# *Croccantezza* becomes a language.

**Sa Pizzedda is a brand born from a simple, unmistakable gesture: a folded, crispy Sardinian pizza.**



# The island in every dot.

To tell this story, we chose an ancient symbol of Sardinian tradition: the pintadera, the stamp once used to decorate bread in homes across the island.

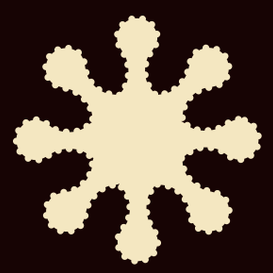
A primitive, geometric, essential object. A shape that embodies memory, craftsmanship and belonging. In the rebrand, the pintadera is redesigned as a contemporary symbol, stripped down to its essence and built around a dotted edge.

**The result is an identity that brings together ancient archetypes and street culture, tradition and pop, island and city. A simple, modular, tactile visual system.**






the ancient pintadera



its more urban sister

# Sa Pizzedda's new visual identity is built around three principles:

## 01

### Identity

The visual language derives from pintaderas, ancient Sardinian stamps associated with bread and domestic rituals. Their shape becomes the core of the brand.

## 02

### Scalability

The dotted edge is inspired by the golden, crispy surface of the Pizzedda and becomes a distinctive brand signature. A graphic rhythm that returns across logos, icons, frames and patterns. The geometries are simplified into a modular identity, legible at both micro and macro scale.

## 03

### Recognizability

The entire system is designed to be versatile, reproducible and instantly recognizable. It allows for primary logos, compact versions, icons and patterns without losing consistency.

PIZZEDDA

# The New Logo

① The logo starts from an existing typeface, which was then customized through a process of simplifying and softening its forms. ② The corners were rounded to create a more contemporary visual language. An external stroke was then transformed into a dotted line made of circular modules, creating a sequence of small dots along the entire perimeter of the letters. ③ Finally, all elements were expanded and unified into a single vector shape.



1 2 3

# The Extended Logo



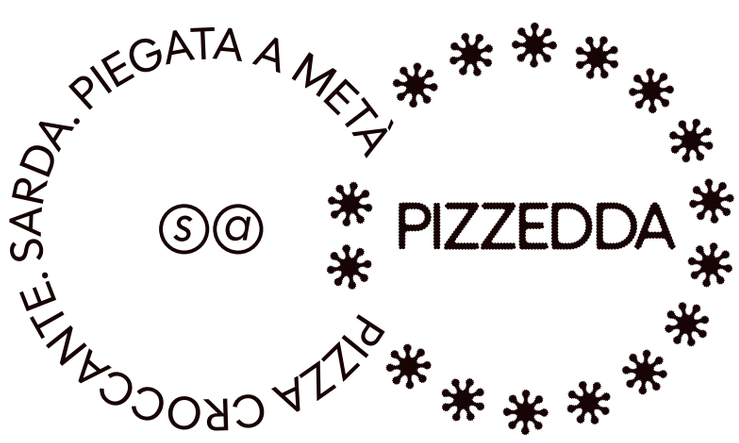
# Logo Family













The dotted edge is Sa Pizzedda's visual signature.
The dots represent the product's *croccantezza*, transforming it into a graphic texture. This modularity makes it possible to build frames, patterns, icons and logos while maintaining a strong and instantly recognizable character.

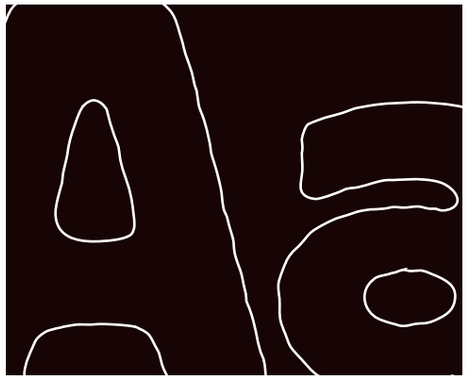
# Identity toolkit

## Tipografia

POLYMATH DISPLAY
ADOBE FONT




**BLOCK W1G**
**BOLD & REGULAR**
**ADOBE FONT**




**ANTON**




**Polymath:** clean, soft and legible. It is the typeface used for the payoff and all small text across the identity.

**Block W1G:** our volume turned all the way up. Bold, energetic, unapologetic. It is used for loud messages and headlines that need to be heard before they are even read.

