



ORDER N° 106955

Sa Pizzedda
New Brand Identity



THE ISLAND IS NOT WHERE YOU THINK IT IS

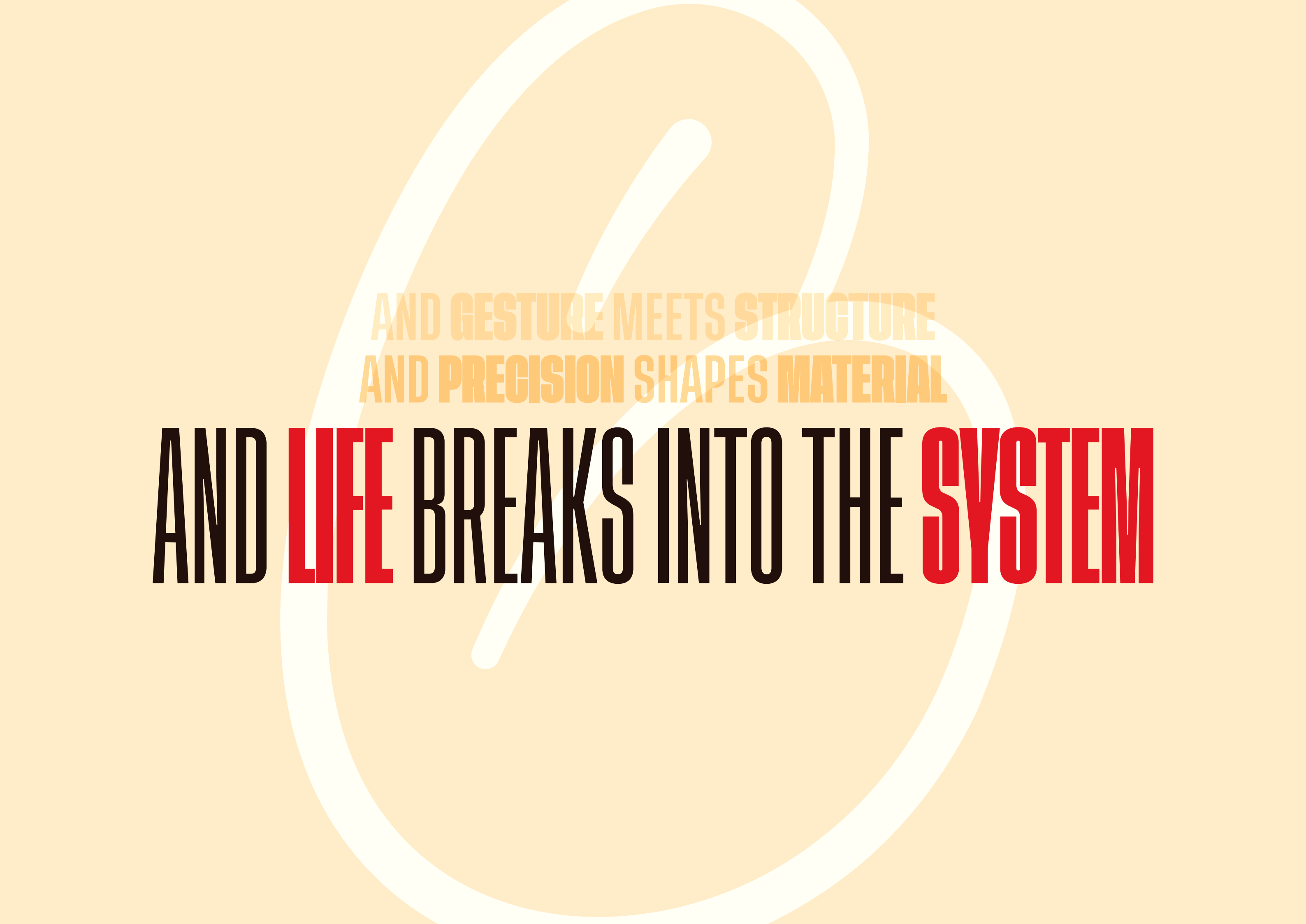
What happens when an island identity enters the continent?

