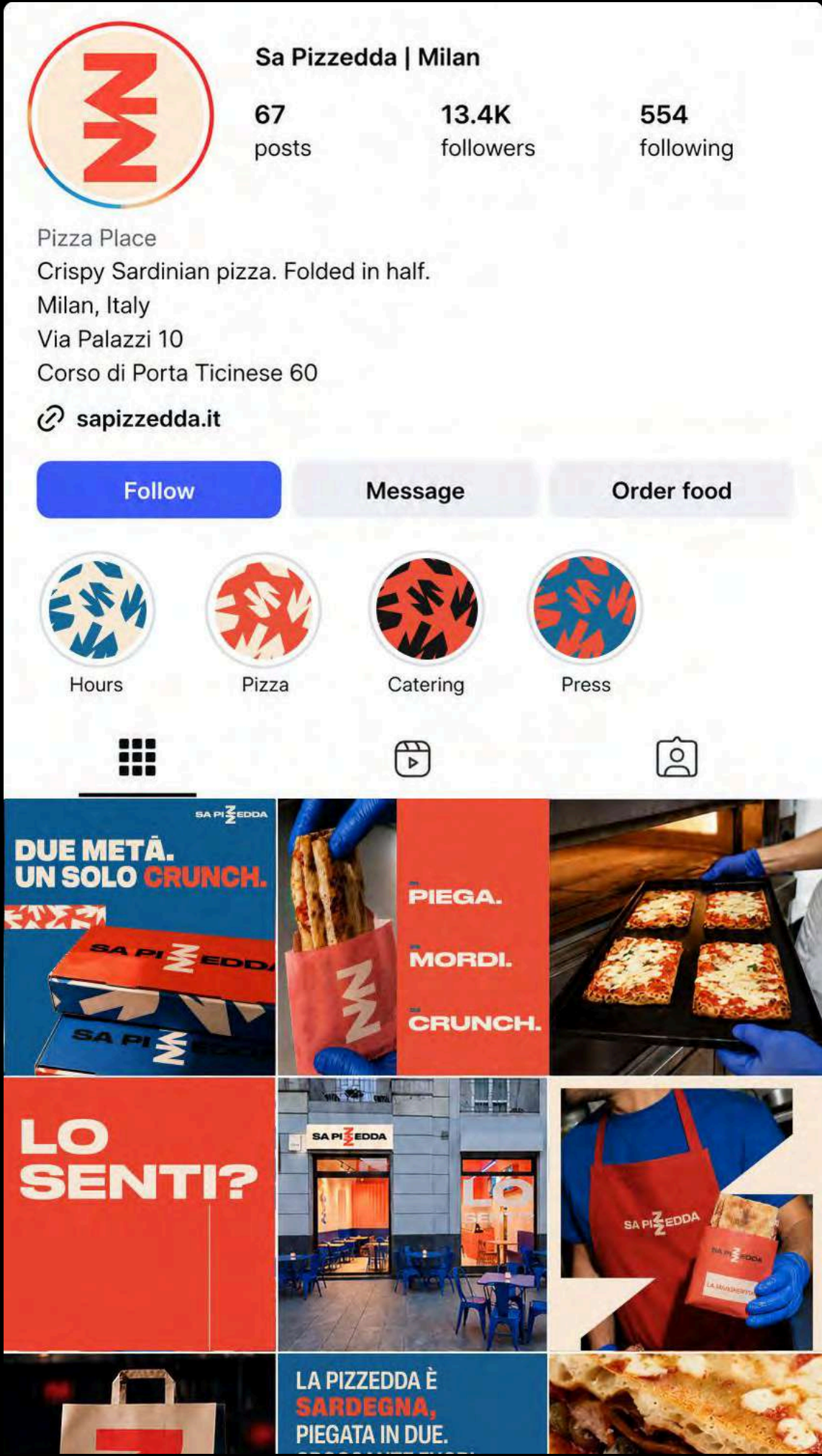


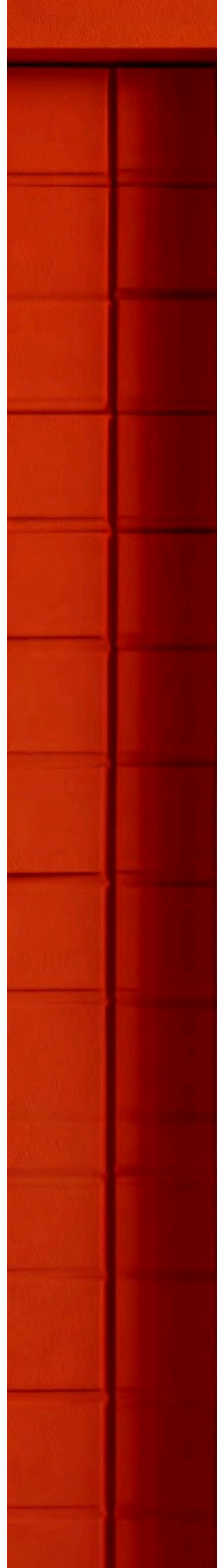


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