**Anton:** used for selected elements on the website

## Color Palette

| | | |
|---|---|---|
| E2230A | C: 0<br>M: 100<br>Y: 100<br>K: 0 | R: 226<br>G: 35<br>B: 10 |

PIZZEDDA RED

| | | |
|---|---|---|
| F4E7C1 | C: 4<br>M: 9<br>Y: 32<br>K: 0 | R: 224<br>G: 231<br>B: 193 |

SEMOLINA

| | | |
|---|---|---|
| 441400 | C: 44<br>M: 91<br>Y: 87<br>K: 70 | R: 68<br>G: 20<br>B: 0 |

BROWN CROCCANTE

| | | |
|---|---|---|
| 180404 | C: 69<br>M: 83<br>Y: 62<br>K: 91 | R: 24<br>G: 4<br>B: 4 |

CHARCOAL BLACK

| | | |
|---|---|---|
| FFFFFF | C: 0<br>M: 0<br>Y: 0<br>K: 0 | R: 255<br>G: 255<br>B: 255 |

MILK WHITE

The palette retains Sa Pizzedda's original colors: the **iconic red**, **semolina**, **bold black** and **clean white**, while introducing a new **Croccante Brown inspired by the toasted edge of the Pizzedda.** Together, they create a **warm, tactile and pop-driven system that brings the brand's street soul together with its Sardinian roots.**

# MOCKUP CROCCANTI

T-SHIRT

CIAO MILANO

NUOVA APERTURA

PIZZEDDA

2024 SIAMO 2026 CROCCANTI

IN-STORE DISPLAYS

LE BIBITE

ACQUA NATURALE/ FRIZZANTE 1.50€
COCA COLA 2.50€
FANTA 2.50€
THE AL LIMONE/ PESCA 2.50€

LE BIRRE

BIRRE ARTIGIANALI SARDE 4.50€
BIRRA N 1 | BIRRA N 2 | BIRRA N 3
BIRRE ICHNUSA 3.50€
BIRRA N 1 | BIRRA N 2 | BIRRA N 3

LE PIZZEDDE DOLCI

NUTELLA 15.00€
PISTACCHIO 15.00€

CIPOLLE CARAMELLATE & ZOLA
FRIARIELLI & TAGGIASCHE

LE PIZZEDDE CLASSICHE

MARGHERITA 15.00€
SALSICCIA SARDA & CREMA DI PECORINO 15.00€
CAPPERI, OLIVE & ACCIUGHE 15.00€
TONNO DI CARLOFORTE & MOZZARELLA 15.00€

LE PIZZEDDE ROSSE BASE POMODORO

NDUJA E STRACCIATELLA 15.00€
CIPOLLE CARAMELLATE E ZOLA 15.00€
FRIARIELLI E OLIVE 15.00€

LE PIZZEDDE BIANCHE BASE BIANCA

RADICCHIO & GORGONZOLA 15.00€
SALSICCIA & PATATE 15.00€
POMODORINI E STRACCIATELLA 15.00€

I NOSTRI MENÙ

MENU SU SPIZZU 11,50€
"LO SPUNTINO"
4 PIZZEDDE CROCCANTI CON
2 GUSTI A SCELTA E UNA

MENU SBUDDONE 14,50€
"MANGIONE"
6 PIZZEDDE CROCCANTI CON
3 GUSTI A SCELTA E 2 BIBITE

ORDER NUMBER 107626

THE SCREW-BOUND SYSTEM MAKES IT EASY TO UPDATE THE MENU WITHOUT HAVING TO REPRINT THE ENTIRE DISPLAY.