MILANO

STRUCTURE
PRECISION
SPEED
DESIGN
INDUSTRY
SYSTEM

GESTURE
MATERIAL
INSTINCT
CULTURE
LIFE
APPROPRIATION

CARDIGNA
SARDEGNA



AND GESTURE MEETS STRUCTURE
AND PRECISION SHAPES MATERIAL

AND **LIFE** BREAKS INTO THE **SYSTEM**

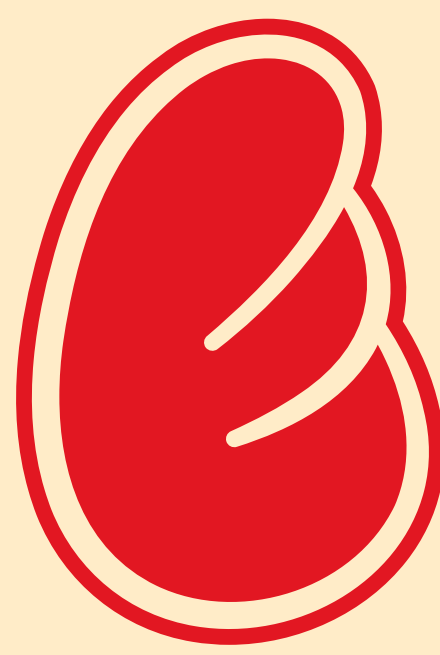
EVERY PLACE HAS ITS E...



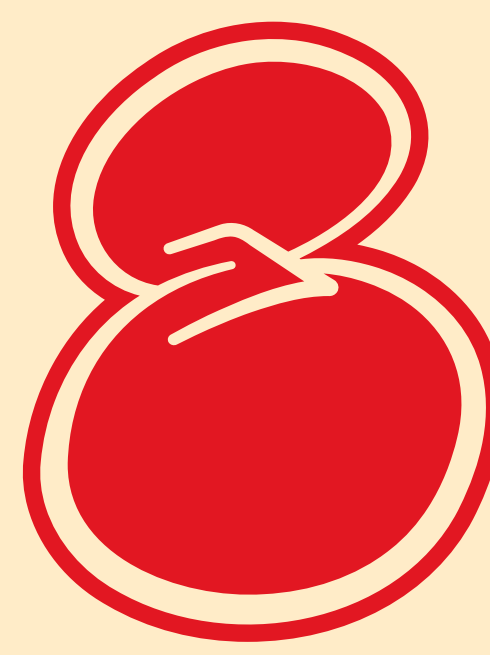
CAGLIARI



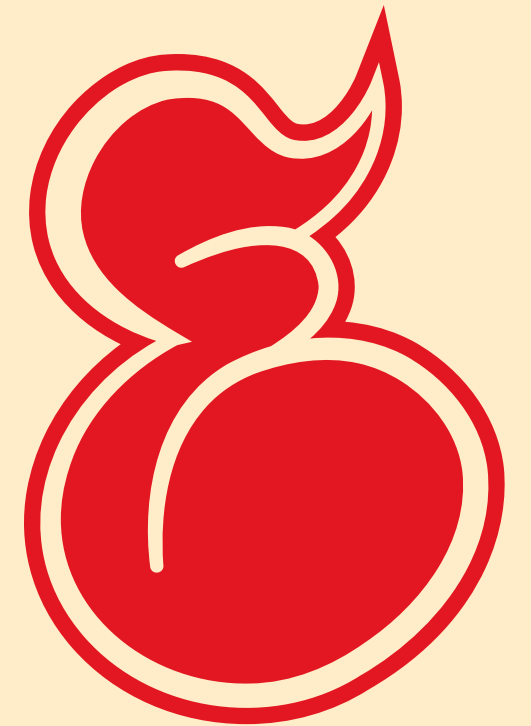
CARLOFORTE



OLBIA



NUORO



ALES

VARIABLE GESTURE

THE CONSTANT

... AND EVERY SPOT HAS ITS BACKGROUND
THE CITY BECOMES THE GRID

Porta Venezia

CAGLIARI ↔ MILANO

Solari

CROCANTEZZA SARDA

Sella del Diavolo Porta Ticinese

EASY BEER

Teatro Della Scala

MILANESE STRUCTURE



SCARLET TOMATO

C 0 | M 90 | Y 85 | K 11
R 226 | G 23 | B 34
#E21722



TOASTED BREAD

C 0 | M 55 | Y 67 | K 85
R 33 | G 15 | B 11
#210F0B

NOT COLOR. MATERIAL.



SUN-KISSED WHEAT

C 0 | M 7 | Y 22 | K 0
R 255 | G 236 | B 200
#FFEC8



GOAT CHEESE

C 0 | M 0 | Y 4 | K 0
R 250 | G 250 | B 245
#FFFFFF5

FROM WALL



In Sardinia, walls become places for expression – surfaces where people leave their mark by hand, in public.

We took the gesture itself: a spontaneous intervention that breaks the order of an existing surface and brings life into it.



The same gesture lives in the making of pizza. Before becoming a slice, dough is shaped and stretched by hand.

Its organic, imperfect character becomes our visual language – tactile, expressive and alive.



TO DOUGH



PIZZEDDA

PIZZEDDA

PIZZBDDA

SA

PIZZBDDA

THIS IS THE LIVING

810MONT

**A FIXED IDENTITY WITH A VARIABLE GESTURE
FROM THE WALLS OF SARDINIA INTO THE SYSTEM**

A TRADITION OF MAKING LIFE VISIBLE ON THE WALLS

PIZZA ^{SA}810DDA PIZZA ^{SA}810DDA PIZZA ^{SA}810DDA PIZZA ^{SA}810DDA PIZZA ^{SA}810DDA

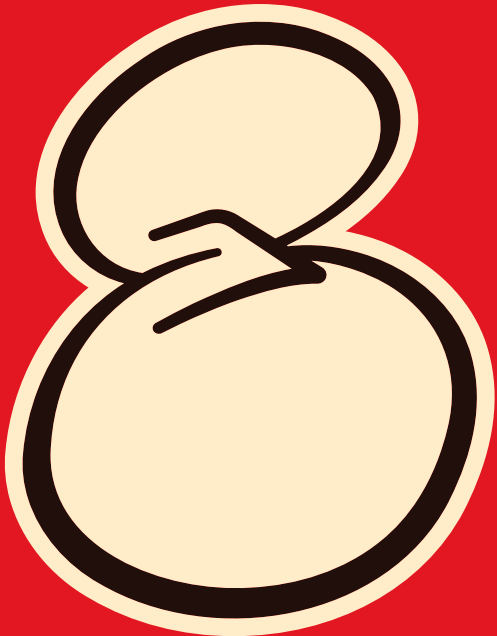
Main logo



Stylistic & Color Variations



Social Icon



THE SYSTEM STAYS. THE LIFE CHANGES.



TYPE SYSTEM

TUSKER GROTESK FONT FAMILY 2017

LEWIS MCGUFFIE
COMMERCIAL LICENSE
TO BE ACQUIRED BY SA PIZZEDDA

LOGO

SA PIZZEDDA

9800 SUPER

HEADERS

CROCANTEZZA SARDA CROCANTEZZA SARDA

2800 SUPER 3800 SUPER

INFORMATION

SOLARI
Porta Venezia
Cagliari
Milano

7600 SEMIBOLD

5500 MEDIUM

6500 MEDIUM

8700 BOLD

THE BOX



TAKE IT
WITH YOU



PIZZA

SA
PIZZA DDA

STORE

PIZZA  DDA



SPACE



STREET

VIA
SOLARI

PANINI
CAFFÈ
LIBRI

CROCANTEZZA SARDA

IN A FEW
MINUTES



sapizzedda.it

DIGITAL



EVENT