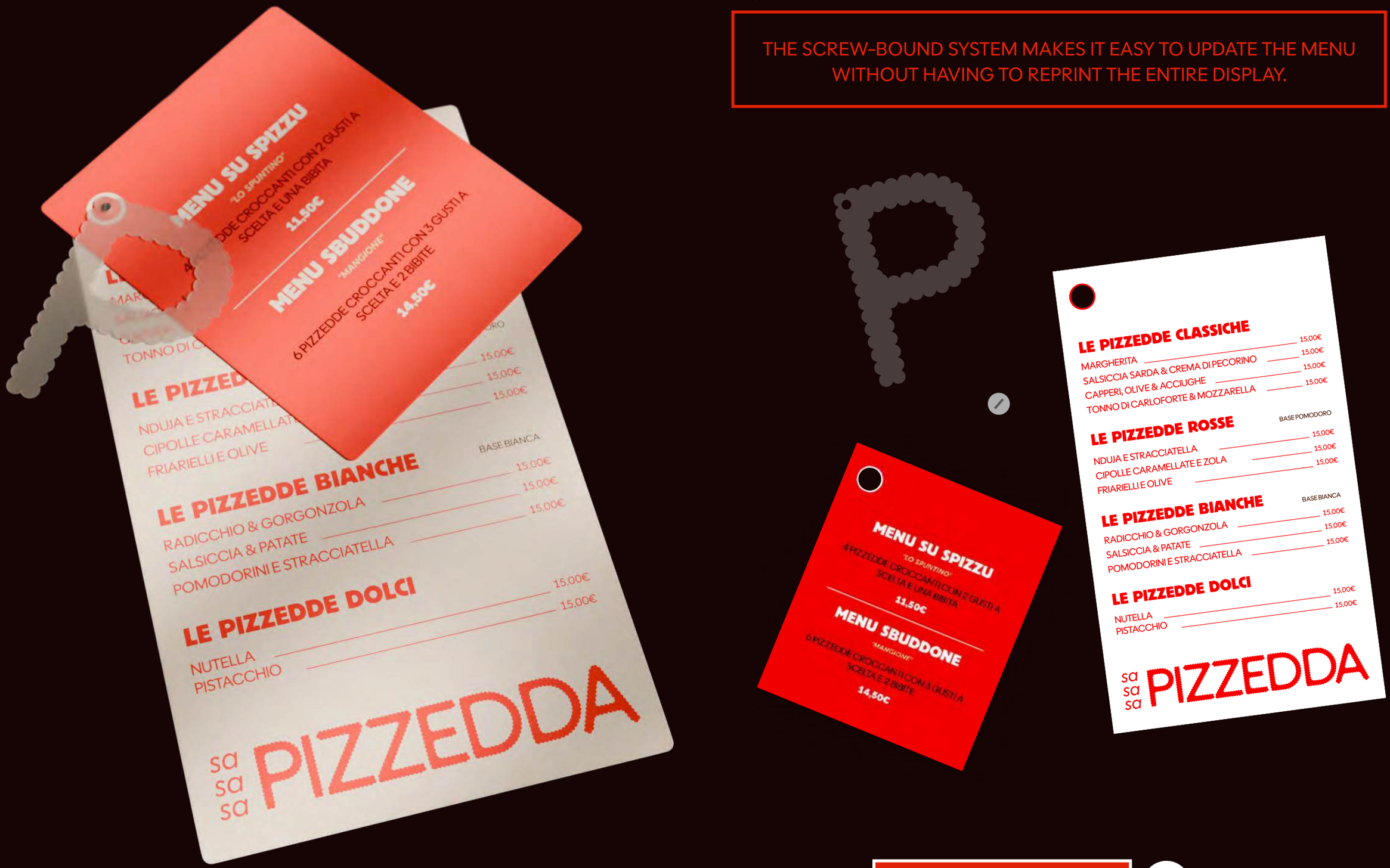



TABLE MENU




A SINGLE-SIDED VERSION OF THE MENU. ALSO SUITABLE FOR LARGER DISPLAYS.

MOCKUP CROCCANTI

MENU BOARD




ORDER NUMBER 107626

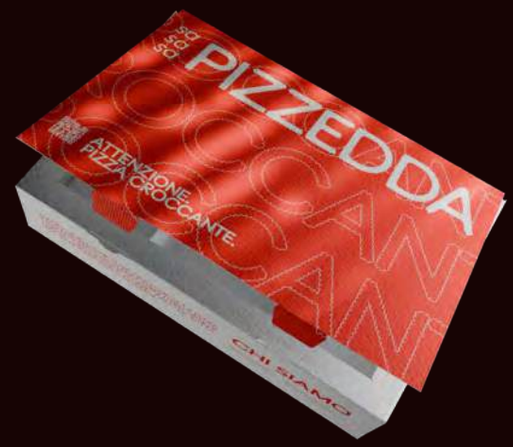
MOCKUP CROCCANTI

DELIVERY BOXES













ORDER NUMBER 107626

MOCKUP CROCCANTI

HAT

FOOD TRUCK

LOYALTY CARD

ORDER NUMBER 107626

MOCKUP CROCCANTI

SIGN

sa sa sa PIZZEDDA

SARDA CROCCANTI PIZZA

CIAO MILANO

DOM / GIO:
12.00 - 22.00
VEN & SAB:
12.00 - 23.30

FRIARIELLI & TAGGIASCHE

CIPOLLE CARAMELLATE & ZOLA

IL MENU

PIZZEDDA

PAPER BAGS

ORDER NUMBER 107626

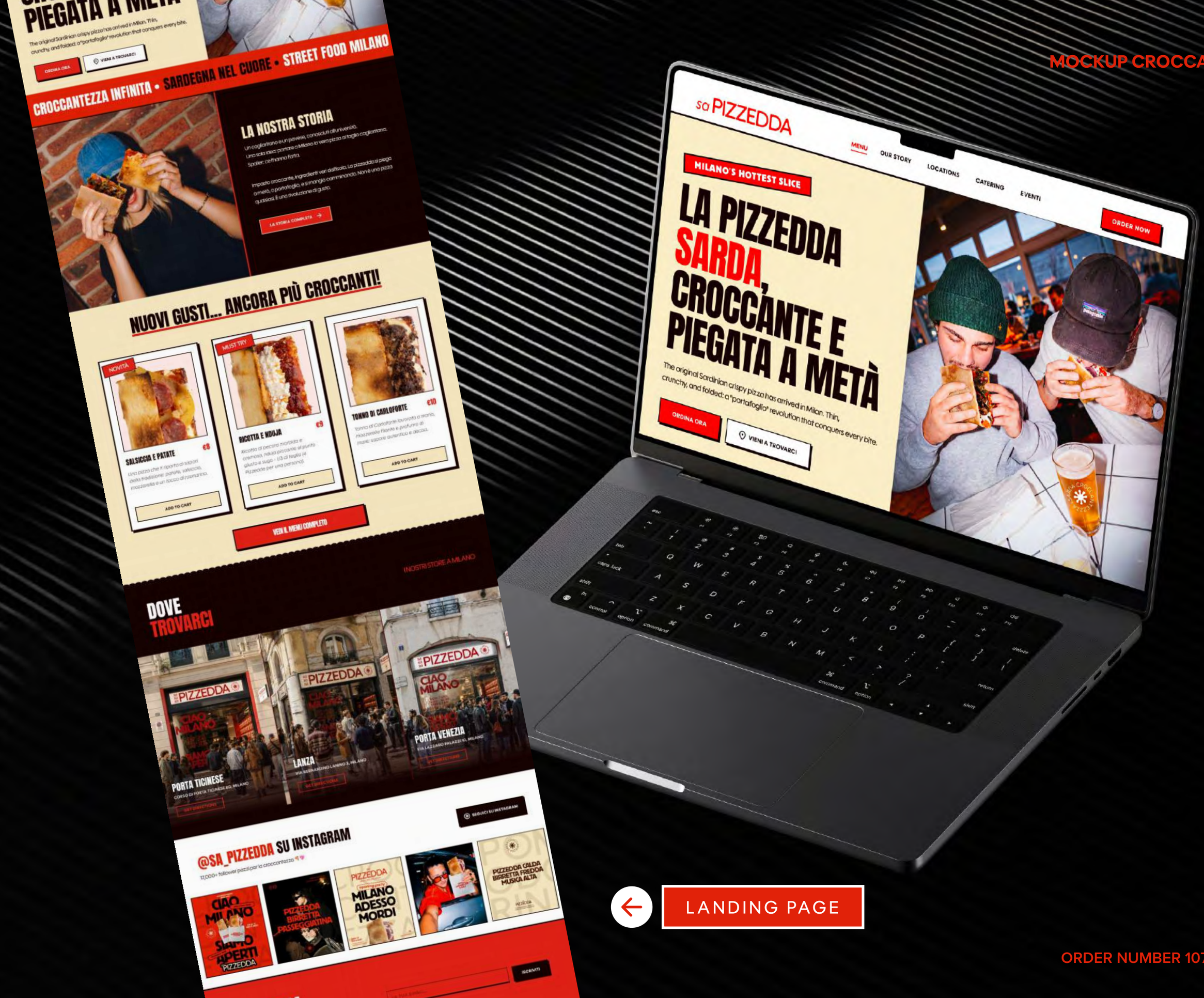
MOCKUP CROCCANTI




OOH ADVERTISING

ORDER NUMBER 107626

MOCKUP CROCCANTI

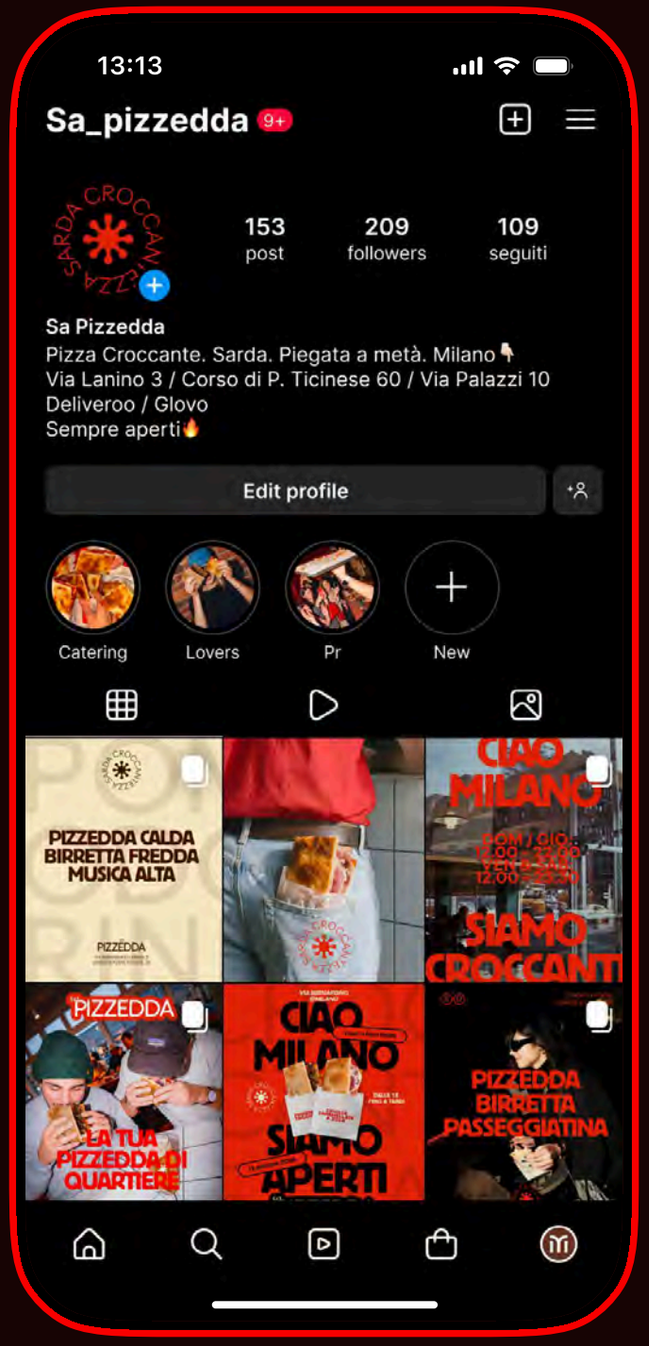



LANDING PAGE

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MOCKUP CROCCANTI

IG FEED






























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# MOCKUP CROCCANTI




01




02



03




04




05




06




07




08

01 SHOPPER
02 MATCHES
03 CUP AND COFFE CUP
04 LANYARD
05 TAPE
06 NAPKINS
07 FOOD PACKAGING
08 V2 PAPER BAGS

ORDER NUMBER 107626






KEYCHAIN &
BEER OPENER

LIGHT BOXES






ARTWORKS

## MOCKUP CROCCANTI













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BUSINESS CARDS

Every element of Sa Pizzedda's identity is built on the same principle: **transforming *croccantezza* into a recognizable graphic language.**

From the logo to every communication touchpoint, the visual system maintains a coherent, modular and instantly recognizable language, designed to accompany the brand across every point of contact.

The new system **combines the roots of Sardinian tradition with a contemporary aesthetic**, designed to stand out both in the urban environment and in the everyday experience of anyone who chooses a Pizzedda.

